



## Process Improvement Steering Committee

February 27, 2019 at 3:30PM  
Building 1, Conference Room #350  
Virginia Beach, VA, 23456

**Present:** Richard Tuck Bowie, David Browning, Kevin Curry (Citizen), Larry Dotolo, Bob Dyer, Thomas Etter, Brad Martin, Preston Midgett, Neva White, Officer Billy Zelms (Police)

**Absent:** Taylor Adams, Jessica Abbott, Bill Brunke, Sabrina Wooten

**Call to Order:** 3:32pm by Richard Tuck Bowie

**Adjourned:** 4:50pm by Richard Tuck Bowie

### MINUTES

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#### **1. Welcome and Call to Order**

Tuck Bowie called meeting to order at 3:32pm.

#### **2. Approval of January 30, 2019 Meeting Minutes**

*Preston Midgett motioned to approve January's Meeting Minutes. Tom Etter seconded. Motion unanimously approved.*

#### **3. Old Business**

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

Mayor Dyer explained that at the last Food Truck meeting, he had to bifurcate the vote on the Ordinance due to confusion on the regulations. He stated that the voting group did not get to vet out both sides during the Food Truck meeting and there was too much ambiguity to approve the Ordinance at that time. The main concern for the ambiguity was background checks and if they should be required for all Food Truck employees or not. Mayor Dyer stated that another large concern at the voting meeting was that the Restaurant Association claimed they were not involved in the process of revising the Ordinance. The Mayor believed that they were involved from the beginning. There may have been a breakdown in communication on their end.

David Browning stated that he had reached out to the Restaurant Association. Through this process, the president of the Association had changed, and communication got lost somewhere in the change. There is either some misrepresentation happening somewhere, or the new president was left out of the communication loop during the command change.

Mr. Browning brought up the 7-4 vote to reclassify Food Truck vendors, so they are no longer considered "peddlers". The only reason the background checks were required was because they were classified as "peddlers", is this not a non-issue now? Mayor Dyer explains that, as part of a compromise, that requirement was held no matter what they were classified as. There is a lot of

confusion on the background check issue, which seemed to come up at the last minute. The Mayor would like to see, going forward, an informed consensus to make a fair vote.

Officer Billy Zelms has joined the meeting today clarify some of the background check concerns. He shared the differences between Ice Cream Trucks (which do fall under the peddlers permits) and the Food Trucks under the current ordinance.

Ice Cream Trucks can go into private neighborhoods and mainly distribute to children, which is why background checks are required. The disqualifiers for these background checks are;

- Any felony or misdemeanor within 7 years,
- DUI refusal within 7 years,
- 5 or more points on their license, currently

Officer Zelms shared that the Chief of Police believes these disqualifiers (and the entire ordinance) need to be revised.

Food Trucks have a couple different options where the peddler's permits do not apply;

- Food Trucks invited to large events, would require a Special Events Permit instead of the Peddler's permit, which does not require a background check,
- Oceanfront Franchise Vendors have the same Special Event requirements, with no background check

Currently, under the peddler's permit, all employees working in the Food Truck need a background check.

Under the new Ordinance, Food Trucks would be forbidden to operate in neighborhoods unless they are hired for private events and then they are only at a specific location for a specific amount of time. They would also be subject to the same inspections and regulations as brick & mortar restaurants.

Kevin Curry noted that these background checks are a moot point because Food Trucks can register in another City in Virginia and then operate anywhere in Virginia, including in Virginia Beach. Virginia Beach is the only City that requires background checks. David Browning confirmed that the State law supersedes any ordinances that Virginia Beach may have, so yes, Kevin is correct. The Committee would like to see clarification of that state legislation.

Mayor Dyer laid out that the next steps he would like to see;

- Reconvene with the Restaurant Association,
- Present all accurate information in a Public Meeting setting to educate the citizens, and
- Bring Ordinance to the Planning Commission for approval

He would like this issue ironed out in the month of March.

Brad Martin added that he was present at the Shore Drive Community Coalition and there was a misconception about how and where these Food Trucks are operating. There is a belief that under the new Ordinance, Food Trucks will be allowed to vend in residential neighborhoods. The public needs to be educated on what the regulations really are.

Tom Etter questioned how this Food Truck issues is helpful to this Committee. He would like to spend more time coming up with criteria on how we will evaluate processes that this Committee should be working on. Tom does not feel that the City is getting much "bang for their buck" with the Process Improvement Steering Committee spending so much time on this specific issue.

David Browning agrees but links this Food Truck issue back to the PISC's Subcommittee on how to make it easier for small businesses to start up and operate in Virginia Beach. The "bang" for the City is the revenue from these new businesses. It is one small piece of a bigger picture.

Tuck Bowie stated that he also wants to focus more on what this Committee should be working on in the future and agrees that there should be focus on what the criteria is for future projects.

**b. Subcommittee to review appointee process for Boards, Commissions, and Committees (Update)**

Tuck Bowie would like for Kevin Curry's questions and suggestions from last month to be addressed in this subcommittee. No more discussion is had in Bill Brunke's absence.

**c. Development Review Process**

The Committee is still not happy with the implementation of their recommendations. Now there is a new Planning Director who starts mid-March. The Committee wants to give him a little time to get settled in his position and then invite him to a meeting.

**d. Small Business Subcommittee Report**

Not discussed.

**4. New Business**

**a. New STiR Director, Neva White**

Tuck Bowie introduced Neva White who shared information about the STiR Office and the new Process Improvement Academy being created in Virginia Beach. At the end of January, the STiR office invited the creator of Denver's Peak Academy to the City of Virginia Beach to train 24 City employees so that those employees could continue to train other employees throughout the City. She shared what the Process Improvement Team has already implemented since the training a month ago. The Academy focuses on what is in your control and what you can change. Neva brought copies of the Peak Performance books today for anyone who would like one.

Tom Etter asks how many managers/supervisors were involved in this class? Neva stated that there were about 7. She has asked David Bradley, Budget & Management Services Director to attend the next training and Councilman David Nygard has also expressed interest in the training. Tom stated that top-down implementation works better than bottom-up. Neva has a differing opinion and shared that the City of Denver has saved millions of dollars just by front-line employees improving processes that were in their control, and do not need manager's approval. She does agree that it is important for City Leadership to show their support.

Brad Martin agrees that the top-level managers need to have an investment in the improvements. He asks what the strategy is for rolling this out and making this a culture change in the City, not just a task-oriented change. Neva answered that the strategy is to train as many people within the City of Virginia Beach as possible to be able to use these process improvement tools in their own Departments. She acknowledged that the Process Improvement Team must stay focused and persistent because some people are resistant to change. She hand picked the initial training group because they are innovators in the City. The STiR Office itself is already a

place where people come to help their Departments improve processes. She believes that this will be a culture changer, as it was in Denver. That is why the Team is sticking to this model. Neva has a process to track all the improvements that come out of these trainings and will report out on the progress being made.

Brad believes that the citizens are the ones who will be great advocates for this culture change. Those Departments who deal directly with citizens will start seeing positive results and benefits and will support what the City is trying to accomplish.

Preston Midgett asks if this is something that could help bridge the gap between the recommendations that the PISC gives and the implementation of the Departments? If the PISC creates a white paper of recommendations, will the Departments be able to take this course and help facilitate these changes? Neva says yes, that is a definite benefit.

Tom Etter recommends putting a team together to look at adding process improvement as something that is discussed on employee evaluations. Employees need to know that management supports process improvement in their Departments. Brad Martin shares that this could also have a negative effect, where process improvement becomes overlooked if it is brought up over and over as a box to check on an evaluation. Mr. Etter counters that you must follow through on the evaluations and not just talk about it but make it important.

Mr. Martin cautions that publication of these process improvements could potential take a bad turn. If a process took 2 hours and now only takes 30 minutes, why did it take 2 hours in the first place? Mrs. White shared that similar situations have happened in Denver when they were first implementing their Process Improvement Academy but that we cannot let that deter us from improving as a City.

Kevin Curry adds that this is great and commends the City for taking steps in the right direction.

**b. Real Estate Tax Abatement for Senior**

Not discussed.

**c. Agriculture Reserve Program**

Not discussed

**d. Additional Committee Member**

Not discussed

**5. Announcements – Next Meeting – March 27, 2019**

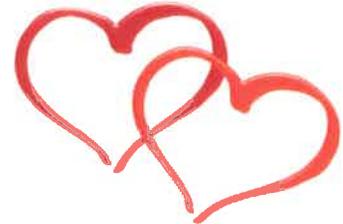
At the next meeting, the Committee will discuss their next steps. What will this group focus on and how will this group rate and evaluate what is decided? Preston Midgett asks if this Committee is going to receive a list of items from the City Manager. Tuck Bowie suggests that the Committee brainstorm what it wants to do next and then request what is needed through the Mayor.

**6. Adjournment**

Meeting is adjourned at 4:50pm.

# Process Improvement Steering Committee

2401 Courthouse Dr., Room 350  
Virginia Beach, VA 23456



## SIGN IN SHEET

February 27, 2019

<u>Please Print</u>	
Larry Dotolo	
RICHARD "TRUCK" BOGDIE	
MAYOR BOB DYER	
BRAD MARTIN	
Billy Zelms - PD	
KEVIN CURRY	
Justin Hild	
DAVID G. BROWNING	
THOMAS H. ETTER	
Neva White	