



Florida Advisory Council on Small and Minority Business Development

MEETING MINUTES

March 07, 2012

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), Alison Jimenez, **Co-Chair** - (Dynamic Securities Analytics, Inc.), Malik Ali (FMSDC), Franklin Cross (City of Tampa), Rhett Frisbie (Department of Lottery), Ben Harris (City of Tallahassee), George Owen (Regions Bank), Christine McMillon (Ensync Diversified Management Services, Inc.), Anne-Marie Richards (Office Depot), Carlos Rodriguez Maverick Constructors, Inc.), and Barbara Rhodes Melvin (Wells Fargo Bank). Also in attendance was Office of Supplier Diversity (OSD) staff Denise Wright, who recorded the minutes.

NOT IN ATTENDANCE: Pamela Hart (Palm Beach County), Y. Lisa Colon Heron (Smith Currie & Hancock), Dale Coxwell (Coastal Steel, Inc.), Gloria Pugh (AMWAT Moving & Warehousing), Al Lawson (Al Lawson & Associates), Nancy Allen (Women's Business Development Council of Florida) and Digvijay Gaekwad (Hotel Owner-Ocala & Gainesville).

Changes/Adoption of Agenda:

Mr. Owen moved to adopt the agenda. The motion was seconded by Mr. Rodriguez. The agenda was accepted and approved by the Council.

Adoption of Minutes from the February 1, 2012 Meeting:

Ms. Melvin moved to adopt the minutes. The motion was seconded by Mr. Franklin. The minutes were accepted and approved by the Council.

Department of Management Services, OSD's Update: Thad Fortune, MBE Administrator.

- Mr. Fortune stated the OSD staff is working on developing a *Welcome Package* for distribution to first time certified vendors. It will serve as a guide on how to participate in the State's procurement process.
- OSD conducted a workshop on "How to do Business with the State of Florida" and participated in some panel discussions at the Black Business Day at the Capitol. An OSD staff member also participated in the Pensacola Business Exchange Conference (PBEC), which was funded by that entity (PBEC).
- Mr. Fortune stated OSD is pleased to announce that the 2010-2011 Fiscal Year OSD Annual Report was submitted to the Governor, President of the Senate, Speaker of the House, and posted on the OSD website.
- OSD provided assistance to the Advisory Council's monthly meetings, the various committees' weekly meetings.
- OSD continued working on the *MatchMaker After-Action Report/Improvement Plan* with Tony Garcia as requested by the DMS Secretary Chief of Staff.
- OSD is still in the process of selecting a hotel for MatchMaker 2012.
- OSD's budget has been appropriated \$175,000 toward MatchMaker 2012. It has not passed at this time; but, if approved by the Legislature on Friday, March 9, 2012, it will be a recurring amount in the budget.
- OSD is continuing to work on the Tallahassee MatchMaker, scheduled for May 24, 2012, and Mr. Fortune asked that Council members place this on their calendars. It will be held at FSU's Turnbull Conference Center. The luncheon speaker will be Mr. Clarence McKee, President of McKee Communications, Fort Lauderdale, Florida. Also, we are working with the Jim Moran Institute to conduct a workshop.
- DMS is preparing for new implementation of software programs for Microsoft Outlook mail and OSD staff attended training sessions preparing for the new software.

- During the previous month, OSD received 66 new certification applications, certified and/or recertified 448 companies, administratively closed 56 companies and withdrew 27 companies.

Council Chair's Update: Cheryl Gonzalez, Diversity Officer, University of North Florida.

- Ms. Gonzalez indicated that the Council has had a working relationship with Enterprise Florida since November 2011 through Peter Harris. She asked members to review the Regional Stakeholders meeting dates that were disseminated last week, and which came from Mr. Harris. The Regional Planning Councils are working in conjunction with the Florida Department of Economic Opportunity to schedule these meetings to obtain small business feedback as part of their respective five-year strategic plan for economic development. To get more information go to www.floridajobs.org/regionalmeetings.
- The NASPO (National Association of State Procurement Officers) Conference will be held in Orlando, April 15-17, 2012. Ms. Gonzalez spoke to Kelly Loll, Chief Procurement Officer, who will ensure that Council members receive the conference information. Denise will also copy the Council the e-mail blast that OSD sent to the State's certified vendors.
- Ms. Gonzalez stated she has been researching the definition of "small business" and she encouraged the Council to do the same and report their findings to the Research and Emerging Trends Committee headed by Barbara Melvin.
- She announced Mr. Kevin Brown will be joining DMS as a Bureau Chief and noted that she and Mr. Ali were informed of this very positive action by Ms. Loll. In this capacity, Mr. Brown's duties will include serving as the Executive Administrator for OSD and working in conjunction with Mr. Fortune.
- Ms. Gonzalez stated she looked at the web site and information has been updated through 2010. Council members can look forward to viewing all meeting information from 2011 onward.
- Ms. Gonzalez stated in reference to any feedback from the Council, she is going to check and see if she can get a student from the College of Business from UNF to assist in putting the strategic plan in a more user friendly format.
- She thanked Mr. Harris for representing the Council during Black Business Day at the Capitol.

Stakeholder Commentary: Jack Miles, Secretary, Department of Management Services.

- Mr. Miles stated DMS is delighted to have Kevin Brown joining the organization because he has a great background and one of the things besides having responsibility in the procurement area is he has also had responsibility in managing supplier diversity activities of various companies. Also, he said Mr. Brown will be able to give appropriate time and energy to the supplier diversity activities within DMS and working with the various stakeholders.
- Mr. Miles mentioned the Council doing a lot of work on the strategic plan and he said it is very critical to go through the planning process.
- Mr. Miles said it may be a good to get some thoughts and ideas as to what's on the members minds and asked if anyone had any questions. Ms. Gonzalez asked if Mr. Miles could give an update on his leaving DMS. Mr. Miles stated he has spoken with the Governor and he resigned effective the end of March. He told the Governor he would stay on until a replacement is found and the Governor said it may take six months to find somebody. Mr. Miles said unless he hears otherwise the end of March will be his date of departure. He said this role has been probably the most rewarding of his career seeing where DMS was when he joined and the quality of people there. Also, he said trying to take that process forward to restore credibility of the agency (DMS) and people with the Legislature was no small task.
- Mr. Miles noted the change in the landscape in the procurement environment was helped by bringing Mr. Gibney in initially and then Ms. Loll. He said in Mr. Gibney's departure, Ms. Loll has really stepped up and made great progress and understands what we need to get in place and she is doing a great job. Mr. Miles also stated Ms. Loll has a couple of people coming into DMS in key roles.
- Mr. Miles stated it disappoints him that he wasn't able to make greater advancement in supplier diversity; but, he mentioned with Ms. Gonzalez's guidance, a lot of progress has been made.
- After his presentation, Ms. Gonzalez asked Mr. Miles about the status of Council members receiving travel expenses as it states in Statute 287.0947. Mr. Miles stated they will take a look at that and work through Ms. Loll on this. He also said he will alert Debra Forbess, Director of Administration, to make sure that if this is what we are supposed to do and the budget allows for this, we will go ahead and pay for Council members' travel.

- Mr. Frisbie stated while on the subject of budget, advertising the Council meetings in the Florida Administrative Weekly (FAW) should be considered. Mr. Miles stated he believes statutory changes were made around the FAW publication and it might not exist anymore. He asked Ms. Loll to check to see if the FAW publication still exists.

Committee Reports and Actions Requiring Votes (If Applicable):

- A. Budget and Legislative Recommendations:** NO REPORT.
- B. Internal Procedures/Bylaws:** Mr. Cross stated they had their first meeting last month and he is happy to say it was a very productive meeting. Committee members developed a general outline for the next meeting. Mr. Cross said they should complete a draft copy of the Bylaws and Procedures in the next couple of months to submit to the Chair and Vice Chair to review before sending to the Council. Ms. Gonzalez requested completion of this prior to the end of the fiscal year.
- C. RET/Financial Markets and Institutions:** Ms. Melvin stated at their last meeting they discussed their objectives and the strategic plan for their area, which is a great initiative as far as how businesses view business lending and how to incorporate the White Paper on capital formation.
- D. RET/Legal:** NO REPORT.
- E. State Agency Vendor Diversity:** Mr. Frisbie stated this committee is in the process of scheduling their first meeting. He said those participating need to understand the state agency vendor diversity initiative and how it's implemented in Florida. Also, Mr. Frisbie is following up on the discussion with Ms. Loll regarding the purchasing process improvement plan.
- F. Strategic and State Comprehensive Planning:** Ms. Gonzalez stated they met on March 1st. They reviewed the State's Comprehensive Plan. There were 14 separate policies that were reviewed and placed into "buckets." Ms. Gonzalez stated they are looking at prioritizing these based on the Council's Strategic Plan working document. She added that a Memorandum of Understanding will be developed for use between the Council and Enterprise Florida, as well as other stakeholders.

Other: Ms. Gonzalez made a recommendation to devolve the Supplier Diversity Assessment Committee and add it into the Research and Emerging Trends Committee with the Financial Markets and Institutions. Mr. Harris made a motion on the same, which was seconded by Mr. Ali. The motion was accepted and approved by the Council.

Old Business:

Definition of Small Business: Ms. Gonzalez stated that according to the State's Chief Financial Officer, 98% of all businesses in Florida are small businesses. She questioned what was meant by small business since there are competing definitions. She reiterated the need for Council members to forward their findings to the RET/FMI Committee.

Next Scheduled Meeting: Wednesday, April 4, 2012, 2:00 p.m.-3:00 p.m.

Adjournment: 3:02 p.m.