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## Florida Advisory Council on Small and Minority Business Development

### MEETING MINUTES

April 2, 2014

2:00 p.m. – 3:00 p.m.

#### **WELCOME & INTRODUCTIONS:**

Chair Gonzalez welcomed everyone to the meeting. **IN ATTENDANCE:** Cheryl Gonzalez, **Chair** - (University of North Florida), Wendy Grey (Wendy Grey Land Use Planning LLC), Barbara Rhodes Melvin (Wells Fargo Bank), Malik Ali (FMSDC), Jay Narang (GDKN Corporation), George Owen (Independent Consultant), Dale Coxwell (Coastal Steel, Inc.) and Christine McMillon (Ensync Diversified Management Services). Also in attendance were Erin Rock (DMS-Chief of Staff) and the Office of Supplier Diversity Staff – Denise Wright-Administrative Assistant who recorded the minutes.

**NOT IN ATTENDANCE:** Pamela Hart Frazier (Palm Beach County), Augusto Sanabria (Hispanic Business Initiative Fund of Florida), Carlos Rodriguez Maverick Constructors, Inc.), Anne-Marie Richards (Office Depot), Rhett Frisbie (Department of Lottery), Samuel Newby (PepsiCo.), Ben Harris (City of Tallahassee) and James Sanders (Nationwide Insurance Company).

#### **CALL-IN GUESTS:**

Mr. Julius Davis (VolAir Consulting Engineers) who was introduced by Chair Gonzales as the Enterprise Florida, Inc. (EFI), designated Council member per Florida Statute and per a letter she received from EFI President and CEO Gray Swoope; Mr. Torey Alston (Economic Development Chairman-Florida State Conference NAACP); and Ashley St. Peter of Coastal Steel.

**Agenda Modification/Adoption:** Not voted upon due to lack of a quorum.

**Minutes Corrections/Adoption:** Not voted upon due to lack of a quorum.

**Council Chair Update:** Cheryl Gonzalez, Diversity Officer, University of North Florida

- Ms. Gonzalez stated she read information submitted by Ms. Grey and made some minor edits. She asked Council members to do the same and submit edits required for approval at the next meeting.
- Ms. Gonzalez stated there was a Northeast Regional MatchMaker held in Jacksonville which she gave the welcome and the University of North Florida's Purchasing Department and the Office of Equal Opportunity and Diversity underwrote the cost for the venue. She also thanked the Dean of the Coggin College of Business for underwriting refreshments and the breakfast. She gave accolades to OSD staff members (Sherry Fagg and Denise Wright) who did a phenomenal job. She stated several stakeholders and supporters assisted and supported the effort.
- There was a meeting of the Legislative and Policy Committee and information from this meeting was forwarded to the Council members.

**Department of Management Services, OSD Update:** Ms. Rock, Chief of Staff/Executive Director

- Ms. Rock mentioned that Mr. Fortune stills remain out of the office on sick leave. Doctors recommended he continues on sick leave until at least April 9<sup>th</sup>.

- Ms. Rock stated DMS has been deploying staff from across the state to attend to MatchMaker activities that are formerly hosted by DMS in conjunction with our SBDC partners and others. She stated we have also had the opportunity to participate not as a hosting capacity but as a participant/sponsor capacity at two events including the 29<sup>th</sup> Annual Business Expo in Ft. Lauderdale, which OSD staff attended. Ms. Rock mentioned she has been getting positive feedback about the contributions and the professionalism of the OSD team and she is very pleased about that.
- Ms. Rock stated she mentioned on a previous call that DMS will be utilizing the resources of the Inspector General's Office particular their Audit Unit to conduct a business process audit of OSD. She also stated OSD have a limited number of staff which has been significantly reduced over the last several years without any adjustment to their workload.
- Mr. Rock stated OSD has a severe need for an upgrade in technology. The technology system that OSD currently use for the process of certification is little more than a data base for the management of information.
- OSD is in the process in coordination with the Communications Office of reevaluating the OSD website.
- Ms. Rock clarified that Mr. Davis is not yet a Council member since he must be approved by the Department of Management Services and sent a formal letter.
- Ms. Gonzalez asked Ms. Rock is it a possibility for the Council to have a business card template or an electronic letterhead template they can use for correspondence and identification. Ms. Rock stated she will check with the Governor's Office to ensure it is statutorily created in the same manner as other state councils.

**Committee Reports and Actions Requiring Votes (As Applicable) (20 Minutes):**

- **Legislation and Policy Committee** – Ms. Gonzalez stated this committee met a couple of weeks ago and Ms. Wright emailed the minutes from this meeting to Council members.
- **State Comprehensive Planning Committee – Wendy Grey.** Ms. Grey stated the committee reformatted the SCP Report and incorporated the edits received. They also included a cover letter that summarizes the purpose of what the committee has done. Basically the report is ready for acceptance from the Council. Ms. Gonzalez stated the Council may have a special meeting to get the SCP approved and may return to meeting every other month.
- **Working Group Reports (Procurement & Access to Capital Working Groups)** – Ms. Gonzalez stated the reports are in the final editing stages and it will go to an Executive Advisory Group.
- **Communications** – Dale Coxwell (Ms. Ashley St. Peter called in for Mr. Coxwell) Ms. Rock stated the members are allowed to have a proxy call in for them but they would need to submit something in writing to Ms. Wright before the meeting to be able to vote. Ms. Gonzalez asked Ms. St. Peter to convey to Mr. Coxwell the Council is looking for ideas from him with respect to developing a communications strategy and he can speak directly to Ben Wolf or Erin Rock.
- Ms. Gonzalez stated the City of Jacksonville Department of Economic Development has asked her to serve as a member of an Advisory Group and speak about actions and steps taken at the Council level with respect to small and minority businesses.

**Stakeholder Commentary – Mr. Torey Alston, Economic Development Chairman, Florida State Conference NAACP** – Mr. Alston stated he is also at Miami Dade Public Schools as the Executive Director for the Office of Economic Opportunity.

- ✓ Mr. Alston stated there is a desire for the State NAACP Economic Development. He said the organization has been historically known for criminal justice, social justice and other types of initiatives but the spotlight has not been on economic development. Mr. Alston stated there is approximately sixty units around the State and his job is to coordinate with all the Chairs and make sure they are doing the same types of things the Advisory Council do like monitoring small and minority business growth, development and opportunities with their respective city, county, hospital, school board and even corporations that are in the private sector.
- ✓ Mr. Alston stated they have built several partnerships and coalitions over the past couple of years and most recently they formed an alliance with Florida A & M University, Raise Florida Network and War on Poverty.
- ✓ Mr. Alston stated they have posted a few webinars as it relates to economic development.

- ✓ Mr. Alston mentioned they are in the process of developing a statewide diversity report card focusing on spending as it relates to cities, counties, school districts and major private corporations in the State.
- ✓ Mr. Alston stated they have received economic development grants and another one is in the writing stage.
- ✓ Mr. Alston stated in terms of best practices, they continue to access the small and minority business environment or scanning the entire state. He also said there are certain municipalities or areas that may have sheltered markets or set asides, whether the economic impact of the program like how many jobs created, sales created or those types of statistics but also reporting on direct and indirect spend both at the prime and various tier levels.
- ✓ Mr. Alston stated the NAACP is looking forward to working with the Council through collaborations or areas where there are common missions.

**Questions & Answers for Mr. Alston:**

**Q: Ms. Gonzalez** - A few years ago when Mr. Alston was Director of OSD, there was a MOU between DMS/OSD and the NAACP. She asked him for an updates.

**A: Mr. Alston** – Mr. Alston stated the MOU was initially created at one of the Orlando MatchMaker events. He said the Governor along with Ms. Adora Nweze, the NAACP state President, signed the MOU. Mr. Alston stated the intent was to increase the number of certified African American businesses.

**Q: Mr. Ali** - Mr. Ali stated there are three forms of diversity that need to be looked at and he wanted to know if the NAACP was looking at all of those. He said there is the workforce diversity, supplier diversity and governance diversity, (in other words, what does your board look like-is your board all white men, etc.). He said in terms of diversity from his point of view he wants to know if the NAACP will be looking at this.

**A: Mr. Alston** – Mr. Alston stated the NAACP is diverse, and will be looking at expanding upon its current level of diversity. They will also be looking at the types various entities used for marketing communications.

**Announcements:** Ms. Gonzalez announced the next Stakeholder Commentary will be Mr. Julio Rodriquez, DBE Program Manager, Lee County Port Authority

**Next Scheduled Meeting: Wednesday, May 7, 2014, 2:00 p.m.-3:00 p.m.**

**Adjournment: Approximately 2:48 p.m.**