



Florida Advisory Council on Small and Minority Business Development

MEETING MINUTES

October 3, 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, **Vice-Chair** - (Dynamic Securities Analytics, Inc.), Barbara Rhodes Melvin (Wells Fargo Bank), George Owens (Regions Bank), Malik Ali (FMSDC), Franklin Cross (City of Tampa), Carlos Rodriguez Maverick Constructors, Inc.), Anne-Marie Richards (Office Depot), Pamela Hart (Palm Beach County), Y. Lisa Colon Heron (Smith Currie & Hancock), Ben Harris (City of Tallahassee) and Dale Coxwell (Coastal Steel, Inc.). Also in attendance were Kelly Loll (DMS-Purchasing Director), Kevin Brown (DMS-Goods Bureau Chief), Office of Supplier Diversity (OSD) staff Thad Fortune (MBE Administrator) and Denise Wright who recorded the minutes.

NOT IN ATTENDANCE: Rhett Frisbie (Department of Lottery) Nancy Allen (Women's Business Development Council of Florida), Christine McMillon (Ensync Diversified Management Services, Inc.), and Digvijay Gaekwad (Hotel Owner-Ocala & Gainesville).

Call In Guests: Senator Arthenia Joyner - Florida Conference of Black State Legislators (FCBSL) and Representative Ecitrym Lamarr – FCBSL.

Agenda Modification/Adoption: Ms. Melvin moved to adopt the agenda. The motion was seconded by Ms. Hart. The agenda was accepted and approved by the Council.

Adoption of Minutes from the September 5, 2012 Meeting: Mr. Owen moved to adopt the minutes. The motion was seconded by Mr. Rodriquez. The minutes were accepted and approved by the Council.

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

- Mr. Fortune stated he is proud and pleased to announce that for the month of September OSD certified and recertified **150** companies, administratively closed **34** files and **409** companies entered OSD's vendor database from MyFloridaMarketPlace. Also, a letter was signed by Ms. Loll and sent out to the agencies and universities requesting submittal of their Business Utilization Plans to OSD within thirty days from the date on the letter. Once the Plans are reviewed and approved by Mr. Brown, they will be posted on the OSD web page.
- OSD began receiving the second quarter spending plans from the State Agencies. The Governor's agencies provide OSD with quarterly spending plans of projected activities for the upcoming quarter.
- OSD is still working diligently with the Department of Business and Professional Regulation to place information on their web page about the State of Florida's diversity program for anyone seeking a professional license.
- Mr. Fortune stated OSD is continuing to work with agencies and universities to identify opportunities and outreach efforts even with a reduction in staff. Currently, OSD has one certification officer.

Stakeholder Commentary: Dale Brill, President and CEO, Florida Chamber Foundation

- The framework offered by the Florida Chamber Foundation is known as the Six Pillars of Florida's future economy. Mr. Brill stated for practical purposes the Six Pillars creates a common

framework that makes strategic planning possible among multiple communities that are trying to build consensus with each other.

- Mr. Brill stated Broward County will be releasing their Strategic Plan October 17th and Palm Beach County completed their Strategic Plan on October 21st of last year.
- Mr. Brill stated what the Six Pillars initially does is to provide a common framework so that the individual communities, counties and regions can develop their Plans that are true to their locality.
- Mr. Brill stated two years ago, the Florida Chamber Foundation introduced the State's first twenty year Strategic Plan. He added the State's Constitution (Article 3, Section 19-H) has required a 20-year Plan since 1992.
- Mr. Brill stated the latest iteration of the 20-year Strategic Plan will be revealed at the 2012 Future of Florida Forum to be held in Orlando, October 8-9, 2012. You can register and find additional information at www.floridachamber.com. He also will send the Council the digital version as soon as he has it.
- Mr. Brill stated the Plan is unique and tied to measurement. He stated you can go to their website www.thefloridascorecard.com and there you will see metrics that are tied to the 20- year Strategic Plan that have been developed to show how the State of Florida is doing and each of the Six Pillars.
- Council Members can reach Mr. Brill at DBrill@flfoundation.org.

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

- Ms. Gonzalez stated our focus is the Annual Report.
- Ms. Gonzalez stated regular monthly meetings with DMS Secretary have started and complement communications already process throughout key DMS offices.
- Ms. Gonzalez stated in terms of the stakeholder commentary, today we will have Dale Brill of the Florida Chamber Foundation, for the month of November we will have DMS Secretary Nichols and for the month of December Ms. Gonzalez has been in touch with the staff of the Lt. Governor. In addition to this, she is inviting Chief Counsel for Advocacy Winslow Sargeant, whose work with the Small Business Advocacy Office is similar to that of OSD, yet is more in line with the Direct Support Organization.
- She acknowledged the presence of the Florida Conference of Black State Legislators (FCBSL) Chair and the group's executive director, which is a first, and invited them to attend future meetings.

Guest - Senator Arthenia Joyner - Florida Conference of Black State Legislators (FCBSL)

Senator Joyner stated there are 24 members of the FCBSL and, historically, they have participated in the November MatchMaker Conference concurrent with their members' meeting to interact with their constituents who have businesses and who see this as a premier opportunity for them to meet one-on-one with the State of Florida Agencies and Universities so they will have a chance to benefit economically by learning and having an opportunity to participate in the procurement process. Senator Joyner stated she spoke with Secretary Nichols about the lack of a fall MatchMaker. Senator Joyner said her recollection of the conversation with Secretary Nichols was that Mr. Fortune and Ms. Gonzalez indicated it was too late to conduct the event this year. Senator Joyner stated even though time was of the essence, she felt the event should still be held and it could be shortened by eliminating a couple of the conference days. Senator Joyner stated the Secretary mentioned the event is postponed until spring of 2013 and she told him that springtime is either during the Legislative Session or immediately afterwards. Senator Joyner asked the Secretary to reconsider having the conference and perhaps Ms. Gonzalez and Mr. Fortune could take another look at having the conference and consider the FCBSL's concerns because the conference is one of the events they participate in every year and it has benefitted their constituents as well as constituents of other Legislators.

Ms. Loll reported the issue regarding the MatchMaker was appropriations and operations. The State cannot go out and collect funds so DMS is looking to use FSU or UCF as the financial advisor to handle receipts and disbursements for the event. Because of the audits from the Department of Financial Services, DMS has to be in line with what the Statutes, Rules and Regulations allow DMS to do. In the end, DMS decided that based on the limited time for a quality MatchMaker, they agreed that working with the Council they will conduct the event in the spring.

Committee Reports and Actions Requiring Votes (If Applicable):

- A. **State Agency Vendor Diversity** - Rhett Frisbie, Committee Chair: Ms. Gonzalez spoke briefly on Mr. Frisbie's behalf. She talked about the information Mr. Frisbie forwarded in reference to the Mentor

Protégé Program Committee, which has been looking into recruiting and training of mentors. Any members of the Council can join this committee.

- B. Research & Emerging Trends** - Barbara Melvin, Committee Chair: This committee is working on the definition of a small business.
- C. Council Internal Procedures and Bylaws** – Franklin Cross, Committee Chair: No Report.
- D. Annual Report** – Vice Chair/Alison Jimenez, Committee Chair:
- E. Strategic and State Comprehensive Planning** – Cheryl Gonzalez, Committee Chair: Ms. Gonzalez stated this committee has discussed the funding of a facilitator with DMS officials to finalize the Council’s Strategic Plan.
- F. Budget and Legislative** – George Owen, Committee Chair: No Report.
- G. Communications Committee** – Dale Coxwell, Committee Chair: No Report.

Old Business:

- A. Council Intern(s)** – Ms. Gonzalez stated the Council wants someone who can write well, conduct research and assist the Council committees in taking minutes, etc.
- B. Capital Formation for Small Businesses – Next Steps:** Ms. Gonzalez stated this document requires updating.

Announcements:

- Ms. Hart announced that Palm Beach County in conjunction with the South Florida Water Management District, the City of West Palm Beach and the School District of Palm Beach County are hosting a local MatchMaker event in Palm Beach County with the different agencies and it is similar to OSD’s Orlando MatchMaker with the State Agencies and Universities. They will conduct One-on-One’s and have workshop presentations. Colette Holt, Esq., is a featured presenter, and Ms. Hart stated she is happy that Mr. Kevin Brown of DMS will also be one of the presenters. The 2012 Palm Beach Partners Business MatchMaker Conference and Expo is a one day event, Friday, November 9, 2012, 8:30 a.m. – 6:00 p.m.
- Mr. Brown added that in terms of OSD, approval was given today to post Colin Barton’s position on the PeopleFirst website. He said DMS is looking to fill the position as soon as possible.
- Mr. Ecityrym LaMarr, Executive Director of the FCBSL, stated he would like to be added to the Advisory Council’s meeting notices.
- Ms. Gonzalez announced that starting next year the Council will meet every other month to allow committees to meet with the expected outcome of having full reports to provide to the Council.
- Next Stakeholder Commentary will be provided by DMS Secretary Craig Nichols.

Next Scheduled Meeting: Wednesday, November 7, 2012, 2:00 p.m.-3:00 p.m.

Adjournment: 3:08 p.m.