ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SMALL BUSINESS ADVISORY COMMITTEE (SBAC)
MEETING SUMMARY
Thursday, February 24, 2022

Meeting Summary

Robert Ballou called the meeting to order at 4:11 p.m. and conducted the Roll Call. Board Member Lori Alhadeff was a special guest, representing her appointee, Carolyn Jones. The committee unanimously approved the meeting agenda, as amended, and the January 27, 2022 Meeting Summary.

Board Member Communication

Ms. Alhadeff expressed support of increasing diversity District-wide, in all aspects, and stated the process to diversify District contracts and deliverables, by ethnicity and gender, requires continuous communication and collaboration. She emphasized the importance of targeted roundtable discussions, in various languages and throughout the district, to ensure the local business community is aware of opportunities and how to apply.

Carlton Crawl and Jimmy Witherspoon both share SBAC meeting materials with Board Members Patty Good and Debra Hixon, respectively. Ms. Good expressed to Carlton her full support of EDDC, and Jimmy reported that Ms. Hixon is pleased with SBAC's progress.

Awareness Celebration Calendar

Robert emphasized EDDC's goal to grow the economic business base in Broward County and the strategy to do low-cost, high value marketing to benefit local firms based on their affiliation with BCPS. He presented EDDC's new *Awareness Celebration* initiative, designed to heighten awareness of the BCPS certified suppliers. To that end, EDDC created two initiatives. To increase brand awareness, the initiative highlights certified firms during each ethnic heritage month, i.e. Black History Month, Hispanic Heritage Month, etc. Firms are featured on EDDC's social media accounts, and as recommended by Ms. Alhadeff, EDDC will tag @BrowardSchools and connect with its administrators to retweet to expand the reach to the District's 125k followers. The firms are able to use the small business spotlights to enhance their marketing and web traffic to and generate leads. In February, 107 certified firms were featured, and 170 will be highlighted in March.

Bid Notifications

Regarding bid notifications, Carlton observed there is a long list of opportunities on DemandStar and asked how firms are alerted. He also suggested that partner organizations could also assist with marketing. Robert stated that DemandStar sends notifications based on NAICS codes, and EDDC also notifies firms that may be a fit but are not coded as such in DemandStar. EDDC communicates with and alerts BCPS certified suppliers via B2Gnow, direct emails, social media, all platforms, and phone calls. Garth also sends notifications, and the M/WBE inclusion team calls certified, pre-qualified suppliers to remind them of construction bid opportunities. Robert suggested local certified suppliers are getting more notifications than general suppliers. He added the mandatory pre-bid conferences have been modified to serve as Meet the Prime events for subs and primes to connect. Carlton noted Robert's internal efforts to collaborate with departments to address diversity spend and volunteered to help bridge Miami-Dade and Broward counties to increase the contractor pool.

Ms. Alhadeff asked does EDDC survey suppliers to learn their concerns with doing business with the District. Robert stated EDDC does an annual survey from which the responses guide our marketing and outreach methods. In addition, EDDC does consistent surveys, from a compliance perspective, to assess availability of suppliers across industries. EDDC also plans to include a survey in its quarterly report to obtain feedback more frequently. The survey and results will be shared with SBAC.

School Board Report Presenter

Carolyn Jones will present the SBAC Report at the March 15th School Board Meeting.

Future Meeting Dates

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

Bond Oversight Committee

Mr. Brian Johnson may be stepping down from the Bond Oversight Committee, and Robert will seek a recommendation from the Minority Builders Coalition to replace him. If need be, he will circle back to SBAC for a recommendation.

Open Discussion
Jimmy Witherspoon informed the committee that he is running for the Broward County School Board and asked if he is able to continue to serve on SBAC during the process. EDDC will pose the question to District administration.

In closing, at Carlton's request, Ms. Alhadeff agreed to urge fellow Board Members, with a vacancy on SBAC, to make their respective appointments to alleviate quorum challenges.

The meeting was adjourned at 5:01pm.

Approval of Minutes: _____

SBAC Members Present

Carlton Crawl, Chair	Patricia Good, Vice Chair, District 2
Dr. Reggie Lewis, Vice Chair	Laurie Rich Levinson, Chair, District 6
Hebertny Perez	Sarah Leonardi, District 3
Lori Alhadeff for Carolyn Jones	Lori K. Alhadeff, District 4
Jimmy Witherspoon	Debra Hixon, Countywide At-Large, Seat 9
Members Absent	
Eric Munoz	Nora Rupert, District 7
Dodie Keith-Lazowick	Donna P. Korn, Countywide At-Large, Seat 8
Shaheewa Jarrett Gelin	SBAC Appointee
Vacancies	
Ann Murray, District 1	
Dr. Rosalind Osgood, District 5	

Economic Development & Diversity Compliance Department Staff Present
Robert Ballou, Director
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)**