

Special Note: The following are minutes that summarize the Business Development Advisory Council meeting held on February 10, 2016, and not a transcript of the meeting.

MINUTES

BUSINESS DEVELOPMENT ADVISORY COUNCIL WEDNESDAY, FEBRUARY 10, 2016 9:00 A.M.

**CLARK COUNTY GOVERNMENT CENTER
500 S. GRAND CENTRAL PKWY
4TH FLOOR, GOLD ROOM
LAS VEGAS, NEVADA 89155**

Members Present:

Jane Lee, Jadon Foods - Chair
Amy Shaw, McCarran International Airport
Adleen Stidhum, Clark County Purchasing and Contracts
Jill Klies, J & M Shooting Solutions (**attended via teleconference**)
Rich Lyles, Governor's Office of Economic Development (GOED)
Mae Worthey, Nevada Department of Employment Training and Rehabilitation
Leonard Hamilton, Business Consultant
Marcus Offutt, Business Growth & Development Services (**attended via teleconference**)
Vershaun Ragland, M.B.D.A. Business Center of Las Vegas
Jo Cato, Periwinkle Media Group (**attended via teleconference**)

Members Absent

None

Clark County Staff

Trudy Harper, Clark County Purchasing and Contracts
Lisa Majett, Clark County Purchasing and Contracts

Legal Counsel:

Catherine Jorgenson, Clark County District Attorney's Office

Guests:

Marc Veltri, John A. Martin & Associates of Nevada, Inc.
Lynette Sepula, Integrity Partners
Sherry Span, Integrity Partners
Lynne Taylor-Bullock, Nevada State Governor's Office of Economic Development
Christ Echols, National Association of Women Business Owners (NAWBO)
Anna Siefert, Nevada Commission on Minority Affairs/Women's Business Enterprise Council-West (WBEC-West)
Christine Footit, Internal Revenue Service Mariah Fineman, iDrink Beverages
Laura Jane Spina, RAFI Architecture
Jacki Ramirez, Ramirez Group, Inc. / NAWBO

- I. **Call to Order**
Jane Lee, Chair, called the meeting to order.
- II. **Opening Ceremonies**
Silent invocation was conducted followed by the Pledge of Allegiance.
- III. **Introductions**
The members and guests introduced themselves.
- IV. **Public Comments**
Jacki informed members that Nevada Transportation is currently working on a disparity study in conjunction with Reno-Tahoe Airport, NDOT and McCarran Airport. Flyers were handed out with information on upcoming meetings for those interested in attending. It is important for small businesses to give their input on what their experiences have been.
- V. **Approval of Minutes**
 - Approve the December 9, 2015 minutes – Mae had a correction to the name of her agency on page 4 and should read: Nevada Department of Employment Training and Rehabilitation. Amy motioned to approve; Rich seconds the motion. All members were in favor.
- VI. **Members will vote on Mae Worthey as the new Vice Chair**
A nomination was received at the last meeting for Mae Worthey to serve as Vice Chair. Vershaun asked if it was too late for nominations. Catherine advised that members could choose not to move forward at this time and take more nominations. It has not been properly noticed to take nominations. Or members could move forward with the vote as posted on the agenda. There would need to be a motion to continue to the next meeting to consider nomination. Vershaun explained that Leonard was not in attendance at the last meeting. Being that he is a seasoned Board member, she thought it would only be fair if he was nominated. Jane asked for the members' thoughts. Leonard said that he would be of good service to the Council if the motion could be entertained. Mae asked if we would like to make a motion to move forward. Catherine said that this item could be continued and re-noticed for the next meeting. Nominations and voting could be done at the same time. Jane asked for a motion to continue the process to nominate and vote on the Vice Chair at the next meeting. Vershaun motioned; Leonard seconds the motion. All members voted in favor.
- VII. **Subcommittee reports**
 - a. **Legislative Committee** – Leonard said that AB 399, which was brought up in a previous report, launched yesterday. It is a growth pilot program for second stage businesses. It will be administered through the Workforce and Economic Development at the College of Southern Nevada. You can

google Nevada Growth Pilot Project to get more information and inform some businesses that would benefit from this program. Lynne said she is the instructor for the program and small businesses targeted are those that generate \$100,000 in annual revenue but not exceeding \$700,000. So that eliminates a lot of small businesses. It is similar to the program through the County; this pilot program is administered by the State of Nevada. Jane asked how this program differs from the BOWD Program. Lynne said it is the same training.

- b. Marketing and Public Relations – Jo has been working on the newsletter and wanted to show what it currently looks like and what we could do moving forward. The newsletter is not formatted nor does it print correctly. She has changed the look to be more of a look and feel of the County because this will be posted on the County’s website. She spoke with Tanya Flanagan, County Webmaster, about the colors and she liked them. Jo added the County logo also. Jo included a message from the Chair for both BDAC and RBDAC on the front page with their image. And the bottom she suggested a Spotlight for one of the BOWD graduates highlighting their business and accomplishments through the program by having five Q & A questions. She also suggested a Small Business spotlight to promote the support of small businesses and include some tips contributed from small businesses. An entire page was dedicated to Contracting Opportunities to talk about what is available and include links and FAQs. A page will be dedicated for upcoming events. If members approve the outline, Jo can move forward adding information and send to Tanya for approval. Jane asked if active links can be included. Jo confirmed and links will be responsive. Jane suggested a spotlight for BDAC and RBDAC members. Jo said that is already included in the far right corner on the first page. Jo has received content from Nevada Department of Employment Training and Rehabilitation, PTAC, DOA and LVCVA. The newsletter is always a work in progress and can be continuously updated. Mae offered her assistance with the ‘in design’ program that Jo is using to design the newsletter. Jo asked members to email her directly with content at jocato@periwinklemediagroup.com. The subcommittee will establish timelines for updates and upcoming events to get that information disbursed. Rich asked how often the newsletter will be coming out. Jo said the previous newsletter was quarterly and thinks we should distribute monthly. Jane said the challenge in the past was designing the right template and delegating some of the work so it would not be so labor intensive for one person. Once this is established, it will be easier to keep updated.
- c. Advocacy – Vershaun reported that she attended a 5-week training course with the US Department of Transportation from November 19th to December 17th. There were individuals that were able to obtain contracts during that time and also able to build relationships directly with

individuals that are large contractors. Vershaun is still active with their clients and have had workshops advocating small, disadvantaged and minority businesses. She was successful in obtaining \$60,000 for a woman-owned business through Accion that was needed for equipment, inventory and things of that nature. She was also successful in obtaining a \$3.9 million deal for a 3-minute car wash for a minority business owner. Vershaun said they have been busy with proposals to the Commerce Department to continue as our MBDA Center in Las Vegas. She has been focusing more on the New Ventures 504 SBA Loan because right now they have refinancing of any debt, which is great for our industry. Vershaun is considering resigning as Chair of the Advocacy Committee. She will continue to do advocacy work, although not as strong as Rich does continuously. Vershaun feels that Rich would do a great job heading the Advocacy Subcommittee. She would like to nominate him, if possible. Catherine said we could accept her resignation and work on appointing a new person. Rich asked if you could serve on more than one subcommittee. Jane confirmed and said at the next meeting we will take the nominations and vote for a new chair of the Advocacy Committee. Jane let Vershaun know that she will need to continue until she is replaced. Vershaun's resignation will be effective at the next meeting.

- d. Speaker Bureau – Marcus said he did not have anyone available to attend today's meeting. He asked members to email him any information they may come across that would be applicable this subcommittee. He is hoping to have someone attend to discuss business insurance. Marcus said he had a mishap and had to use his business insurance for the first time and was very happy he had it and made it a lot smoother than he anticipated it would be. Marcus invited members to share information during his report that would benefit his efforts.

The following businesses of the BOWD Program introduced themselves and provided a brief overview of their business:

Marc Veltri, John A. Martin & Associates of Nevada, Inc. – Primarily, their focus is on hospitality. They are working to get back into Public Works agency work. By going through the BOWD program and attending meetings like BDAC helps them get to know those with the County, City and State. They specialize in primarily structural.

Lynette Sepula and partner Sharon Span, Integrity Partners – They graduated from the BOWD Program and are back in this year's program participating as mentors. When they initially went through the BOWD program, it was for their Electrical Wholesale Business. Since that program was geared towards getting contracts with the County. Although they did not get a contract with the County, the information they received in the program, they were able to get contracts with the major utility

companies is Las Vegas. The other side of their business is consulting and assisting small businesses organize procedurally so they have the right processes in place and people doing the right things. Their passion is working with the small businesses supporting them in their successes. They have staff that work on the electrical side of the business and they work with the small businesses. The BOWD program gave them insight, meeting people, getting behind the scenes and learning that you can come to the County and request copies of previous bids so that they could identify areas they could improve their own processes. Ensuring they had the right things in place like insurance and accounting helped them formulate their plan with the Wire and Cable Company, so in turn they were able to go after other projects and companies and determine if the job was the right fit for them. They are a materials supplier, not installer. Some of the contracts they were thinking about bidding on wanted both. The BOWD program helped gain the insight so they would know how to proceed with their business correctly. We hope to be a resource for other businesses in Las Vegas.

VIII. Informational Items

a. Announcements

Amy announced that NAMC is hosting an informational meeting for women owned and veteran owned businesses for the Las Vegas Convention Project. It is on February 11th from 2:00-4:00 p.m. at Cashman Center, room 208. Rich announced that PTAC has a new director, June Reuben. They will send out the schedule of upcoming events within the next few weeks. Adleen informed members of the Small Business Resource Center in the Purchasing lobby with informational flyers and upcoming events/workshops for businesses that visit Purchasing. One is the ins/outs for certification of Women-Owned businesses. There is a seminar held by SBA called 'Ask a Lawyer' for small businesses. Their 2016 calendar is in the lobby. The School District also has several classes for business owners. Adleen announced that they hosted the graduation for the last BOWD class on January 26, 2016 and had programs available. At the same time, they had the kickoff for the new BOWD class that started on February 4, 2016. She welcomed members to attend the classes and thanked the members that continue to participate as mentors and coaches. As the valley continues to grow, we want to help the small businesses and let them know what is available to them. Tom Akers of the BOWD program developed a business and resource magazine featuring some of the businesses that have been through the BOWD program for Clark County. The magazine is a project of Tom Akers and not the County.

Adleen announced the graduation of the last BOWD class that will be a Small Business Expo. The Small Business Expo will be open to all businesses that have been through one of the Clark County training programs and the current participants. They will have their

products/services on display and local agencies will attend to discuss business opportunities with local agencies, Buyers and decision makers. The Expo will be at the Pearson Community Center (MLK/Carey Ave.) on May 19, 2016 from 9:00 a.m.-1:00 p.m. Adleen asked that this event is added to the newsletter to get the word out. She asked the members for their participation. Adleen introduced Lisa Majett who will now be the administrative support for both BDAC and RBDAC.

Christine Footit it is tax season and to visit the IRS website for information and resources. She would like to include in the newsletter information on how to choose your tax preparer.

Jacki announced that Ramirez Group, Inc. is hosting a Social Media workshop on Thursday, February 11th at 8:30 a.m. the City of Las Vegas. NAWBO's Social Media Strategist from Los Angeles will be the speaker.

Lynne announced that they are currently working on recertification Affidavits for ESBs that have reached the two-year mark. They have received approximately 35 percent back. They are hoping that the business find that being an ESB is worthwhile and a good marketing tool for them. Lynne encouraged members and their agencies to continue reaching out to the ESBs with solicitations and outreach events.

Anna announced two upcoming workshops. One is the Women's Business Enterprise Council West Certificate and the 'Ask a Lawyer' workshop. The Ask a Lawyer workshop is an extremely valuable and no cost to participate. Attorneys speak at the workshop as well as answer questions privately that you do not want to ask publicly. They will provide 15-20 minutes of free counseling. The next workshop will be in March and will be a two-part series on contracting and leasing; the first one is how to review a contract; the second is how to prepare and write a contract. There are 6 workshops this year and will be monthly next year. The last workshop was attended by 63 people. There are flyers in the Purchasing lobby.

Jane asked members to help keep the Commissioners informed of our activities. Jane is working with Trudy to pull documents from the Cloud. We have a document on the Cloud (Googledocs) that we began using a couple of years ago to help members report their activities in the same format. If you attend a meeting and you were also able to represent BDAC, please inform us. We should be reporting at least one event per meeting from each member on the Council. If a member has nothing to report, she will want to know why you are not representing BDAC and being a face to small businesses. If we have reported events on file, we can provide our level of activity when requested by the Commissioners to show how we are trying to make a difference by engaging with the

community. Jane will provide instructions on how to access GoogleDocs so we can have an ongoing updated file. Mae said if she is provided the link, she can prepare the instructions. Jane said we will share the form with our partners like RBDAC and the Commission on Minority Affairs. Catherine suggested making this an agenda item for the next meeting to discuss the process.

- b. Identify emerging issues to be addressed at a future meeting –We have agreed that at the next meeting we will receive nominations for the Vice Chair and vote on the election of the Vice Chair.

Adleen suggested having an item on the agenda for BOWD highlights so participants/graduates can share their experiences. Jane said that would be great to put a face to the name.

Leonard asked about the minority statistics and when they will be sent out. Adleen said at a prior meeting an issue was identified with physically challenged businesses and a disabled business (DBE). Adleen has been researching to find out when disabled business was added. She pulled all DBE line items and identified what type of business they are, verified that they were not a physically challenged business and put them in the right classification. She asked members to allow us to complete our research and hopefully provide statistics at the next meeting. The Council previously agreed to receive the minutes electronically to review prior to each meeting. Jane asked if we were able to pull statistics from NGEM. Adleen said we are working with IonWave Technologies to create a report. We opened our first bid in Nevada Government eMarketplace (NGEM) this week. We currently generate our statistics in SAP, Clark County's financial system, and reports created from NGEM would be in addition to our reports. There are over 2,400 businesses registered in NGEM that show an interest to do business with 11 agencies. No longer do the businesses have to register with each of these agencies. LVMPD anticipates joining this year. There are several more agencies looking to join. We are excited to be a part of history in Clark County starting what it intended to accomplish. We will continue to push this information out to the businesses. Laura of RAFI Architecture has done three proposals through NGEM and said it is a great system, saving them a lot of time and money on paper and postage. Lynne said that PTAC's next workshop will be on NGEM. Adleen said that with some of the potential construction that is coming up for the new Family Services building, this will also help some of these contractors from having to get through traffic to physically drop off packages/bids that could possibly miss out on a big opportunity.

Lynette announced that if anyone was looking for office furniture to visit www.PublicSurplus.com. They updated their entire office for under \$100.00.

- IX. Public Comments
- X. Next Meeting – Wednesday, April 13, 2016, 9:00 a.m.
4th Floor, Gold Room, at the Clark County Government Center
- XI. Adjournment – The meeting was adjourned at 10:12 a.m.