



Criteria for City of Virginia Beach – Minority Business Council Minority Business Council Associates

WHAT IS THE CRITERIA FOR BECOMING AN ASSOCIATE?

The sub-committee associates should either reside in Virginia Beach or own or operate a business in the City of Virginia Beach.

WHAT ARE THE DUTIES AND RESPONSIBILITIES OF THESE ASSOCIATES?

The business associates will assemble at regular committee meetings to provide insight on the business contracting experience. **Associates serve only in an advisory role and have no voting rights.** The Associates will also offer input on the pros and cons to the contracting experience as well as assist committee leaders in accomplishing its goals and activities for the fiscal year. Each MBC committee will have Associates.

HOW WILL THESE ASSOCIATES BE SELECTED?

The Associates will be appointed by the Chair of the MBC in consultation with each committee leader. Committee leaders will have the opportunity to review applications/**resumes** of interested candidates and nominate a candidate to the Chair. A future goal would be that these Associates would one day be able to serve as appointed MBC Members.

TERM OF THE ASSOCIATE

The Associate will serve for a 1-year term unless otherwise stated by the Chair. The Associate's term will be eligible for renewal. A decision whether to renew shall include input from the Committee members but will lie with the Chair.

MINORITY BUSINESS COUNCIL ASSOCIATES DUTIES AND RESPONSIBILITIES

MBC Associates will serve and assist each of the following committees as follows:

Policy Committee: Assist in developing legislation, ordinances, administrative directives, and procedures. This includes educating the members of the MBC concerning policies and legislation relevant to the City's procurement process, policy development and other issues pertaining to the MBC.

Outreach Committee: Assist in developing communication and information for SWAM businesses and partners. This includes assisting in developing and conducting educational programs to promote the involvement of SWAM businesses in the City's procurement process. It also includes assisting in developing programs that promote the benefits of the MBC and procurement opportunities within the City.

Data Collection and Analysis Committee: Assist in helping to develop [SWAM] business capabilities via collection, and analysis of minority and women-owned business contract and

expenditures with the city; and the establishment and maintenance of data and directories on minority and women-owned businesses and business activities in the city and throughout the region.

Minority Awareness Committee: Assist in creating forums for creating awareness of SWAM businesses and the procurement process. Also includes assisting with initiatives that develop and implement marketing and communication programs; and coordinate media communications and advertising activities necessary to brand the overall image of MBC. Assist the committee to promote diversity within the business community while monitoring new and current business and economic development within the city.