



Process Improvement Steering Committee

October 29, 2014, 3:30 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 Present Denoted by X

<i>Name</i>		<i>Name</i>	
Tuck Bowie - Chair	X	COUNCIL LIAISON	
Tanya Arney – Vice Chair	X	Bob Dyer	X
Carla Bailey	X	Councilman Brad Martin	
David Browning	X	STAFF	
Bill Brunke	X	Catheryn Whitesell – Mgmt. Services	X
Tom Etter	X	Pattie Phillips - Finance	X
David Grochmal	X	Jeff Smith – Economic Development	X
Preston Midgett	X	Tao Tang, Intern	X
Bob Scott	X	Sandi Thompson (Recorder)	X

3. Meeting Notes, Decisions, Issues

1. Welcome and Call to Order by Chairman Bowie – **Councilman Dyer introduced Tao Tang who will be working with the Committee as an intern. Mr. Tao is working on his MBA and is an entrepreneur who owns a company that matches Chinese manufacturers with American businesses in an effort to assure quality performance standards.**
2. Old Business
 - a. Approval of minutes from September 24, 2014 - **Approved**
 - b. Update on wireless internet in public places –**Ms. Whitesell advised COMIT has put a request in next year’s budget to equip priority locations. The decision will be a part of Budget deliberations. This item will be removed from the PISC Agenda but Chairman Bowie asked Ms. Whitesell to keep them informed as the matter moves through the process.**
3. New Business
 - a. Barriers to Business – Update from Ad Hoc Committee – **Mr. Browning advised at the subcommittee’s last meeting a group of survey questions was brought forward which will be honed to garner the information needed. A statistical group will correlate first and then the survey can be put out to the target audience. Afterward the statistical data will need to be categorized by theme, problem and a proposal for solution. This will not be a quick process as there are many pieces to bring together. He hopes to get a consensus on the type of survey questions at their upcoming meeting on November 12. However, the goal is to identify the objective ones and garner evidence through feedback**



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that will enable them to prove the problem, not just from anecdotal issues identified by subcommittee members.

Mr. Etter agreed. He also noted Elizabeth Dietzman has brought Karen Eagle into the group who will use the survey results in her thesis and will help in the compilation. It is very important to get the right questions and that may take time.

Councilman Dyer feels our connection with Regent and the academic community can give validity to the survey. He also noted the Hispanic Chamber, the Philippine community, the Christian Business group, the HRCC, Virginia Beach Vision and the Minority Business Council would have members who could be used as a target audience. After discussion, it was decided to push it out through City channels in conjunction with the academic community with the feeling responders are more likely to feel the City can actually affect change and the academic arm might just be research.

It was suggested the survey could have two different focuses – those who want to go into business and those who are already in business and perceive barriers.

- b. Goals for 2014 – Removed from future discussion**
- c. PISC Questionnaire – Mr. Etter and Mr. Grochmal have, again, refined the survey (See attached).**

Mr. Etter questioned their next steps, keeping in mind the reason it was done to begin with; to obtain objective input and ascertain what has merit and what does not. Some issues could be resolved immediately with some objective process improvement while others need further analysis, categorizing and prioritizing.

Chairman Bowie asked Mr. Etter and Mr. Grochmal to work on categorizing and bring it back as an initiative in 2015.

Ms. Arney noted there are many variables contributing to these department answers. Mr. Brunke agreed that impressions can be different from actuality.

Mr. Etter noted most mention lack of resources as main issues. These might be better construed as “doing more with less” and agreed the key is to categorize, prioritize and quantify the data and separate the “wants” from the “needs” to realize real process improvement.

- 5. Report of Subcommittees**
 - a. Development Review and Building Permit Process – Ongoing monitoring.**
 - b. Publicity and Public Relations Action Items – Chairman Bowie is still very interested in an article in “Inside Business” that most in the local business world read. He is going to contact them on the matter.**



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6. Announcements – The Committee decided to cancel the November and December meetings and meet again on **January 28, 2015 at 3:30 PM in Room 350.**
7. The meeting then adjourned.