

**Minority Business Council Meeting**

**Virtual Meeting via Cisco WebEx**

**March 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.

	<b>Name</b>	<b>Agenda Item</b>	<b>Minutes</b>
I.	<b>Sheila Johnson Chair</b>	<b>Call to Order</b> Welcome, Introductions and Approval of Minutes	10
		<b>Industry Hour</b> Rose Holandex, U.S. Department of Labor – Women’s Bureau	10
II	<b>Damen Watson</b>	<b>Outreach Committee</b> Spring Expo	10
III.	<b>Frances Thompson</b>	<b>Minority Awareness Committee</b>	10
IV.	<b>Olga Torres</b>	<b>Data Collection and Analysis</b>	5
V.	<b>Kelvin Arthur</b>	<b>Policy Committee</b>	5
VI.	<b>Sheila Johnson</b>	<b>Other Business:</b> Staff Report – Rebecca Kee	5
		Minority Business Commission Report – Ed Hopper/Damen Watson	5
		Economic Development Report – Jeff Smith	5
		<b>Liaison Reports:</b> City Council Members: Louis Jones Aaron Rouse	5
		<b>School Board Liaison:</b> Dr. LaQuiche Parrott	5

**REMINDER: Submit volunteer form**

<b>Committees</b>			
<b>Policy</b>	<b>Outreach</b>	<b>Minority Awareness</b>	<b>Data Collection &amp; Analysis</b>
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

<b>City Staff</b>		
<b>Name</b>	<b>Title</b>	<b>Department</b>
Taylor Adams	Director	Department of Economic Development
Letitia L. Shelton	Director	Department of Finance
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](https://www.facebook.com/VAB.MBC)



[@myVBMBC](https://www.instagram.com/myVBMBC)



[@myVBMBC](https://twitter.com/myVBMBC)

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3:00 PM – 4:30 PM  
Virtual WebEx Meeting**

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  
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  
Mr. Damen Watson, member  
Ms. Jaketa Clark, member

**Associates:**

Ms. Rhonda Alexander  
Ms. Cuprice Anthony-Cox- absent

**Liaisons:**

Mr. Louis Jones, City Council – **absent**  
Mr. Aaron Rouse, City Council  
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  
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
<p><b>Agenda Items Sheila Johnson</b></p>	<p>1) Call to Order and Welcome, Sheila Johnson.</p> <p>1) Industry Hour – Norfolk State University Innovation Center</p> <ul style="list-style-type: none"> <li>- Mr. Glenn Carrington, JD, Dean of NSU School of Business</li> <li>- Dr. Rhonda Alexander, Executive Advisor - NSU Innovation Center</li> <li>- Ms. Akosua Acheamponmaa Nwala, Director - NSU Innovation Center</li> </ul>	<ul style="list-style-type: none"> <li>• Ms. Johnson called the meeting to order at 3:01 p.m. <ul style="list-style-type: none"> <li>○ Guest introductions.</li> <li>○ MBC roll call.</li> <li>○ January 8, 2021 meeting minutes were approved.</li> </ul> </li> <li>• Ms. Acheamponmaa Nwala shared that the vision of NSU Innovation Center is that NSU should be a champion of innovation and foster a robust and thriving community of innovators &amp; entrepreneurs in Hampton Roads.</li> <li>• Ms. Acheamponmaa Nwala stated less than 2% of black entrepreneurs receive venture capitalist funding which the Innovation Center views as an obstacle to achieve their Mission.</li> <li>• Ms. Acheamponmaa Nwala explained the solution to the perceived problem is inspiration, education, and preparation. These are the keys to democratizing access to funding among the underserved.</li> <li>• Ms. Acheamponmaa Nwala explained that the innovation center has 2 programs: The Non-Resident Program and The Resident Program.</li> <li>• Ms. Acheamponmaa Nwala stated that they have been able to serve 1,013 individuals since 2019 and that 87% of the audience were people of color.</li> </ul>
<p><b>Outreach Committee Damen Watson</b></p>	<p>1) Outreach Report</p>	<ul style="list-style-type: none"> <li>• Mr. Watson shared the MBC Expo’s theme: “Recovery, Re-Imagine, Innovate, and Thrive” as well as provided an update on the progress of the planning of the Expo.</li> </ul>
<p><b>Minority Awareness Committee Frances Thompson</b></p>	<p>1) MAC Report</p>	<ul style="list-style-type: none"> <li>• Ms. Thompson provided the MAC Report. (<b>Attachment 1</b>)</li> </ul>

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<p><b>Data Collection and Analysis</b> <b>Olga Torres</b></p>	<p>1) Data and Analysis Report</p>	<ul style="list-style-type: none"> <li>• Ms. Torres shared FY21 First Quarter Spend amounts (July 2020 – September 2020) and explained that a more concise report will be shared later.</li> </ul>
<p><b>Policy Committee</b> <b>Kelvin Arthur</b></p>	<p>1) Policy Report</p>	<ul style="list-style-type: none"> <li>• Mr. Arthur shared that Governor Northam released the results of the State of Virginia’s Disparity Study.</li> <li>• Mr. Arthur explained that one of the key things that came out of the State’s Disparity study was that the Governor put forth HB1784 which will increase the goal for Woman &amp; Minority Owned Business discretionary spending to 23.1% and a goal of 42% to SWaM Certified business.</li> </ul>
<p><b>Other Business</b> <b>Sheila Johnson</b></p>	<p>1) Mr. Rod Ingram, Deputy City Attorney, City Attorney’s Office</p> <p>2) Staff Report, Rebecca Kee</p>	<ul style="list-style-type: none"> <li>• Mr. Ingram presented the Policy for Remote Participation by Members in Meetings <b>(Attachment 2)</b></li> <li>• Motion was made and seconded to adopt the Remote Participation Policy. <ul style="list-style-type: none"> <li>○ Roll call vote was called; motion passed 10-0, with 1 absent.</li> </ul> </li> <li>• Ms. Kee explained some of the additional proposed Bills in House legislature dealt with subcontractors and the information required from those businesses.</li> <li>• Ms. Kee went on to explain that the City of Virginia Beach stood against those bills because they felt it would make doing business with the government even more cumbersome for small businesses.</li> <li>• Ms. Kee went on to share that City Staff have been working on a SWaM Dashboard that will link to the Oracle system and offer active data.</li> <li>• Ms. Kee also revealed that there is now a Procurement Review Team,</li> </ul>

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	<p>3) Minority Business Commission Report - Ed Hopper/ Damen Watson</p> <p>4) Economic Development Report - Jeff Smith</p>	<p>that includes the City Manager, where larger solicitations are brought for discussion.</p> <ul style="list-style-type: none"> <li>• Mr. Watson shared the Minority Business Commission proposed agenda and that they were supposed to have met on January 7, 2021.</li> <li>• Mr. Smith was absent, no report given.</li> </ul>
<p><b>Liaison Reports Sheila Johnson</b></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"> <li>• Councilman Rouse shared a resolution that directs the City manager to create a Virginia Beach Small business imitative division within the Vbgov.com website for outreach and support of small businesses. More information will be provided at the next City Council meeting.</li> <li>• Dr. Parrott was absent, no report given.</li> <li>• Ms. Johnson reminded members to submit volunteer forms and that the Virtual MBC retreat is scheduled for February 25, 2021.</li> <li>• Ms. Torres shared that the MBC received a certificate from the 2020 Census Bureau for their participation. <b>(Attachment 3)</b></li> <li>• Ms. Thompson commented on the Black History Initiative that the VB School Division hosted as Councilman Rouse was a keynote speaker.</li> </ul>
<p><b>Adjournment</b></p>	<p>Meeting adjourned at 4:27 p.m.</p>	



**Minority Awareness Committee Report – February 12, 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, February 9, 2021 at 3:00 p.m. (virtual meeting via Zoom)*

**Social Media Presence:** (As of February 9, 2021)

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

- Facebook Page ([www.facebook.com/VBMBC/](http://www.facebook.com/VBMBC/))
  - **1,588 Likes** (one unlike); **1,831** people follow the FB page (increased from 1,804 last month)
- Twitter (@myVBMBC)
  - **92 followers**
- Instagram (@myVBMBC)
  - **354 followers**

**Strategies**

- Keith Lee has consented to publish our newsletter and plans are to distribute electronically today. The newsletter should contain information pertaining to the current procurement procedures and other resources for businesses and will be distributed to our followers via email and posted on our social media.
- It's 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. Additionally, Jaketa Clark-Thompson will also be sharing a video diary from time to time to provide additional information for the business community connected to our social media. We will also use the page insights to help us to determine what our followers seem to prefer and offer more of those posts.
- We will be collaborating with the MBC Outreach committee to promote our virtual expo event to continue to connect resources with small business owners in our city. The virtual expo has been scheduled for Thursday, April 22, 2021. The MAC committee will be integral in the marketing and promoting of the event.
- 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.

**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 SWaM office staff, for their continued support and collaboration.

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



# Minority Business Council Policy

Title: Policy for Remote Participation by Members in Meetings		
Date of Adoption:		Page 1 of 1

## 1.0 Purpose and Need

The purpose of this policy is to enable members of the Minority Business Council (“MBC”) to participate in MBC meetings remotely, by electronic communication means, in accordance with the Virginia Freedom of Information Act.

## 2.0 Policy

It is the policy of the MBC that individual members of the MBC may participate in MBC meetings by electronic means as permitted by Virginia Code § 2.2-3708.2 or its successor provision. This policy shall apply to the entire membership and without regard to the identity of the member requesting remote participation or the matters that will be considered or voted on at the meeting. This policy applies to the MBC and to any committee, subcommittee or task force appointed by the MBC that has voted to adopt this policy.

### 2.1 The Request and Eligibility Criteria

Whenever an individual member wishes to participate from a remote location, the member shall notify the Chair and the appropriate City staff member on or preferably before the day of the meeting that (1) the member is unable to attend the meeting due to a temporary or permanent disability or other medical condition that prevents the member’s physical attendance (“medical reason”); or (2) the member is unable to attend due to a personal matter and the member identifies with specificity the nature of the personal matter (“personal reason”). Participation for a personal reason is limited to two meetings per calendar year.

### 2.2 Quorum and Minutes Requirements

A quorum of the MBC must be physically assembled at the primary meeting location in order to enable remote participation by a member, and arrangements must be made for the voice of the remote participant to be heard by all persons at the primary meeting location.

The reason that the member is unable to attend the meeting and the remote location from which the member participates shall be recorded in the meeting minutes. If the reason for the remote participation is for a medical reason, the minutes shall include a statement to that a temporary or permanent disability or other medical condition prevented the member’s physical appearance at the primary meeting location. While the fact that a disability or medical condition prevents the member’s physical attendance must be recorded in the minutes, it is not required to identify the specific disability or medical condition. If instead the member is unable to attend due to a personal reason, the minutes must include the specific nature of the personal matter.

### 2.3 Challenges

If a member’s proposed participation from a remote location is challenged by another member as being inconsistent with this policy, then the MBC shall vote on whether to allow such participation. If the Committee votes to disapprove the member’s remote participation because such participation would violate this policy, such disapproval shall be recorded in the minutes with specificity.



United States<sup>®</sup>  
**Census**  
**2020**

*Thank  
you*

THE U.S. CENSUS BUREAU HEREBY RECOGNIZES

**City of Virginia Beach Minority Business Council**

as an invaluable member of the 2020 Census Community Partnership and Engagement Program. We appreciate the efforts you made in making the Partnership Program a success and helping achieve a successful 2020 Census.

*Steven D. Dillingham*

Dr. Steven D. Dillingham, Director  
U.S. Census Bureau

