

**Minority Business Council Meeting
Virtual Meeting via Cisco WebEx**

**February 12, 2021
3:00 p.m. – 4:30 p.m.**

MBC Vision: To be the leading influence in connecting contractor resources with city opportunities and beyond.

MBC Mission: Advance and facilitate an environment of business opportunities, focusing on increasing expenditures to minority and women-owned businesses by the City of Virginia Beach as a means to further the City’s economic development and vitality.

Public Comment: Any member of the public who would like to address the Minority Business Council should register with the Chair at least 24 hours prior to the meeting. You may contact the current MBC Chair, Sheila Johnson at 757-724-1833. If you are unable to register with the Chair prior to this deadline, you are encouraged to register to speak at a subsequent meeting.

	Name	Agenda Item	Minutes
I.	Sheila Johnson Chair	Call to Order Welcome, Introductions and Approval of Minutes	10
		Industry Hour Norfolk State University Innovation Center Mr. Glenn Carrington, JD, Dean of NSU School of Business Dr. Rhonda Alexander, Executive Advisor - NSU Innovation Center Ms. Akosua Acheamponmaa Nwala, Director - NSU Innovation Center	10
II	Damen Watson	Outreach Committee Spring Expo	10
III.	Frances Thompson	Minority Awareness Committee	10
IV.	Olga Torres	Data Collection and Analysis	5
V.	Kelvin Arthur	Policy Committee	5
VI.	Sheila Johnson	Other Business: Staff Report – Rebecca Kee	5
		Minority Business Commission Report – Ed Hopper/Damen Watson	5
		Economic Development Report – Jeff Smith	5
		Liaison Reports: City Council Members: Louis Jones Aaron Rouse	5
		School Board Liaison: Dr. LaQuiche Parrott	5

REMINDER: Submit volunteer form

Committees			
Policy	Outreach	Minority Awareness	Data Collection & Analysis
Kelvin Arthur, Chair (EB)	Damen Watson, Chair	Frances Thompson, Chair (EB)	Olga Torres, Chair (EB)
Sheila Johnson (EB)	Ed Hopper	Harshad Barot	Kelvin Arthur (EB)
	Ron Lewis	Jaketa Clark	Frances Thompson (EB)
	Cuprice Anthony-Cox (A)	Francina Harrison	LaQuiche Parrott (SB)
		Clarence Neely	
		Rhonda Alexander (A)	

(A) Associate (EB) MBC Executive Board Members (SB) School Board Liaison

City Staff		
Name	Title	Department
Taylor Adams	Director	Department of Economic Development
Rod Ingram	Deputy City Attorney	City Attorney's Office
Rebecca Kee	Purchasing Agent	Purchasing Division
Keith Lee	Minority Business Coordinator	Purchasing Division
Jeff Smith	SWaM Business Development Manager	Department of Economic Development
Nikita Susens	Minority Business Coordinator Assistant	Purchasing Division
Lavera Tolentino	Minority Business Coordinator	Purchasing Division

Next Meeting March 12, 2021

For more information about the MBC go to <http://www.vb.gov/mbc>

or



facebook.com/VAB.MBC



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@myVBMBC

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This meeting of the Minority Business Council was held on the date and time mentioned above and **was held by electronic means via WebEx videoconferencing because of the COVID-19 public health emergency.**

Members:

Ms. Sheila Johnson, Chair- **absent**
Ms. Olga Torres, Vice Chair
Mr. Kelvin Arthur, Financial Counselor
Ms. Frances Thompson, Secretarial Officer
Mr. Harshad Barot, member- **absent**
Ms. Francina Harrison, member
Mr. Ed Hopper, member
Mr. Ron Lewis, member
Mr. Clarence Neely, member-**absent**
Mr. Damen Watson, member
Ms. Jaketa Clark, member

Associates:

Ms. Rhonda Alexander
Ms. Cuprice Anthony-Cox
Ms., Kristine Caalim
Mr. Calherbe Monel

Liaisons:

Mr. Louis Jones, City Council – **absent**
Mr. Aaron Rouse, City Council- **absent**
Dr. LaQuiche Parrott, Director of Diversity, Equity and Inclusion for VBPS

Staff Members:

Mr. Taylor Adams, Director of Economic Development-**absent**
Mr. Rod Ingram, Deputy City Attorney, City Attorney's Office
Ms. Rebecca Kee, Purchasing Agent, Purchasing Office
Mr. Keith Lee, Minority Business Coordinator, SWaM Business Office
Position Vacant, Financial Specialist, Purchasing
Mr. Jeff Smith, SWaM Business Development Manager, Economic Development-**absent**
Ms. Nikita Susens. Minority Business Coordinator Assistant, SWaM Business Office
Ms. Lavera Tolentino, Minority Business Coordinator, SWaM Business Office

Recorder:

Ms. Nikita Susens

Virtual meeting, no sign-in sheet.

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Topic	Discussion	Action Items
Agenda Items Sheila Johnson	1) Call to Order and Welcome, Sheila Johnson. 1) Industry Hour – Ms. Nicky S. Vasquez, Youth Opportunities Office, Parks and Recreation, City of Virginia Beach	<ul style="list-style-type: none"> • Ms. Torres called the meeting to order at 3:06 p.m. <ul style="list-style-type: none"> ○ Guests introductions. ○ MBC roll call. ○ November 13, 2020 meeting minutes were approved. • Ms. Vasquez shared that the Summer Youth Employment Program (SYEP) is an 8-week program. • Ms. Vasquez shared that the program was created in collaboration with the City of Virginia Beach Public Schools to provide opportunities for young people to gain work experience, learn new job skills, and financial education. • Ms. Tiffany Cowell, Youth Opportunities Coordinator, shared that 90% of program supervisors would hire the students who had worked with them through the program.
Outreach Committee Damen Watson	1) Outreach Report	<ul style="list-style-type: none"> • Mr. Watson reported that Outreach meetings will increase in frequency and that the committee is looking into potential subjects for the Virtual MBC Event to cover.
Minority Awareness Committee Frances Thompson	1) MAC Report	<ul style="list-style-type: none"> • Ms. Thompson provided the MAC Report. (Attachment 1)
Data Collection and Analysis Olga Torres	1) Data and Analysis Report	<ul style="list-style-type: none"> • Ms. Torres says that the FY2020 annual report should be ready at the end of January and we [MBC] need to get on the agenda to present to City Council.
Policy Committee Kelvin Arthur	1) Policy Report	<ul style="list-style-type: none"> • Mr. Arthur had no formal report.

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<p>Other Business Sheila Johnson</p>	<p>1) Staff Report, Rebecca Kee</p> <p>2) 2020 Census Subcommittee Report- Olga Torres</p> <p>3) Minority Business Commission Report - Ed Hopper/ Damen Watson</p> <p>4) Economic Development Report - Jeff Smith</p> <p>5) Other Business</p>	<ul style="list-style-type: none"> • Ms. Kee reported that the reports are still not available but that City Staff are diligently working on getting the reporting function that will allow for that information to be pulled easier from the system. • Ms. Kee shared how punchouts operate in the new system and how they allow for easier use for end users leading to a larger spend increase for those Punchout contracts. • Ms. Kee explained how the City has engaged these larger companies that hold contracts to partner with SWAM companies to provide product and materials for the City of Virginia Beach. • Ms. Tolentino added that with working with Ms. Kee, the City of Virginia Beach is interested in co-hosting a virtual procurement opportunities forum with other members of the Hampton Roads area. • Ms. Torres has no report. • Mr. Watson reports that the Minority Business Commission is fully staffed, including 2 civilians from the Hampton Roads area. • Mr. Smith absent; no report. • Ms. Torres shared an invitation to attend the Green Run Collegiate virtual fundraising event on February 13, 2021.
<p>Liaison Reports Sheila Johnson</p>	<p>1) City Council Members: Councilman Rouse Councilman Jones</p> <p>2) School Board Liaison: Dr. LaQuiche Parrott</p>	<ul style="list-style-type: none"> • Councilman Rouse and Councilman Jones were absent, no report given. • Dr. Parrott shared the City of Virginia Beach School’s virtual Black History program invitation for February 6, 2021 9am -12 pm.

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		<ul style="list-style-type: none">• Dr. Parrot also shared that the City of Virginia Beach Public Schools will be having their own equity assessment for the school system and will keep the Council updated with the assessment's progress.
Adjournment	Meeting adjourned at 4:14 p.m.	



Minority Awareness Committee Report – January 8, 2021

Report Presented By: *Frances Knight Thompson, Chair*

Committee Members: *Francina Harrison, Rhonda Alexander, Harshad Barot, Olga Torres, and Jaketa Clark Thompson, Hannah Francis (Junior Associate)*

Meeting Date and Time: *Tuesday, January 5, 2021 at 3:00 p.m. (virtual meeting via Zoom)*

Social Media Presence: (As of January 5, 2021)

(Managed and maintained by Jaketa Clark Thompson, assisted by Hannah Francis, Junior Associate)

- Facebook Page (www.facebook.com/VBMBC/)
 - **1,590 Likes** - added 1 new likes since November; **1,804** people follow the FB page
- Twitter (@myVBMBC)
 - **92 followers**
- Instagram (@myVBMBC)
 - **354 followers**

Strategies

- During our meeting this month, we discussed strategies that will promote deeper engagement with our social media connections and with the general public. Development of our quarterly newsletter was discussed, and Keith Lee has consented to publish one as soon as possible. The newsletter will contain information pertaining to the current procurement procedures and other resources for businesses and will be distributed via email and posted on social media.
- We further discussed the need for posting more often on our social media platforms about resources available to SWaM businesses. It will be a goal of the MAC committee to post regularly on all of our social media platforms to increase awareness of the resources and services offered to small businesses.
- We discussed the possibility of collaborating with the MBC Outreach committee to sponsor a virtual expo event to continue to connect with small business owners in our city. This concept will be presented to the MBC executive committee for consideration.
- VB MBC MAC would like to promote cultural awareness and appreciation within the business community. (Goal 4) We are in the process of developing meaningful ways to accomplish this goal. One strategy we are considering is the use of the program Constant Contact to post cultural recognition messages on our social media platforms throughout the year.

2020-2021 Specific Goals for MAC (VB MBC By-Laws adopted 2010)

1. *Create forums for discussion and development of the awareness of SWaM businesses and the procurement process*
2. *Create initiatives that develop and implement marketing and communication programs*
3. *Coordinate media communications and advertising activities necessary to brand the overall image of MBC*
4. *Help to promote diversity within the business community while monitoring new and current business and economic development within the city*

Thank you to the MAC committee members who attended the meeting this month, and a special thank you to Lavera Tolentino, Keith Lee and Nikita Susens, our MBC liaison, and staff, for their continued support and collaboration.

Respectfully submitted,
Frances Knight Thompson, M. S. Ed.
VB MBC MAC Chair