

Special Note: The following are minutes that summarize the Business Development Advisory Council meeting held on June 8, 2016, and not a transcript of the meeting.

MINUTES

BUSINESS DEVELOPMENT ADVISORY COUNCIL WEDNESDAY, JUNE 8, 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
Marcus Offutt, Business Growth & Development Services
Jill Klies, J & M Shooting Solutions
Vershaun Ragland, New Ventures
Amy Shaw, McCarran International Airport
Mae Worthey, Nevada Department of Employment, Training and Rehabilitation (DETR)
Jo Cato, Periwinkle Media Group (**attended via teleconference**)
Rich Lyles, Governor’s Office of Economic Development (GOED)
(**attended via teleconference**)

Members Absent

Leonard Hamilton, Business Consultant

Clark County Staff

Adleen Stidhum, Clark County Purchasing and Contracts
Lisa Majett, Clark County Purchasing and Contracts

Legal Counsel:

Catherine Jorgenson, Clark County District Attorney’s Office

Guests:

Chris Footit, Internal Revenue Service
Shane Clement, Clark County Water Reclamation District

I. Call to Order

Jane Lee, Chair, called the meeting to order at 9:04 a.m.

II. Opening Ceremonies

Silent invocation was conducted followed by the Pledge of Allegiance.

III. Introductions

The members and guests introduced themselves.

IV. Public Comments

There were no public comments.

V. Approval of Minutes

The April 13, 2016 minutes were unanimously approved with 3 corrections. First correction from Vershaun, paragraph VIIIc, line 8 should read: New Ventures Capital Development Company which operated the Minority Business Development Agency (MBDA) Business Center Las Vegas no longer has the contract. Second and third corrections from Catherine, paragraph IX, first sentence; add the word “meeting” after ‘law’ and before ‘violations’. And third, in paragraph X, line 7, change “isn’t” to “is”. Vershaun motioned to approve; Mae seconds the motion. All members were in favor. Amy abstained due to not being in attendance at that meeting.

VI. Subcommittee Reports

- a. Legislative – Leonard was not in attendance so there was no report for this meeting.
- b. Marketing and Public Relations – Jo is currently working on the newsletter and would like to pull the committee together so it’s not so burdensome. Jo will send Jane an email later today to help coordinate this effort with the rest of the committee.
- c. Advocacy – For the past two months Rich has been keeping a log of the different outreach events, expos, and places he’s gone and has shared or talked about the committee and its activities. He’s working on something the committee can give to their resource partners. Catherine informed Rich that this information would have to come back to the council before dissemination.
- d. Speaker Bureau – Marcus was unable to attend. His scheduled speaker for next meeting is Mary Camin from the City of Las Vegas Office Emergency Management. She will be speaking about their program for aiding small businesses in putting together a disaster recovery plan.

VII. Business Opportunity and Workforce Development (BOWD) Highlights

Jane asked if anyone was able to attend the Small Business Expo at the Pearson Community Center and asked for feedback on the event. Rich said PTAC participated by having a table.

He added that the graduation was fast and efficient. From the feedback he received it was truly a great event. Jane added that at the graduation all the resource partners were recognized. In a separate part of the building the networking expo featured all the previous BOWD and CCBDEP graduates. Adleen added there were 20 businesses from the current and last graduating classes with a total of 60 businesses participating. The purchasing analyst industry and managers, both public and private, from across the valley came out to see the businesses and it gave the businesses an opportunity to connect with agencies they normally would not have. A survey will be sent out to both sides to get feedback. Adleen would have liked to have had 100 businesses but 60 was the max for the room in the center. Commissioner Weekly recognized the event at the previous Board of County Commissioners and also came out to the event. He also partnered to have Adleen featured on KCEP Power 88.1 Radio with the Urban Chamber Ken Evans. Adleen thanked Jane for providing the refreshments and everyone for their continued support. Jane gave insight from being an attendee and participant. Anytime a small business takes time to come to these events, you want to be able to maximize their effort. No matter how many times you see the same resource partners, there is always an opportunity to learn new information and make new connections that can increase your business. Adleen added that some said it was like a reunion and that some had actually partnered together as a way to expand, get more business and have more opportunities to get contracts. Jane asked about the next BOWD. Adleen responded that instead of the program being contracted to an outside consultant, County Management has determined and approved that the program be brought in house effective July 1, 2016. The previous contract was with Akers and Associates, Inc. Adleen is in the process of rebranding the program, laying out the curriculum, etc. The next session will start in August. The new name will tentatively be Small Business Opportunity Program (SBOP) and will continue to be free. Each class will be a minimal of 20 but not more than 25 students. This is a manageable size while still allowing for hands on and mentoring. Businesses that apply for the class must be licensed by the state, have been in business for a year, cannot have previously done business with Clark County, and must commit to the 4 months of 12 classes. The revised program will give more access to end users therefore we may not need platforms like the "Meet Your Customer Day". She has already received a number of potential students/businesses from the Expo. She will be sending out an email with the new application. She will also be reaching out to previous partners and mentors to come back and help with the program. The Urban Chamber wants to look at partnering with the program as well. Finally, there were 3 businesses from this graduating class that received business with the State. Jane asked that each member of the council seek out at least one small business that can take advantage of this program. Mae and other council members offered to help with the program.

- VIII. General discussion on the function of Subcommittees and Open Meeting Law** Catherine reminded every one of the requirements of subcommittees. Any time there is more than one individual that is officially designated by Council, the group is subject to Open Meeting Law and would go through the same process as a council meeting such as meeting in a public place that can accommodate the public, having an agenda and minutes, being publically posted in multiple places and noticed at least 3 days before the meeting and audio ably recording the meeting. If it is an individual, that person could speak to and get input from other committee members individually concerning an issue as long as it isn't a quorum, which is 5 people. Sharing and gathering information is fine, but there can be no voting, deliberating or decision

making. For example, items such as gathering input from each individual to go into the newsletter is fine as long as there is no discussion about what should or should not be included in the newsletter. Whether subcommittee or individual, all decisions will be made by the Council. Adleen recalled the discussion concerning what each would be called a Subcommittee, Reports or Representative. Catherine suggested using Reports. Each one would ensure needed items are added to the agenda. Jane summarized that based on the size of the Council, it may be more efficient to designate individuals versus subcommittees and label them Reports. Mae made a motion to no longer have subcommittees but to assign tasks to individuals. Rich seconds. Motion carries.

IX. Discuss missions or functions of each subcommittee

Jane started with Legislative. This is to track what is going on in the Legislature so the Council can understand what might be coming up that could impact small businesses and provide feedback to legislative bodies as they are making modification and designing bills, hopefully to make them better for the community that Council serves. Marketing and Public Relations is providing our face out to the public. It includes branding and getting the information out so people understand who the Council is and that it is a resource. We took a step forward with the newsletter because it would be something that is informative. It is a tool that can be used in collaboration with the RBDAC and could be delivered to all their databases to disseminate information. Advocacy is advocating for the constituents that the Council represents, finding ways to get more minority, women, veteran and disadvantaged business participation within Clark County. It also allows the public to see the Council. Each one of these tasks are designed to help people understand the role of the Council and to give us a face with the public. In the past, people didn't know who the Council was. Now they are starting to because we are going to events and interacting with the public so they know the Council is here to help and advocate. The last is the Speaker Bureau which is used to highlight some of the great resources and programs. Sometimes the facets of being a small business owner gets over looked and it's a way to share best practices. Jane asked for a motion that the individuals who currently serve as Chairs to the current groups be assigned the task as individuals being able to reach out to Council members for assistance in carrying out their assignments. The current Chairs are: Leonard Hamilton-Legislative, Jo Cato-Marketing and Public Relations, Rich Lyles-Advocacy, and Marcus Offutt- Speaker Bureau. Amy motioned. Jill seconds. Motion carries. The individuals assigned are now responsible for providing said reports. Catherine availed herself to answer any questions for anyone responsible for providing the reports. Catherine suggested changing Legislation. Mae suggested using Government Affairs.

X. Informational Items

a. Announcements

Jo acknowledged Dr. Mae's graduation.

Amy announced the Committed to Our Business Community Event November 10, 2016. Jane and Adleen recognized this would be a great opportunity for the upcoming SBOP class to attend. Amy will email everyone the Save the Date Flyer.

Rich announced the Governor's Office is currently working on webinars for 2017 with the goal of alternating the monthly events between northern and southern Nevada to better accommodate small business owners. Rich was also named the Director of the Procurement Technical Assistance Center (PTAC) Outreach Program.

- b. Identify emerging issues to be addressed at a future meeting – Adleen mentioned that the Minority Report was still a work in progress and we are changing from the current software so we will be able to extract the information from NGEM online.

XI. Public Comments

There were no public comments.

XII. Next Meeting

Wednesday, August 10, 2016, 9:00 a.m., 4th Floor, Gold Room, at the Clark County Government Center

XIII. Adjournment

The meeting was adjourned at 10:04 a.m.