

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

May 14, 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 Virginia Asian Chamber of Commerce My Lan Tran, CED, CITS, CVET Executive Director Tinh Phan, Founder and Chairman	10
II	Damen Watson	Outreach Committee Expo Debrief	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
		Nominating Committee – Frances Thompson	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
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

MBC Retreat June 2021

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

or



[facebook.com/VAB.MBC](https://www.facebook.com/VAB.MBC)



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



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

Minority Business Council
Minutes March 12, 2021
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- **absent**
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**
Ms. Letitia Shelton, Director of Finance
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.

**Minority Business Council
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Topic	Discussion	Action Items
Agenda Items Sheila Johnson	<p>1) Call to Order and Welcome, Sheila Johnson.</p> <p>1) Industry Hour – U.S. Department of Labor – Women’s Bureau - Ms. Rose Holandez</p>	<ul style="list-style-type: none"> • Ms. Johnson called the meeting to order at 3:04 p.m. <ul style="list-style-type: none"> ○ Guest introductions. ○ MBC roll call. ○ February 12, 2021 meeting minutes were approved. • Ms. Johnson introduced and welcomed the City Manager for the City of Virginia Beach, Mr. Patrick Duhaney. • Mr. Duhaney introduced and welcomed Ms. Letitia Shelton, Finance Director for the City of Virginia Beach • The Women’s Bureau is the only federal agency tasked with focusing exclusively on working women. • Ms. Holandez explained the Bureau’s approach is 3 pronged: research and policy analysis, education and outreach, and Grant-making. • The WANTO Grant program helps women enter apprenticeship. <ul style="list-style-type: none"> ○ Women who participate in the WANTO Grant program have a significantly higher lifetime earnings than similar individuals who do not participate in apprenticeships. • Ms. Rose explained that the Bureau partners with the U.S. Department of Labor, External agencies, and other community-based organizations.
Outreach Committee Damen Watson	<p>1) Outreach Report</p>	<ul style="list-style-type: none"> • Mr. Watson shared that reminders for the upcoming Spring Expo are being sent to attendees and exhibitors alike. • Ms. Johnson shared that the keynote speaker will be Ms. Kim

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		Roundtree and that there will be a panel discussion from 3 millennial entrepreneurs.
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 shared that there is no current report.
Policy Committee Kelvin Arthur	1) Policy Report	<ul style="list-style-type: none"> Mr. Arthur shared that HB 1784 for the Small Business Enhancement Program at the state level is still in committee.
Other Business Sheila Johnson	<p>1) Staff Report, Rebecca Kee</p> <p>2) Minority Business Commission Report - Ed Hopper/ Damen Watson</p> <p>3) Economic Development Report - Jeff Smith</p>	<ul style="list-style-type: none"> Ms. Kee shared the City of Virginia Beach is working on creating a clear Procurement Manual that explains in a way most people can understand. Ms. Tolentino shared that the completed SWaM Manual has all the ordinances and how they work, along with the required forms for those ordinances. Mr. Watson shared that the Minority Business Commission has not met since January 7, 2021. Mr. Smith was absent, no report given.
Liaison Reports Sheila Johnson	1) City Council Members: Councilman Rouse Councilman Jones	<ul style="list-style-type: none"> Councilman Rouse was able to speak to Ms. April Woodard and she will be able to attend and moderate the Spring Expo. Councilman Rouse shared his excitement about the HIVE in Town Center which is almost ready to open. Councilman Rouse reminded everyone about the Summer Youth Employment Program (SYEP) and that the deadline to register is April 16th. Ms. Johnson shared that the SYEP is a wonderful program and asked

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	<p>2) School Board Liaison: Dr. LaQuiche Parrott</p>	<p>for a graphic to share on the MBC’s social media pages.</p> <ul style="list-style-type: none"> • Dr. Parrott shared that the School Board is conducting an equity assessment and in doing so, would like to speak to community leaders. Dr. Parrot would like to invite members to be part of a focus group on March 24th. • Ms. Johnson reminded members to submit volunteer forms and that the Virtual MBC retreat is scheduled for February 25, 2021. • Ms. Johnson explained that there will not be an April monthly meeting because of the Spring Expo being conducted in April. • Councilman Rouse wanted to thank all the women, past, present, and future of the MBC for their dedication and commitment to the Council.
Adjournment	Meeting adjourned at 4:08 p.m.	



Minority Awareness Committee Report – March 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 March 9, 2021)

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

- Facebook Page (www.facebook.com/VBMBC/)
 - **From 1,588 Likes to 1,746 Likes** (increased 158)
 - **1,983** people follow the FB page (increased from **1,831** last month); by 152
- Twitter (@myVBMBC)
 - **91 followers**
- Instagram (@myVBMBC)
 - **358 followers**

Strategies

- 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