



Process Improvement Steering Committee

April 24, 2019 at 3:30PM
Building 1, Conference Room #350
Virginia Beach, VA, 23456

- Present:** Jessica Abbott, Richard Tuck Bowie, Bill Brunke, Kevin Curry (Citizen), Larry Dotolo, Thomas Etter, MJ Medlar (“Street Food Revolutionaries” Representative), Neva White
- Absent:** Taylor Adams, David Browning, Bob Dyer, Brad Martin, Preston Midget, Sabrina Wooten
- Call to Order:** 3:36pm by Richard Tuck Bowie
- Adjourned:** 4:28pm by Richard Tuck Bowie

MINUTES

1. Welcome and Call to Order

Tuck Bowie called meeting to order at 3:36pm.

2. Approval of March 27, 2019 Meeting Minutes

Larry Dotolo motioned to approve March’s Meeting Minutes. Tom Etter seconded. Motion unanimously approved.

3. Old Business

a. Subcommittee to create standards for Food Trucks (Update)

Jessica Abbott gave some background information on the two public meetings regarding food truck regulations. There is a lot of confusion among food truck vendors, restaurant owners, and citizens on what the regulations are since the ordinance passed that food truck vendors will no longer be required to apply for Peddler’s Permits, however, they are still required to apply for background checks and still must comply with the Peddler’s guidelines under the Zoning ordinance.

More recently, MJ Medlar, representative of Street Food Revolutionaries, has met with Virginia Beach Commissioner of the Revenue, Phil Kellam and others and to work out the background check issue, as background checks went hand in hand with the Peddler’s Permit before. She states they smoothed out the licensing issue and now food trucks are required to apply for the generic \$15 background check. She shares that the majority of the original ordinance did not pass, and the additional issues need to be addressed before they get worse. Food trucks from out of town are able to serve inside Virginia Beach City limits starting in July and there are no complete ordinances to hold them accountable for following the rules in place in Virginia Beach.



Jessica Abbott would like to reconvene the Foot Truck Subcommittee as soon as possible with potential representation from the Restaurant Association and from other Cities in Hampton Roads, as they have all passed ordinances legalizing food trucks in their Cities. Councilwoman Abbott will contact David Browning to schedule a time to meet. She will also schedule a public meeting based on the information put together in the reconvened Food Truck Subcommittee meetings. The public meeting will be informational, presenting the ordinance line by line to the public so there is no confusion or miscommunication. She will get with Julie Hill, Director of the Communications Office to ask about live-streaming the meeting on Facebook. In addition to the public meeting, City Council will need to be briefed on the ordinance changes. Councilwoman Abbott does not expect a public meeting to take place until June, at least.

b. Subcommittee to review appointee process for Boards, Commissions, and Committees (On Hold)

c. Development Review Process – Invite new Planning Director to May Meeting

Neva White will reach out to the new Planning Director, Bobby Tajan, and see if he will attend the May PISC meeting and is willing to work with this Committee on the recommendations to the development review process that were suggested to his department before he was the Director. Taryn will provide Neva with a copy of PISC's White Paper on the official recommendations so Neva can provide it to Bobby.

d. Small Business Subcommittee Report - Discuss

Tuck Bowie states that the objective today was to go through the Small Business Subcommittee White Paper and identify some low-hanging fruit to move forward with. Mr. Bowie would like to come back to this topic in May as he would like more members, including the Mayor, to be present during this discussion. Tom Etter provided PISC members with a bulleted outline of the White Paper to make it easier to identify the recommendations. Mr. Bowie would like all members to review the White Paper and Tom's notes and be ready to discuss at May's meeting.

Jessica Abbott states she will read through the White Paper and see if it should be taken to City Council as a resolution.

4. New Business

a. Discussion on Future Projects and how we Evaluate their Importance/Priority – Discuss Tom Etter's Revised Draft

Tuck Bowie asks the Committee to weigh in on any changes they would like to see in the criteria document. A few recommendations were made and agreed on. See attached document.

*Larry Dotolo motions to officially adopt these criteria for the Process Improvement Steering Committee's selection of future improvement opportunities. Tom Etter seconded.
Motion unanimously approved.*

Taryn will add the final document to the PISC Website. Councilwoman Abbott suggests the final document be put into an ordinance, voted on by City Council, and (if passed) added as the Committee's Mission.



b. 2019-2020 Proposed Budget – *Discuss Overview*

Not discussed.

c. Real Estate Tax Abatement for Senior

Not discussed.

d. Agriculture Reserve Program

Not discussed.

e. Additional Committee Member

Not discussed.

5. Announcements – Next Meeting – May 29, 2019

6. Adjournment

Meeting is adjourned at 4:28pm.



April 24, 2019

Criteria for the Process Improvement Steering Committee's Selection of Improvement Opportunities

The incremental process improvement of the Virginia Beach Strategy, Transparency, Innovation, and Resiliency (STiR) Office's Innovation Academy is important and we on the Process Improvement Steering Committee are confident that it will, over the years, result in significant savings of millions of dollars and improve City services. We applaud and fully support this effort. To complement this effort the Process Improvement Steering Committee will focus its efforts on improvement opportunities that go beyond small incremental improvements and select projects that have the potential to result in more substantial improvements. With this in mind, the following criteria for the Process Improvement Steering Committee selection of improvement opportunities is offered:

The project:

- 1) Could achieve a measurable reduction in the cost of government.
- 2) Could achieve a measurable reduction in the cost the citizens of Virginia Beach pay for government services.
- 3) Could achieve a measurable reduction in the time (man-hours) it takes to accomplish a task.
- 4) Could achieve a measurable reduction in the time it takes the businesses of Virginia Beach to get City services.
- 5) Has the potential to achieve measurable growth in revenue or protect an existing revenue base without raising taxes.
- 6) Could reduce the wait times the citizens of Virginia Beach experience to get the services they need.
- 7) Should be a process that is controlled by the City. This does not preclude the Process Improvement Steering Committee from making recommendations for change to other organizations such as neighboring cities, the State or Federal government and their agencies.
- 8) Once an improved process, should not require new resources or significantly increase costs unless a business case analysis shows a measurable cost benefit.
- 9) Could achieve a measurable improvement in the overall business environment in the City.
- 10) Could achieve a measurable improvement in the overall living environment in the City.
- 11) Could be specific opportunities identified by the Innovation Academy or by City departments where the City Council, the STiR office, or a City department head has asked the Process Improvement Steering Committee for its assistance.

Summary of SB Recommendations

- The City should study the impact on existing small business when assisting new, out of city, or out of state, businesses in relocating to the city.

Status:

- Whenever the City enters into an agreement with a developer which requires the expenditure of public money, certain conditions to protect existing small businesses should be incorporated in such agreements.

Status:

- The City should also consider an incentive program that gives preference to businesses located in the City of Virginia Beach.

Status:

- Require an assessment of, and possibly changes to the current procurement system. Revisit the rules governing the no bond program to ensure they are clearly defined and being consistently applied, and that those involved in the interface with the concerned businesses are knowledgeable, and adequately explain the program. Where possible the City should seek to expand the use of the program and assist more small businesses to take advantage of the program.

Status:

- The City could start a program similar to the micro-business certification process which would eliminate bonding requirements.

Status:

- The City should also explore changes in procurement policy that would allow the use of City credit cards for small dollar goods and services.

Status:

- The City should redesign its website to provide easier navigation and a more user-friendly experience. The site should provide a prominent link to a page(s) that would clearly delineate the steps necessary to open a business, by type of business, in the City. It should incorporate an up-to-date list of available resources available through the City, and an up-to-date list of available resources in the private sector.

Status:

- Resources available should include available financing programs and sources, zoning rules, services, programs, training, and mentoring programs to assist small business start-ups. Externally, this information, through some methodology (i.e. Google Words, ad links, etc.), should enable search engines to present the link to this information as a top listing when a prospective new business owner doesn't know where to locate the information.

Status:

- The City should develop and provide internal training for those employees that will be charged with providing information to and assisting new business owners. This training should stress the importance of small business to the community and attempt to inculcate a sense that their role is to assist in the process. **Annual assessments should be revised to evaluate their progress in achieving this goal.**

Status:

- Explore the possibility of partnering with TCC or Regent University in the creation of a small business incubator as part of the business programs in those schools.

Status:

- Start, or partner with an existing private sector, mentoring program. The program could provide volunteers, business owners, or retired business professionals, to mentor new and prospective business owners, and walk them through the bureaucratic processes.

Status:

- The City should create a "One-Stop" licensing process, eliminating the need to go from building to building, or department to department, or a multitude of city and state offices. All necessary paperwork, applications and instructions could be completed at one single location and then forwarded to the appropriate governing agency.

Status:

- The city should create a flow chart (road map), specific to each industry, outlining all the steps necessary, information needed, documentation required, as well as any certifications required, and the costs involved with obtaining a license or licenses to open a business in the City.

Status:

- A change in the culture throughout the City is needed. A change from one of viewing themselves as solely a regulatory entity, to one which is a service oriented, and educational in assisting businesses with achieving compliance. They would be a partner, if you will, with the business community in the process, realizing that the City's depends on the success of the business community.

Status:

- Department heads from inspecting departments collectively review their codes, rules, regulations to identify those which may be in conflict, within their own departments, or with those of another department. Take whatever steps are necessary to resolve the conflicts, and potential conflicts, and make revisions to their rules.

Status:

- Once codified, inspection departments should evaluate their respective training programs, or develop new training programs, to ensure that there will be clear and consistently applied inspection regimes.

Status:

- Consider adopting a graduated flat licensing fee in lieu of the current BPOL tax with smaller businesses paying a lower fee than larger, within the same industry. This rate structure could also include a decreasing abatement for the first five years of a new business.

Status:

- Form an ad-hoc committee, study group, or a body in any form the PIC or City Council deems appropriate to study the business tax issues.

Status:

- Develop and implement an online tax return and tax payment system. This should be implemented as soon as practicable, and enable the filing of business licensing, business property, and all of the trustee tax returns, and facilitate the payment of these online.

Status:

