ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT (EDDC)
SMALL BUSINESS ADVISORY COMMITTEE (SBAC)
MEETING SUMMARY
Thursday, January 28, 2021

Meeting Summary

Call to Order 4:07 p.m.

Lavinia Freeman conducted the Roll Call. Jimmy Witherspoon was introduced as a new member, appointed by School Board Member Debra Hixon. He is a Pastor, business owner, and BRACE Counselor at Dillard High School. The October 22, 2020 meeting summary was approved, and the agenda was approved, as amended.

S/M/WBE Target Goals

Robert gave an overview of the BOC FY'21 Q1 Report Presentation with emphasis on the S/M/WBE Target Goals. The data shows the need for increased participation on the prime level for African-American and Women-owned firms. Based on EDDC's analysis, the firms that submit bids, as a prime, are not winning. However, subcontractor's participation has increased due to improved goal setting techniques. SBAC members sought clarity on:

- What is the window of opportunity for new primes as opposed to repeat prime awardees?
- Is there a system in place to bridge deficiency gaps to help unsuccessful bidders?
- What can SBAC do to ensure everyone has an opportunity?

Robert shared the initiative to piggy-back a Sheltered Market for African-American and Women-owned firms which will allow for a targeted approach to increase prime award, parallel to Miami-Dade Public Schools. He also stated the South Florida Anchor Alliance is identifying certified firms and categorizing them based on their plan to be a prime or a sub. Additionally, he discussed the Roofing Mentor Protégé Program with AECOM and the upcoming launch of the Broward County Government/ Broward County Public Schools Mentor Protégé Program. Success will be measured by the increase in the number of bids awarded to Protégés.

In addition, the Mentor Protégé Program will expand to include the five (5) of the eleven (11) commodities with less than a one percent (1%) diversity spend. Robert will meet with each District Chief to determine the best approach to increase spend with diverse suppliers related to prime or indirect spend. To further impact the utilization levels, The Broward Enterprising Contractor Job Ready Program is now in planning stages. The goal is to prepare firms for active participation and success in contracting with Broward County Schools and other South Florida anchor institution.

Marketing Strategy

Carolina Prada informed the committee of the assistance she is providing the EDDC marketing team to develop a comprehensive marketing strategy. Currently, the process is in the discovery phase which involves understating the tools and materials being used for marketing. Ultimately, the strategy will need to align with the time and resources available for implementation.

What's Your Project?

Robert extended the opportunity for SBAC members to engage in strengthening the department. Shaheewa Jarrett Gelin mentioned the Broward County Black Chamber of Commerce's "Get Lifted" series as an example of a project that helped businesses with government small business development certification program.

Board Member Updates

Robert advised the committee that Policy 1.7 requires District Advisory Committee members to provide regular updates to their respective Board Member. Dodie stated she usually meets quarterly with her Board Member and has bullet points or an outline from her meeting notes or concerns.

New Business

Carlton committed to providing the monthly SBAC Report to the Board, and Dr. Reggie Lewis will participate on the Policy 1.7 Work Group.
The meeting adjourned at 4:52pm.

Members Present

Carlton Crawl	Patricia Good, District 2
Dr. Reggie Lewis	Laurie Rich Levinson, Vice Chair, District 6
Carolyn Jones	Lori K. Alhadeff, District 4
Eric Munoz	Nora Rupert, District 7
Dodie Keith-Lazowick	Donna P. Korn, Countywide At-Large, Seat 8
Jimmy Witherspoon	Debra Hixon, Countywide At-Large, Seat 9
Shaheewa Jarrett Gelin	SBAC Appointee
Carolina Prada	SBAC Appointee

Members Absent

Christopher Thomas	Ann Murray, District 1
Hebertny Perez	Sarah Leonardi, District 3
T. Earl Morley	Dr. Rosalind Osgood, Chair, District 5

ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPT. STAFF PRESENT

- Robert Ballou, Officer
  - Kayna Rosier, M/WBE Support

Advocacy & Compliance Section

- Anne Marie Richards, Coordinator
- Dr. Ernesto de la Hoz, M/WBE Specialist III
- Joseph Gay, M/WBE Inclusion Team
- Keith Roberts, M/WBE Inclusion Team

Business Intelligence & Process Management Section

- Jasmine Jones, Manager
- Lavinia Freeman, M/WBE Specialist III

Certification & Outreach Section

- Chelsea Jones Finley, Coordinator
- Winifred Cummings, M/WBE Specialist I
- Vincent Jones, M/WBE Inclusion Team
- Natasha St. Louis, M/WBE Inclusion Team

Approval of Minutes: _____