



Minority, Women and Small Business Enterprise Citizen Advisory Committee

March 31, 2021 at 3:00 p.m.
 Tallahassee Innovation Center in Kleman Plaza*
 306 South Duval Street, Tallahassee
 *MWSBE CAC Members and General Public may also participate via Zoom. Please see below for additional information.

Chair: Keith Bowers

Citizen Comments:

In Person: Citizens desiring to speak must fill out a Speaker Request Form. The Chair reserves the right to limit the number of speakers or time allotted to each.

Written Comments: Please provide written public comment by emailing info@oevforbusiness.org until 5 p.m. on March 30, 2020. All comments received will be part of the record.

– Live Comments Via Zoom: If you wish to provide comments live during the EVLC meeting via Zoom, please register to join at <https://us02web.zoom.us/j/89818029007?pwd=WUQ0bkVEZUpBQlUwZ05RQXBncGc0dz09> and Zoom meeting access information will be provided to you via email. Speakers are limited to 3 minutes; please address all items of interest within your 3 minutes.

I. Welcome	
1. Overview of the Agenda and Objectives	Keith Bowers
II. Information Items	
2. Business Spotlight – Impact Food Services	Sha’Ron James
3. TalentHub Presentation	Corrie Melton
4. Citizen Presentation, Mr. Stanely Sims	
III. Action Items	
5. Approval of February 3, 2021 Minutes	Keith Bowers
IV CAC Discussion	
6. Disparity Study Update	Dr. Fred Seamon
7. MWSBE Deputy Director Update	Darryl Jones
V. Closing Remarks and Adjourn	Keith Bowers

NEXT MEETING: Wednesday, May 12 at 3:00 p.m.

BOARD AND COMMITTEE MEETING 2021 DATES

Blueprint Intergovernmental Agency (BPIA) Board

Tallahassee City Commission Chambers

- Thursday, May 27, 2021*
 - *Blueprint Intergovernmental Agency Budget Workshop, 1:00 to 3:00 PM
- Thursday, July 15, 2021
- Thursday, September 23, 2021, 5:00 to 8:00 PM*
 - *Budget Public Hearing 6:00 PM
- Thursday, December 9, 2021

BPIA Technical Coordinating Committee

Blueprint Conference Room

1:00 to 3:00 pm

- Monday, May 10, 2021
- Monday, June 28, 2021
- Tuesday, September 7, 2021*
- Monday, November 15, 2021

Economic Vitality Leadership Council

TCC Center for Innovation

11:30 to 1:30 pm

- Wednesday, May 12, 2021
- Wednesday, June 30, 2021
- Wednesday, September 8, 2021
- Wednesday, November 17, 2021

BPIA Citizens Advisory Committee

TCC Center for Innovation

4:30 to 6:30 pm

- Thursday, May 13, 2021
- Thursday, July 1, 2021
- Thursday, September 9, 2021
- Thursday, November 18, 2021

MWSBE Citizen's Advisory Committee

- **Wednesday, March 31, 2021**
- Wednesday, May 12, 2021
- Wednesday, June 30, 2021
- Wednesday, September 8, 2021
- Wednesday, November 17, 2021

I. Welcome

Mr. Bowers reads mask requirements

Roll Call

- Keith Bowers
- Gloria Pugh
- Kenneth Taite
- Terrance Barber
- Ted Parker
- Gallop Franklin
- Matt Thursam
- Brenda Williams - Absent
- Frank Williams - [Joined after Item #1]
- Wayne Mayo - Absent
- Christi Hale-Sparkman - Absent

Citizens to be heard - None

1. Overview of the Agenda and Objectives

Mr. Bowers welcome

[Frank Williams joins after roll call]

II. Information Items

2. Updated Disparity Study – Dr. Fred Seamon (MGT of America)

Dr. Fred Seamon—MGT conducting update of 2019 Disparity Study to include:

- Evaluating FY 2018, 2019, and 2020 expenditures
- P-Card data for City, County, and Blueprint for FY 2015-2020
- Revisit MWBE Aspirational Goals, determine whether data supports race-specific aspirational goals
- Analyze the use of Good Faith Effort (GFE)
- Analysis of programs in other areas/staffing analysis
- Officially getting started next week

Mr. Jones - shared the engagement that has occurred since the 2019 Disparity Study and the update will determine if the Consolidated Policy requires updating.

Mr. Bowers— How do you choose comparative programs?

Dr. Seamon – The review of similar programs and city size, also stretch programs that have great work, and staffing analysis is critical

Mr. Jones - Reminds Mr. Taite that we are analyzing GFE use to answer some of his outstanding questions

3. Leon County/FAMU Federal Credit Union Microloan Update – Dr. Sheila Montgomery

Dr. Montgomery — Provided an update relative to getting website/logo up tomorrow!

- Program is considered a “Present” from OEV, assistance needed to get into community; credit scores can go as low as 550—no matter credit score, we want them to come to us for help, all small businesses.
- Updated their strategic plan this year
- PPP Approved Lender; up to \$250k
- FAMU FCU has low interest rates; up to \$50k for micro-lending
- Internal loans up to \$250k
- Positioning small businesses to grow

Mr. Barber—When is launch for microloans?

Dr. Montgomery—It is currently launched, we are able to take applications now, and the new website launches soon

Mr. Bowers—Once you get website and public facing piece up, please share. We want to put it on our website.

Dr. Montgomery—Yes thank you.

Mr. Jones—official soft Launch occurs next Tuesday. FAMU FCU will be an extraordinary resource for our MWSBE firms. This microloan is nuanced for target population. Threshold for unsecured loans up to \$15k; \$50k secured. Coupled with other traditional loan products, imagine what MWSBE firms, we have major projects with MWBE goals. If our businesses are going to compete and be competitive, they will need financing options. They can work with Mr. Bowers on management plan, other folks like Career source to meet workforce needs. Thanks to Ms. Montgomery and FAMU FCU to create this. We need CAC help to get message out. There will be a webinar next Wednesday to get the word out.

Dr. Montgomery—Thank you

Mr. Jones—Ted’s businesses will need this

Mr. Parker—Yes. If you’re going to work on first tier level it is good to be able to carry the first check 45 days, thru mobilization. Now we can send them to FAMU FCU. Even a secondary sub, same thing applies. It helps.

Mr. Jones—We researched all current business loan options in the local economy; we want to make sure that people are aware of all the financing options

Mr. Taite—Very excited; Darryl may not remember but he and FAMU FCU were instrumental to launch my business and the genesis of that was loan program in 2002

Dr. Montgomery—If you wish to contact me directly, please call anytime 850.559.4516

Mr. Jones—Thank you to the oldest credit union in FL, FAMU FCU

II. Action Items

4. Approval of December 2, 2020 Minutes

No Quorum, will move to next meeting

5. Strategic Plan Update – Cristina Paredes (Office of Economic Vitality)

Thanks to everyone, including Mr. Wilson’s Mega Ace team to produce this meeting

May is officially 5 years since MWSBE Team was consolidated into OEV

Targeted industries built up our strategic plan; and, we work in coordination with Blueprint, City, County, and the ecosystem of economic development. Thanks to MWSBE CAC for your support In the work plan, 125 of 153 activities are accomplished or are ongoing—this is a team sport We have assisted over 2.5k biz, generated over 50 project leads, preserved 13k jobs, created over 400 new jobs, certified 221 MWSBEs with 1500 employees, excluding sole proprietors, and generated over \$300 mil in economic impact

Key accomplishments include the launch of the Big Bend Manufacturer’s Association (BBMA), FAMU Federal Credit Union Microloan, and implementation of the MWSBE Consolidated Policy, Apalachee Regional Planning Council (ARPC) RLF, involved in the administration of the CEDR, LEAN, Leon CARES local funding initiatives, and the Love Your Local social media campaign. We’ve launched a new website, Data Dashboard, census complete count, Open for Takeout during COVID, NFIL Incubator, Site Selection Database and Videos. Our stakeholder engagement includes: MWSBE Academies, Electromagnetic Bitter Campaign, and the Danfoss expansion. Next steps, refresh. The Economic Vitality Leadership Council (EVLC) recommended that IA Board move forward with an update to the strategic plan and determine how to be inclusive as we increase economic development long term

Mr. Bowers—comment: It is important that we acknowledge that Cristina was named among the nation’s top 50 Economic Developers—it’s a team sport, but Cristina is the Tom Brady

Ms. Paredes shared that Mr. Jones was meeting with a team from MIT regarding our current efforts and to discuss how we can be more inclusive.

Cristina’s award was acknowledged

III. CAC Discussion

6. CAC Appointment Terms

Bring to your attn. on roster that B. Williams (City), Christie Hale Sparkman (County), Wayne Mayo (City), Matt (County) if you are interested, please make application for reappointment

7. MWSBE Academy

Mr. Jones—We are working with Vaughn Wilson and Chrissy S? The first one will be Feb 19th in cooperation with FAMU SBDC on Bid Estimating which is critical for all forthcoming projects.

Certification Academy will be held on Feb 23rd

Preparing Bid Responses will be held Feb 25

These events will be advertised through website and social channels

Mr. Taite — Will they be online?

Mr. Jones—They will be posted on YouTube if you miss the live stream

8. Project Update

Mr. Parker—We’ve had a meeting. We will begin to start abatement in March and will contact 11 subs associated with the abatement, then directly into demolition depending on tenant activity.

Mr. Jones—Keep us posted on how you want the MWSBE Division to engage.

Mr. Parker – The site layout has just developed. The parking garage will go in where escalator was in Northwood.

Mr. Jones—AJAX entered into a Mentor-Protégé Agreement with Haggai Construction based on the new policy

Mr. Parker—Also, Smith & Smith Construction

Ms. Tuggerson—Capital City Chamber of Commerce is partnering with Starbucks by reaching out to lift and highlight minority businesses. The poster displayed in the Starbucks to introduce minority businesses. It's a great partnership with a major national chain to lift up our local minority businesses. Leadership programs that Starbucks has are also being discussed and we will be meeting with them next week regarding minority participation.

Mr. Jones—There are 9 locations in town. The poster shows minority-owned restaurants. Additional locations have fliers are specific to that location and nearest minority restaurants. It is their intent to make referrals to nearby MBE restaurants. They got approval from corporate to make this happen. This is great, but economic inclusion is more significant. It can be reoccurring not just here but in other markets too.

Big Bend Minority Chamber (BBMC) also has Moving Us Forward on February 27

Mr. Barber—Antonio Jefferson, BBMC President and Sean Pittman, Chair, on Sept 17, 2020 held the first Moving Us Forward Town Meeting. This is the second, on Feb 27th from 10 AM – 1 PM at the Florida State University (FSU) Alumni Center. There will be workshops on mental health, funding, COVID-19 issues and will lunch provided, with FSU and FAMU

Mr. Jones—It is their engagement that led to the updated disparity study

9. Marketing Report

Ms. Brown—December we made our presentation of and we introduced Love Your Local (LYL), 300 businesses participated resulting in over 26.5% increase in reach

January Social Media activities resulted in an increase in visitations across the board. There were 55 unique visitors on LinkedIn to 28 new followers which is, big conversion rate for January Organic media: The LYL campaign and the Danfoss Expansion received local and national coverage. LYL was covered in an article in the Catalyst "How Americans Kept Small Biz Afloat" February will highlight black owned businesses, showcase Capturing Champions, continue LYL, and continued Leon CARES coverage in social media

March will highlight women owned businesses, showcase Capturing Champions (a WBE firm) LYL, and the Leon CARES social media campaign continues

Newsletters: During the month of February there will be a spotlight on black-owned businesses, our Data Driver, and our being the Magnetic Capital. During March we will highlight women owned businesses, hiring re-entry workers, Data Archives with Dan, and RMA update with Kevin

IV. Closing Remarks and Adjournment

Mr. Jones—Our local government projects help sustain the economy putting trades projects to work, Mrs. Raffington supports them, Ms. Wilks supports certifications, and Kianna gets the word out. Great team. Great messaging. Thanks team

Mr. Bowers—Great work to the team. They've ramped up these first 5 years. Imagine where they can go.

Mr. Jones—We now require, as part of certification that firms meet with SBDC or JMI. Thanks to these folks, this simple adjustment helps encourages capacity building thanks to Keith and SBDC

The meeting was adjourned by Mr. Bowers.

DRAFT