



Process Improvement Steering Committee

May 28, 2014, 4:00 p.m.

Building 1, Conference Room 350

1. Purpose of Meeting

The committee shall serve in an advisory capacity to City Council. The function of the committee will be to work in harmony with City Council and City management to identify problems and barriers that may have negative impact on City operations, efficiency and effectiveness and facilitate solutions.

2. Attendees

<i>Name</i>		<i>Name</i>	
Tuck Bowie - Chair	X	STAFF	
Tanya Arney	X	Catheryn Whitesell – Mgmt. Services	X
Bill Brunke	X	Pattie Phillips - Finance	X
Bob Dyer (Council Liaison)	X	Jeff Smith – Economic Development	X
Preston Midgett	X		
Bob Scott	X		
		Sandi Thompson (Recorder)	X

3. Meeting Notes, Decisions, Issues

1. Welcome and Call to Order
2. Introduction of Guests
3. Old Business
 - a. Approval of minutes from April 30, 2014 - **Approved**
 - b. Project 2013 - **Deferred**
 - c. Creation of a Process Improvement department or facilitator with the City – **Deferred**
 - d. Update on wireless internet in public places – **David Grochmal and Ms. Whitesell have identified about twenty sites within the city that could benefit from this service and have turned their findings over to COMIT to offer a cost estimate.**
4. New Business
 - a. Barriers to Business – Update from Ad Hoc Committee – **Mr. Bowie sent an email indicating those who have expressed a desire to be involved including, Ms. Arney, Mr. Midgett, Mr. Scott and Ms. Bailey. Additionally, Dave Blythe, formerly of the Taxpayers Alliance, Elizabeth Dickman, Virginia Beach Vision, Olga Torres, Hampton Roads Hispanic Chamber of Commerce, and Councilman Dyer. He suggested Jeff Smith of Economic Development be included also. Mr. Bowie will get someone from the Hampton Roads Chamber to participate.**

There was a long ranging discussion of exactly what the goals of the Ad Hoc Committee should be.

Councilman Dyer advised he had been in a meeting with regard to minority contract issues with Mr. Spore, the Mayor, Warren Harris and Gary McCollum who is very desirous that the City commission a Disparity Study. All agreed the subject is very



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important, but Mr. Dyer feels the money this study would cost could be better spent in education and assistance to prospective entrepreneurs.

Mr. Smith noted it is impossible to assist in the way they should without proper funds and staff though they are trying in Economic Development.

Councilman Dyer noted in light of a portion of the Navy leaving our area it is more important than ever to diversify business and fill the empty strip malls with thriving small businesses. He feels it is important for the Committee to:

- Quantify the real problem
- Connect the dots to unify what others may be doing
- Make the process User Friendly

Mr. Brunke wants to quantify what is considered a “small business”. He has helped one or two person businesses through the process of start-up. Some entrepreneurs have good ideas for businesses, but no idea how to see it through and therefore they fail. This is one of the groups they should reach out to.

Mr. McCollum has asked that the Diversity Study include “set asides” because affirmative action issues can cause legal problems. There needs to be a race neutral approach.

Mr. Smith advised the new Economic Development Headquarters will include an Innovation Center to assist. They are in the process of seeing how it will work, with perhaps, ODU and Regent assisting people to work through issues.

Councilman Dyer suggested someone from the Urban League might be an asset such as Shawn Washington. He envisions the Ad Hoc Committee being fluid with people moving in and out of it, offering special expertise when needed. He feels he cannot support a Disparity Study when funds could be put to better use and suggested the Committee focus on a) identifying the barriers, b) perceptions and c) solutions.

Mr. Bowie asked that Mr. Brunke also join the Committee because of his experience in working with one or two person efforts.

Mrs. Phillips advised the Mayor and the City Manager consider small business an important priority with, perhaps, creation of a Small Business Council, instituting a Bond Assistance program to help contractors become bondable and other issues affecting small business competitiveness.

In order to hold back the push for the Disparity Study, Mr. Dyer advised results need to be generated now. He would like meetings to be held at Economic Development to give importance to them, suggesting June 11th at 3:30 to get started on the Committee’s direction prior to the Minority Business Council retreat on the 13th.

Mr. Scott suggested attacking a) Burdensome requirements, b) Encourage one on one coaching, c) Timely identification of problems, and d) Help for those who have a great idea but no idea how to follow through.



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Mr. Brunke suggested there is a mindset or cultural viewpoint that people have on how they should run a business depending on where they are from and their prior experience. They need guidance on how it is done in Virginia Beach.

Mrs. Whitesell reiterated the focus should be on helping start-ups and barriers to doing business within the city. Mr. Bowie agreed that the Committee cannot take on the region's problems.

Mr. Dyer advised Congressman Rigell and Delegate Glenn Davis have offered to help overcome any hurdles on the federal and state levels.

Chairman Bowie suggested a meeting to bring Mr. Browning and Mr. Etter up to speed before a full Ad Hoc meeting is held.

- b. PISC Questionnaire – **Councilman Dyer advised the City Manager has sent this to all Department Heads and responses are back. They will be provided before the end of today's meeting.**
- c. Goals for 2014 – **No Discussion**
5. Report of Subcommittees
 - a. Development Review and Building Permit Process – **Deferred**
6. Publicity and Public Relations Action Items – **Councilman Dyer advised *Town and City Magazine* is interested in doing an article on this issue and he is still working with *Inside Business*. Mrs. Whitesell said a Virtual Town Hall could be implemented on vbgov with a few questions about the issue for feedback from the public.**
6. Announcements – **Next meeting June 25th 3:30 PM Room 350**
7. Adjournment