ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SMALL BUSINESS ADVISORY COMMITTEE (SBAC)
MEETING SUMMARY
Thursday, November 18, 2021

Meeting Summary

Carlton Crawl called the meeting to order at 4:10 p.m. Lavinia Freeman conducted the Roll Call. After a quorum was established, the meeting agenda and October 28, 2021 Meeting Summary were approved. In addition, Director Robert Ballou was unable to attend due to a speaking engagement at Broward County's 6th Annual Florida International Trade and Cultural Expo (FITCE).

School Board Member Communication Feedback

Carlton Jones briefly visited with Board Member Patty Good and she committed to meeting with him formally in the near future. He provided her with a copy of the SBAC Meeting Summary and the EDDC Summary of Progress_October 2021. He commended Robert on prioritizing Board Member communication as it is essential to gather feedback.

Shaheewa Jarrett Gelin met with Dr. Osgood and she gave feedback on the Minority Prime Preference Program. She believes it will take some time for the contractors to pursue prime opportunities quickly. Essentially, they are weighing the option of being guaranteed work as a sub on a winning contract versus bidding as a prime and not winning the award, considering the history of the District. Shaheewa explained to Dr. Osgood the shift in the scoring and the efforts to encourage certified firms to compete for prime opportunities.

They also discussed the concept of a graded scale that awards additional points to firms that include an M/WBE commitment beyond the advertised goal. However, Shaheewa emphasized EDDC's objective to increase M/WBE prime participation as opposed to promoting the use of M/WBE sub-contractors/consultants. They discussed potential incentives to encourage commitments beyond the required percentage.

In addition, Shaheewa discussed with Dr. Osgood the issue of restrictive language in the RFPs that creates a problem for all small businesses. Using the Accounting RFP as an example, she stated it requires previous experience with five other school districts including two school districts of like size. Additionally, participation as a sub does not count. This type of language makes certified firms ineligible to bid as a prime.

Carlton stated the restrictive language is a major issue and firms are lucky to even have experience with each schools district in the tri-county, and very few would have experience with five school districts. Dodie stated it was extremely difficult trying to become a prime, and it took her three years to be hired for something significant as a prime. She had to find a lot of little jobs on the government level to build a resume. She cited an example where she was ready to submit a bid and at the last minute, procurement added a requirement for a General Contractor license which technically was not necessary. Dodie fought it based on all the firms that would be ineligible and ultimately won the bid.

Shaheewa shared that they would have been essentially carved out of an opportunity with a fairly large city due to a clause in the initial bid language requiring the prime to have clients with 9k employees which was larger than the municipality itself. Purchasing agents write in such language so easily, but the impact is far-reaching making it impossible for small businesses to bid. The point is, despite our best efforts to encourage small businesses to bid, the result will be disappointing as the firms will choose to participate as a sub.

Carlton asked Shaheewa to share a copy of one such bid so SBAC can bring this issue to the attention of their respective Board Member.

SBAC Report Presenter

Dr. Reggie Lewis volunteered to present the report at Dec. 14th Regular School Board Meeting. Carlton will be the back-up presenter.

Future Meeting Dates
Carlton announced the scheduled SBAC meeting dates.

*December 16, 2021	*April 28, 2022
*January 27, 2022	*May 26, 2022
*February 24, 2022	*June 23, 2022
*March 2022 – No meeting (Spring Break)	

Lavinia informed the committee that at the Dec. 16th SBAC meeting, Robert will provide an update on his communications with Procurement regarding the M/WBE Prime Preference.

The meeting adjourned at 4:35 p.m.

Approval of Minutes: _____

SBAC Members Present

Carlton Crawl	Patricia Good, District 2
Hebertny Perez	Sarah Leonardi, District 3
Dr. Reggie Lewis	Laurie Rich Levinson, Vice Chair, District 6
Dodie Keith-Lazowick	Donna P. Korn, Countywide At-Large, Seat 8
Shaheewa Jarrett Gelin	SBAC Appointee

Members Absent

Christopher Thomas	Ann Murray, District 1
Carolyn Jones	Lori K. Alhadeff, District 4
Eric Munoz	Nora Rupert, District 7
Jimmy Witherspoon	Debra Hixon, Countywide At-Large, Seat 9
Carolina Prada	SBAC Appointee

Vacancies
Dr. Rosalind Osgood, Chair, District 5

Economic Development & Diversity Compliance Department Staff Present
Business Intelligence & Process Management Section
Jasmine Jones, Manager
Lavinia Freeman, M/WBE Specialist
Certification & Outreach Section
Winie Cummings, M/WBE Specialist
SMART Bond Program
Joseph Gay, M/WBE Inclusion Team
Keith Roberts, M/WBE Inclusion Team