ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SMALL BUSINESS ADVISORY COMMITTEE (SBAC)
MEETING SUMMARY
Thursday, September 22, 2022

Meeting Summary

Jasmine Jones called the meeting to order at 4:03p.m. and conducted the Roll Call. Quorum was established. The agenda was approved, and the August 25, 2022 SBAC Meeting Summary was approved unanimously.

Board Member Communication

Will De Faria reported that Board Member Foganholi is concerned with contracts being awarded to firms outside of Broward County and wants to increase awards to local firms. Robert Ballou clarified this is under the purview of Procurement (governed by Policy 3320) which does not preclude BCPS from doing business with companies nationwide. He added that Policy 3330 (EDDC's governing policy) seeks to increase the amount of business BCPS does with certified local and small businesses in the tri-county area. The idea of creating a legally defensible Local Business program would require Board approval, as recommended in a Disparity Study, following examination of the data as well as the pros and cons. From an economic development perspective, the pros include support to local taxpayers and the circulation of dollars in the community. Alternately, from a procurement perspective, some of the cons include higher costs and diminished competition.

Carlton Crawl cautioned that Miami-Dade Public Schools attempted a local program but struggled to hire enough firms to provide architectural and construction services. Opening up opportunities for firms in the tri-county helped, and also fosters healthy competition and fair costs. Shaheewa Jarrett-Gelin mentioned Palm Beach County's Disparity Study and their expressed desire to ensure business is not limited to local firms. The idea is to have an open market but enhance opportunities for local businesses.

Regarding Supplier Diversity Outreach Program marketing, Will expressed a need for additional outreach. Brian Farrell stated BCPS previously held a lot of outreach events, pre-COVID, but part of the issue is disengagement on the part of small businesses. Also, the push to do in-person events is beginning to happen. The idea is to have an open market but enhance opportunities for local businesses. Carlton provided a phone # for Robert's counterpart in Miami-Dade schools, Jennifer Andreu: (305) 995-1307 and stated they do approximately 20 events per month. Robert emphasized EDDC's goal is to increase spend with our certified suppliers.

For broader reach, Will suggested partnering with Broward County to send information to all businesses that receive a Local Business License to heighten awareness of the program immediately. Brian suggested we utilize Dade and Palm Beach's databases to attract firms, and Robert shared the Anchor Alliance project, launching in Jan. 2023, will have a unified database among 10 agencies consisting of a common directory of suppliers and solicitations. In addition, EDDC's Unified Certification Program, will launch Oct. 1st and will essentially grant an automatic Reciprocal Certification for firms certified with Miami-Dade and Palm Beach County schools.

BOC SMART Program Update

Robert shared feedback from Florida TaxWatch affirmed EDDC's work in achieving their TaxWatch Report recommendation for the District to "continue its efforts to recruit African-American and Women-owned firms to attend pre-bid conferences." Within the following three contracts, recently awarded to African American firms, there is $6M in African American prime spend, and $1M in African American subcontractor spend:

A.C.T. Services	FY19-086C	Nob Hill Elementary School Renovations
	FY22-039	Parkside Elementary School
All Site Construction, Inc.	FY22-269	Pompano Beach High School

Brian asked can mandatory goals be applied on Goods & Services, which are typically Invitations to Bid (ITBs), as opposed to aspirational goals. Robert stated many commodities do not lend well to subcontracting goals, however, EDDC has applied goals to ITBs. For example, ninety (90) percent of construction projects are ITBs, and they all have a thirty (30) percent subcontracting goal.

EDDC is planning to reconstitute the Goal Setting Committee and will include 2 non-voting SBAC liaisons to help develop more aggressive subcontracting goals and eliminate restrictive language. Brian will provide related

recommendations he previously shared with Miami-Dade County Public Schools (MDCPS) Superintendent. At the next SBAC meeting, Robert will walk through the collaborative goal-setting process which involves reviewing the scope of work, surveying M/WBE firms, and finally, drafting the goal. He added the method is pliable and can be revised to include input from SBAC to help ensure maximum goals are applied on all eligible contract opportunities.

Open Discussion

Robert informed the committee the B2G Software contract is scheduled for the Oct. 11th Regular School Board Meeting (RSBM) agenda, and the Disparity Study contract is on the Nov. 9th agenda. Will De Faria will confirm his availability to present the SBAC Report at the Oct. 11th Board meeting, and Brian Farrell volunteered to present on November 9th.

Carolyn will speak to Robert regarding inactive SBAC members with the goal of getting full participation.

Shaheewa confirmed the Annual Report is available. To recap, Robert reported District spend went from $109M in FY'21 to $234M in FY'22 and the number of certified firms that did business with the District increased. EDDC is planning to include subcontractor spend in the FY'23 Annual Report.

Carlton shared a MDCPS bid opportunity for a 5-year, Program Manager contract overseeing a $980M construction budget which includes SBE, MBE, and M/WBE participation goals. The Pre-Bid meeting is Sept. 27th, and the bid deadline is Oct. 28th. The bid is posted on DemandStar, and he will send the information for EDDC to share.

Robert expressed appreciation for the robust committee discussion, and shared his conversation with Gino Perez-Ferarri, who represents a non-traditional business as it relates to opportunities with Broward Schools. Gino's insights will help with Will's vision to have more businesses interacting with BCPS as we also seek to do more business with local firms, as Board Member Foganholi has expressed. Gino stated his restaurant will open in a few weeks, and he is encouraged and excited about finding a way to merge hospitality with the work of the committee.

Future SBAC Meeting Dates

October 27, 2022
November 17, 2022
December 15, 2022

The meeting adjourned at 4:52 p.m.

Approval of Minutes: Carolyn Jones, Chair

SBAC Members Present	**Appointing Board Member**
Carolyn Jones, Chair	Lori K. Alhadeff, District 4
Shaheewa Jarrett Gelin, Vice Chair	Member At-Large
Gino Perez-Ferrari	Ann Murray, District 1
Carlton Crawl	Patricia Good, Vice Chair, District 2
Will De Faria	Daniel Foganholi, District 5
Brian Farrell	Member At-Large
Members Absent	
Hebertny Perez	Sarah Leonardi, District 3
Dr. Reggie Lewis	Laurie Rich Levinson, Chair, District 6
Dodie Keith-Lazowick	Donna P. Korn, Countywide At-Large, Seat 8
Jimmy Witherspoon	Debra Hixon, Countywide At-Large, Seat 9
Vacancies	
Nora Rupert, District 7	
Economic Development & Diversity Compliance Department Staff Present	
Robert Ballou, Officer	
Jasmine Jones, Manager (**Business Intelligence & Process Management Section)**	
Vincent Jones, M/WBE Inclusion Team **(SMART Bond Program)**	