ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SMALL BUSINESS ADVISORY COMMITTEE (SBAC)
MEETING SUMMARY
Thursday, January 27, 2022

Meeting Summary

Robert Ballou called the meeting to order at 4:06 p.m. Jasmine Jones conducted the Roll Call. The committee unanimously approved the meeting agenda, as amended and the December 16, 2021 Meeting Summary.

Board Member Communication

Carolyn Jones reported she is scheduled to meet with Board Member Alhadeff on Feb. 7th. Robert stated he, too is meeting with Ms. Alhadeff on Feb. 16th and expressed his appreciation for the consistent feedback as reported by Carolyn. He recommended members use the SBAC School Board Reports as talking points when meeting with their Board Member and offered EDDC to assist with additional information, if needed. He noted that Board Member feedback is included in the SBAC meeting summaries, and any action taken is included in the SBAC School Board Reports.

Conflict of Interest Forms

Robert reminded the committee to submit the *Conflict of Interest Form* today if they had not yet done so. Robert clarified that the District does not disallow conflicts, however any conflict of interest must be reported. For the record, the following members are in compliance: Carolyn Jones, Hebertney Perez, Dr. Reggie Lewis, Carlton Crawl, and Jimmy Witherspoon.

Mentor Protégé Program

The S/M/WBE Inclusion Team Lead, Joseph Gay, stated they work with AECOM to improve outcomes on M/WBE prime roofing projects with issues. They are analyzing challenges and looking to partner the M/WBE firms with roofers that have had success on District projects. One objective is to keep them in play for future work as there are significant funds for District roofing projects. This strategy builds capacity and experience on these challenging projects. Key deliverables are in development to track and measure success and replicate across business categories beyond construction.

Pilot Bid Debriefing

Project debriefings will be piloted on a Continuing Contract Construction Manager at Risk Project which remains under a Cone of Silence and is due to go to the Board in February or March. EDDC will report on the pilot debriefing in April and expects to debrief large-scale construction and commodities contracts.

Implementation of Affirmative Procurement Initiative (APR) Assignment and Review

In construction, Robert is pleased with EDDC's API assignment process which includes two team members collaborating to write the API and review the solicitation for restrictive language.

EDDC's focus is to increase direct spend with local suppliers. Robert shared the FY '22 Mid-Year Small/Local Spend Scorecard, the department's tool to measure our efforts. In summary, last fiscal year, the District spent $109M with certified suppliers, and at halfway mark of the current fiscal year, the District has spent $76M. We are on track to spend between $140M - $160M, representing a 50% increase year-over-year, with roughly the same number of certified suppliers. Also, 105 certified firms did business with the District last year, and this year experienced nearly a 100% increase with 192 firms getting paid.

These gains outpace best in class in local business development. For perspective, Broward County spent $100M with local suppliers last year. Broward Schools will outpace them in dollar amount and number of suppliers utilized.

Dr. Reggie asked for a breakdown of the demographics behind the totals and requested to meet to discuss the data in detail. EDDC's Business Development team will provide the data. Also, it will be presented to SBAC in April when we discuss inclusion goals and storyboarding. The latter will tell the story of why this is the case, where it's going and who is getting opportunities categorically. To date, most of EDDC's efforts have been in Construction and Food Services, based on intentionality and availability.

Robert further reported that while the total spend was great & the number of suppliers paid doubled, the District's overall spend percentage is only 13% against a target of 20-25%. This data is driving EDDC's collaboration with Procurement, so action plans can be created with the end users. As an example, Academics had no diversity spend last year, however, after sharing spend data with them, their spend increased to $1.5M. Once they had this data and saw opportunities, this was the result in less than a year. As reflected on the Scorecard, target areas for increase are: Human Resources, Transportation/Logistics, Information Technology and then Academics and Business Operations.

Dr. Reggie asked what processes are in place in Procurement to ensure they are being more intentional. Robert stated the process is well-mapped in construction, but not in commodities. EDDC is taking responsibility to help them document and map the processes and make them the norm. As such, he has realigned his time, talent, and attention. He added that Dr. Cartwright is fully aligned and understands the value of local business inclusion. Anecdotally, he shared that he attended a community forum with Dr. Cartwright, and she gave positive commentary about the value of local business inclusion and EDDC's work which helped calm the crowd in the face of other school needs being addressed.

Carolyn asked how long has the District lagged in diversity spend and how far back are we going? Dr. Reggie stated that historically, spend has been less than 10%, and prior to the Disparity Study, the District did not have a focus of spending funds intentionally and locally. The Disparity Study enabled the shift in intention and started with construction, due to the SMART Bond Program. Robert added the Disparity Study established the business case and now we are expanding our reach into other business categories so the District can reach 25% participation in total.

Carolyn asked is this work documented so it does not happen again. Robert replied yes and added that bid language has to align with the commitment to increase local spend and restrictive bid language has counter affect. He pointed out that commodities firms do not have a pre-qualification process as they do in construction, and it is his observation that contract language is used to "pre-qualify" suppliers creates constraints.

Dr. Reggie stated these issues should not be new to Procurement, even with staff shortages. The department still needs to do what is fair and equitable for the local business community to thrive and have opportunities. She offered that EDDC can only do so much, and the other District departments have a role to play. The data speaks for itself and drives the discussions and decisions.

Robert is planning for more robust discussion about Commodities at the April 28th SBAC meeting and is anticipating full alignment by then. The Scorecard will go to the Board in March 2022, but EDDC will communicate it broadly via email.

School Board Report Presenter
Carolyn Jones volunteered to present the SBAC Report at the next School Board Meeting on Feb. 15th.

Future Meeting Dates

Feb. 24, 2022	May 26, 2022
March – No Meeting (Spring Break)	June 23, 2022
April 28, 2022	

The meeting was adjourned at 4:58pm.

Approval of Minutes: _____

SBAC Members Present

Dr. Reggie Lewis	Laurie Rich Levinson, Vice Chair, District 6
Hebertny Perez	Sarah Leonardi, District 3
Carolyn Jones	Lori K. Alhadeff, District 4
Jimmy Witherspoon	Debra Hixon, Countywide At-Large, Seat 9
Members Absent	
Carlton Crawl	Patricia Good, Chair, District 2
Christopher Thomas	Ann Murray, District 1
Eric Munoz	Nora Rupert, District 7
Dodie Keith-Lazowick	Donna P. Korn, Countywide At-Large, Seat 8
Shaheewa Jarrett Gelin	SBAC Appointee
Carolina Prada	SBAC Appointee

Vacancies
Dr. Rosalind Osgood, Chair, District 5

Economic Development & Diversity Compliance Department Staff Present
Robert Ballou, Director
Jasmine Jones, Manager
Lavinia Freeman, M/WBE Specialist (**Business Intelligence & Process Management Section)**
Winie Cummings, M/WBE Specialist (**Certification & Outreach Section)**
Joseph Gay, M/WBE Inclusion Team **(SMART Bond Program)**
Vincent Jones, M/WBE Inclusion Team **(SMART Bond Program)**