



Florida Advisory Council on Small and Minority Business Development

MEETING MINUTES

April 4, 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.), Carlos Rodriguez Maverick Constructors, Inc.), Barbara Rhodes Melvin (Wells Fargo Bank), Pamela Hart (Palm Beach County), Y. Lisa Colon Heron (Smith Currie & Hancock), Gloria Pugh (AMWAT Moving & Warehousing) and Nancy Allen (Women's Business Development Council of Florida). Also in attendance were Kelly Loll (DMS-Chief Procurement Officer & Director of State Purchasing), Kevin Brown (DMS-Goods Bureau Chief), Office of Supplier Diversity (OSD) staff Thad Fortune (MBE Administrator) and Denise Wright (Administrative Assistant I), who recorded the minutes.

NOT IN ATTENDANCE: Anne-Marie Richards (Office Depot), Dale Coxwell (Coastal Steel, Inc.), Al Lawson (Al Lawson & Associates) and Digvijay Gaekwad (Hotel Owner-Ocala & Gainesville).

Call In Guests: Stephanie Gibbons, Barbara Foster, Dranner Stewart and Michelle Dennard all from (the Department of Economic Opportunity), Matt Thursam (Manager, Supplier Diversity/Disney) and Peter Harris (CEO-ADG Business & Governmental Consultants).

Changes/Adoption of Agenda:

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

Adoption of Minutes from the March 7, 2012 Meeting:

Mr. Owen moved to adopt the minutes. The motion was seconded by Mr. Cross. The minutes were accepted and approved by the Council.

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

- Mr. Fortune stated OSD is still working on the Welcome Package that will be provided to all our newly certified vendors. He also said he hopes to meet the deadline by the start of the new fiscal year.
- Mr. Fortune mentioned the Tallahassee MatchMaker Conference is scheduled for May 24, 2012. He thanked the Council Members for their outreach efforts and invited Council members to attend the event. Mr. Fortune stated OSD sent an e-mail blast out last Wednesday evening and by Thursday morning we had over 50 people registered from all over the State of Florida. As of today, we have approximately 80 people registered.
- Mr. Fortune stated he has a revision to the minutes. He indicated the money budgeted for OSD toward the Orlando MatchMaker was for **\$175,000.00** instead **\$185,000.00**. He cautioned that this is not a budget appropriation through general revenue. Instead it is a proposed trust fund designed to give DMS the authority to spend the money for the conference. He said OSD will have to continue to raise the money through donations and rather than using a third party CPA, funds will flow directly into a DMS account to manage effective July 1st.
- OSD certified/recertified **474** companies over the past month. We are averaging approximately 90 applications per month.

- OSD is working with FSU's Jim Moran Institute to develop the workshops that will be held at the Tallahassee MatchMaker in conjunction with our partners: FSU's Office of Supplier Diversity, and FAMU's Small Business Development Center's Small Business Week Committee, which encompasses the City of Tallahassee, Leon County and Leon County School Board.
- Kelly Loll welcomed Kevin Brown to the DMS Team and stated DMS wants to make OSD the best it has been in years. She said Mr. Fortune has been doing a wonderful job supporting OSD but he needs help. Ms. Loll said when they interviewed the applicants, not only did Kevin have the ability to be a Bureau Chief and oversee the goods area for State Purchasing to do strategic sourcing; but, he also came with a lot of strength in supplier diversity. Ms. Loll stated DMS would like to work very closely with the Council and hit all our goals and objectives for the next several years. Mr. Brown stated a good part of his career has been involved with supplier diversity. He established a program with United Technologies and also recently built and developed a corporate program at TICO International.
- Ms. Loll stated she talked to Ms. Gonzalez in regards to how DMS automate recertification. DMS is building an enhancement scope within the internet that will be released soon just to get a cost on how we can automate the certification process utilizing MyFloridaMarketPlace.
- Ms. Loll stated The NASPO (National Association of State Procurement Officers) Conference will be held in Orlando, Florida, April 15-17, 2012. Ms. Loll, Ms. Gonzalez, Mr. Rodriguez, Peter Harris and Matt Thursam have been working with NASPO to create two tracks for training for small and minority businesses. There will be about three to four hundred suppliers conducting one-on-one matchmaking with Chief Procurement Officers with about forty states. Ms. Gonzalez stated she will be one of the panelists along with Mr. Rodriguez and Ms. Heron.

Stakeholder Commentary: Stephanie Gibbons & Barbara Foster, Department of Economic Opportunity.

- Ms. Foster briefly went over the handouts that were e-mailed to the members. She said DEO has been charged in the Florida Statutes to develop a five-year statewide Strategic Plan for economic development. Ms. Foster said she would like to go through the draft starter statement and identify which ones are most critical to the State from the perspective of small and minority businesses. Also, Ms. Foster said they should walk through the different areas of the Plan and find out what is critical and what is missing.
- The Plan is a five year Plan and should be renewed every 5 years and it is a state wide Plan. Ms. Foster stated the Vision Statement is very aspirational. She said they want to work on having the nation's top performing economy and be recognized as the world's best place to live and do business.
- The Plan has three goals. One is focusing on double competitiveness as a location for business, investment, talent, innovation and visitors. Two is to become the nation's top performing economy. Three is to provide the nation's leading communities of choice for workers, residents and visitors.
- The Objectives surround these goals and decision statements. The first four objectives deal with employment, unemployment, and wages. The next one deals with the development of our workforce and skills. The next three deal with supporting our businesses, and to lead the nation in business climate, infrastructure and services to meet the needs of business. The next one deals with how we support retail efforts for all of Florida's regions. The last one is to lead the nation in quality of life in Florida's communities. Also, she noted measurable outcomes or results to be achieved within a timeframe (in this case, five years).
- Ms. Foster also reminded the Council members they were asked to look over the strategies to identify which ones are critical and report what is missing. Ms. Foster called on each member by name, which ensured the highest level of engagement during the process. Ms. Foster stated the frame work they are using to gather input for the six pillars was developed by the Florida Chamber Foundation with input from approximately 400 businesses across the state.

Committee Reports and Actions Requiring Votes (If Applicable):

- A. **Budget and Legislative Recommendations:** NO REPORT.
- B. **Internal Procedures/Bylaws:** Mr. Cross stated the By-Laws Committee met and he is happy to say they are putting together another draft that should be completed soon. He asked the Chair of each committee to please get their roles and responsibilities to him by next Thursday because that will be a part of the By-laws.

- C. RET/Financial Markets and Institutions:** Ms. Melvin stated they discussed what to include in the by-lays and procedures document for their roles and responsibilities and the need for small businesses to be more aware of financial tools available from banks and the State of Florida.
- D. RET/Legal:** NO REPORT.
- E. Strategic and Comprehensive Planning Committee:** An opportunity provided by the Department of Economic Opportunity to participate in the State's Strategic Planning Summits via Stakeholder Commentary resulted in today's longer than usual meeting. The Committee Chair had asked Council members to distribute the e-mail link about the meetings to their constituents. Reports are that there was direct participation of invitees in Kissimmee and Jacksonville.
- F. Annual Report:** Ms. Jimenez stated they will meet May 17th. She said the annual report is completed on a fiscal year basis so there is not much to do until then. Starting in May, the committee will compile minutes from Council and Committee meetings for the annual report.

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

Adjournment: 3:28 p.m.