

**Minority Business Council Meeting
Department of Economic Development
4525 Main Street - Suite 700**

September 13, 2019

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 – Julian Baena, President of the Hispanic Chamber of Commerce of Coastal Virginia	15
II	Colleen Nabhan	Outreach Committee 2019 MBC Retreat 2019 Expo	10
III.	Frances Knight-Thompson	Minority Awareness Committee MAC Updates	10
IV.	Olga Torres	Data Collection and Analysis Fiscal Year 2019 Award and Expenditure Data	5
V.	Kelvin Arthur	Policy Committee Sheltered Bidding Progress Update - Disparity Study Recommendations	5
VI.	Sheila Johnson	Other Business: Staff Report – Rebecca Kee Economic Development – Jeff Smith	15
		Liaison Reports: City Council Members: Louis Jones Aaron Rouse School Board Liaison: Dr. LaQuiche Parrott	15

REMINDER: Submit volunteer form

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

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

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

Next Meeting – October 11, 2019

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

or

Like us on Facebook: <https://www.facebook.com/VAB.MBC!!>

Minority Business Council

Minutes – May 10, 2019

3:00 PM – 4:30 PM

Economic Development

4525 Main Street – Suite 700

The regular meeting of the Virginia Beach Minority Business Council (MBC) was held at the above-mentioned time and place.

Members:

Ms. Sheila Johnson, Chair
Ms. Olga Torres, Vice Chair
Mr. Kelvin Arthur, Financial Counselor
Ms. Frances Knight-Thompson, Secretarial Officer - **absent**
Mr. Harshad Barot, member - **absent**
Ms. Francina Harrison, member
Mr. Ed Hopper, member - **absent**
Mr. Michael Lancaster, member - **absent**
Ms. Colleen Nabhan, member
Mr. Clarence Neely, member
Mr. Damen Watson, member

Associates:

Ms. Rhonda Alexander - **absent**
Ms. Cuprice Anthony-Cox - **absent**
Ms., Kristine Caalim
Ms. Jaketa Clark
Mr. Calherbe Monel - **absent**
Ms. Vanessa Moore - **absent**

Liaisons:

Mr. Aaron Rouse, City Council
Mr. Louis Jones, City Council - **absent**
Dr. LaQuiche Parrot - **absent**

Staff Members:

Mr. Taylor Adams, Interim Director of Economic Development
Mr. Rod Ingram, Deputy City Attorney, City Attorney's Office
Ms. Alice Kelly, Interim Director of Finance, Finance/Administration
Ms. Rebecca Kee, Purchasing Agent, Finance/Purchasing
Mr. Keith Lee, Minority Business Coordinator, Finance/Purchasing
Mr. Jeff Smith, SWaM Business Development Manager, Economic Development
Ms. Lavera Tolentino, Minority Business Coordinator, Finance/Purchasing

Recorder:

Ms. Lavera Tolentino

Sign-In Sheet Attached

MBC Minutes
Friday, May 10, 2019
3:00pm – 4:30pm
Economic Development

Topic	Discussion	Action Items
Agenda Items Sheila Johnson	1) Call to Order and Welcome 2) Industry Hour - Kevin Beardsley, Purchasing Agent, Virginia Beach City Public Schools	1) Ms. Torres called the meeting to order at 3:05 p.m. Once Ms. Johnson arrived she assumed her role as chair. <ul style="list-style-type: none"> • Introduction of Guests – each Guest stated their name and the name of their business April 12, 2019 Meeting Minutes were approved once a quorum was established. <ul style="list-style-type: none"> • Ms. Torres introduced Mr. Beardsley. 2) Mr. Beardsley provided data on the SWaM business expenditures of the City's public schools. The highest spends were concentrated in the areas of construction, information technology, vehicles, food and beverage, catering and education which make up 73% of the school's total spend.
Outreach Committee Colleen Nabhan	1) Outreach Report	1) Ms. Nabhan provided information on the upcoming retreat, the VB Small Business Institute, the next Outreach Planning meeting and the November 7 th Conference and Expo. (Attachment 1)
Minority Awareness Committee Frances Knight-Thompson	1) MAC Report	1) Ms. Harrison provided the MAC report in the absence of Ms. Knight-Thompson. Ms. Harrison provided information on the following: Social Media Exposure, MAC Event Awareness & Follow-up Activities, Onboarding & Recruitment 2019 and 2018-2019 Specific Goals for MAC Committee. (Attachment 2)
Data Collection and Analysis Olga Torres	1) Data Collection and Analysis Report Olga Torres	1) Ms. Torres shared that she will be joining the calls with BBC in order to get a better understanding the data collection process.
Policy Committee Kelvin Arthur	1) Policy Report	1) Mr. Arthur provided information regarding Governor Northam's veto of legislation pertaining to the micro business classification. In addition, Mr. Arthur provided information on the definitions of a small business and a micro business in the State of Virginia. (Attachment 3)
Other Business Sheila Johnson	1) Staff Report – (Rebecca Kee)	1) Ms. Kee reported the year to date current contract award data to small businesses. She also shared the flier

	2) Economic Development – (Jeff Smith)	<p>regarding the Virginia Beach Small Business Institute. (Attachment 4)</p> <p>2) Mr. Smith thanked the MBC for supporting the golf tournament and provided information on the upcoming CVMSDC BOC Conference, which will be held in Virginia Beach from August 4 – 6th.</p>
Liaison Reports Sheila Johnson	<p>1) City Council: (Councilmember Aaron Rouse)</p> <p>2) School Board Liaison: Dr. LaQuiche Parrott</p> <p>3) Announcements</p>	<p>1) Council member Rouse shared a video of SITW and he applauded Pharrell Williams for coming home and bringing the festival to Virginia Beach. Council member Rouse shared that there were 35,000 ticket holders and another 5,000 non-ticket holders for this 3-day event. The City is awaiting the economic impact study from the event. Local presence in the festival was limited due to time constraints. He noted a key takeaway is to raise our game. Also, for the small business owners, now is the time to look at your branding deadlines. He also thanked city staff, first responders, bus drivers, public works, and communications teams. He stated that he will continue to lead for Hampton Roads and he is proud to be the liaison for MBC.</p> <p>The Minority Business Council Chair, Sheila Johnson, presented Councilman Rouse with a leadership award for SITW.</p> <p>2) Dr. Parrot was absent, no report.</p> <p>3) Announcements</p> <ul style="list-style-type: none"> • Ms. Johnson shared information on the upcoming Disparity Forum. (Attachment 5) • Nominations email will be coming soon. • Ms. Johnson reminded members to submit their volunteer hours form.
Time and Date of Next Meeting:	MBC Retreat – June 7, 2019 – 8:30am - ATC	
Adjournment	The meeting adjourned at 4:15 p.m.	

MBC MEETING SIGN-IN SHEET

Economic Development
 4525 Main Street – Suite 700 – Virginia Beach, VA.
 May 10, 2019
 3:00 p.m. – 4:30 p.m.

Name	Company
Kristine Caalim	CPR Branding
Colleen Nabhan	ETS, Inc / MBC
MICHAEL BERLUCCHI	CITY OF VA BEACH
Clarence Neeby	United Defense Contracting.
Samantha Butcher	Fulton Bank
Tara Jones	Fulton Bank
Emily Cullen	student
TERESA Gladys	my Dry Bib
Emanuel Baker	Kingcuts LLC
Rod Ingram	city stly
TAYLOR ADAMS	VBBD
Sabini Wooten	VBCC
Cossie Crosswhite	1 Elegant Event Planning
Jakea Thompson	Amia Unlimited
Conrad Schesveter	Ocean Holiday - Future candidate
Aurora Calderon	Smiling Gourmet.
Miguel Figueroa	miguel_angel_pup@me.com
Ligia Igreda	lisoigreco@gmail
DAWEN WATSON	MBC

MBC MEETING SIGN-IN SHEET

Economic Development
4525 Main Street – Suite 700 – Virginia Beach, VA.
May 10, 2019
3:00 p.m. – 4:30 p.m.

Name	Company
Olga Torres	MBC
Kathleen Adams	MBC
Lorraine Hagan	TCE/MBC
Shelby [unclear]	
Lavera Tolentino	COUB - Purchasing

MINORITY BUSINESS COUNCIL OUTREACH COMMITTEE REPORT

May 10, 2019

Attachment 1

Colleen Nabhan, Chair

Committee members: Ed Hopper, Damon Watson and Caprice Anthony-Cox

- **MBC Retreat**
 - June 7, 2019
 - Process Communication Model (PCM) Facilitation will be provided by Touchpoint Communication who we have contracted
 - Draft Agenda Provided by May 16
 - Facilitation June 7
 - Submit draft report June 28th and Final Report July 19
 - Review actions for follow-up August 8
 - Second and third follow-up on actions September 11th and 26th

 - The Institute of NC – US Dept. of Transportations
 - SBSB (confirmed)
 - Construction Bonds, Inc.

- Virginia Beach Small Business Institute will take place on May 29th and will run two additional sessions: June 5th and 14th at the ATC Center H178 Tidewater Community College.
 - Would like to see us all promote the event on our Instagram, Facebook, Linked in
 - Email fliers to businesses that we know
 - Follow-up with businesses that attended our previous event and encourage participation
 - Would be great to see members of the council attend each session to interact with businesses, network, get feedback.
 - I'm slating for May 29th session.

- **Next Outreach Committee Planning session will be June 11th We'll be focused on;**
 - Aligning Fall 2019 and Spring 2020 outreach events and activities with larger MBC goals and objectives and harness the spirit and togetherness that "Something in the Water" demonstrated about what our city, businesses, and citizens are capable of.
 - Building on the Small Business Institute "Be Prepared to Capture the Deal" Training to provide businesses with confidence in pursuing opportunities with the City and Prime contractors
 - Business Etiquette and putting your best foot forward with your appearance

MINORITY BUSINESS COUNCIL OUTREACH COMMITTEE REPORT

- Creating a capabilities statement and expanding your brand
 - Addressing decision makers at events and how-to follow-up
 - Working with Procurement; how and what you need to know
 - Accounting best practices on how to ensure rates to profit margin.
 - Interactive, stream the event live, will happen prior to our next large event, save content to be viewed on our website through a link like a “vlog”
 - Goal is to have all minority/small/women/disabled veteran businesses donate their skills to teach participates in this class so there is no cost to MBC. (Most have been already lined up)
- November 7th Outreach Event
 - Determine Theme
 - Need feedback on Speaker/s
 - Consider a panel of success stories from businesses that work with the City and best practices (like the contractor’s roundtable)



**PROCESS
COMMUNICATION
MODEL®**

The Art of Adaptive Communication

2019 VA Beach - MBC Facilitation Proposal

Proposal

Prepared for: Lavera Tolentino Minority Business Council

Prepared by: Todd Wright, Touchpoint Communication, LLC

Phone: 757 529 1240

website: www.touchpointcom.net

Email: twright@touchpointcom.net

Email: twright@touchpointcommunication.com

PO BOX 15225

Newport News, VA 23608

Description

Touchpoint Communication is an interpersonal skills company based the proprietary Process Communication Model (PCM). As the principal consultant it's my goal to resolve communications conflict and help motivate teams to reach their shared goals.



**PROCESS
COMMUNICATION
MODEL®**

The Art of Adaptive Communication

Task

Facilitate a four-hour retreat where the MBC members will be motivated to solve problems to increase minority participation in the building and construction area. Help lead group discussions of approximately 20-30 participants composed of a mix of business owners who serve on the City Council-appointed MBC. MBC associates and city staffers who may have divergent views, recording discussion content and related action items and enabling focused decision-making. Create insightful vision activities that will help remove barriers and achieve the objects while creating a light-hearted atmosphere.



The Art of Adaptive Communication

Major Benefits

Help collaboration efforts

Identify personality type to bring better understanding

Increased team spirit

Greater levels of effectiveness

Reduced stress

Cost

Based on the requirements and cost associated a \$1500.00 fee is requested, please pay the transaction fee.

2017 MBC Retreat Agenda

June 9, 2017 – ATC/Room H170

8:30 – 9:00 am

Breakfast/Networking

9:00 – 9:10 am

Welcome

Amma Guerrier, MBC Chair

9:10 – 9:30am

Introductory Activity

Amma Guerrier, MBC Chair

9:30 – 9:45am

MBC Accomplishments

Amma Guerrier, MBC Chair

9:45 – 10:15am

MBC Committee Reports

Committee Chairs

Arthur, Harrison, Johnson and Lancaster

10:15 – 10:25am

Finance/Purchasing Updates

Taylor Adams, Purchasing Agent

10:25 – 10:35am

Election of Officers

Nominating Committee

Rod Ingram, Deputy City Attorney

10:35 – 10:45am

Swearing In of New Officers

MBC Bylaws - Roles and Responsibilities/Attendance

Rod Ingram, Deputy City Attorney

10:45 – 11:00 am

Break

11:00 – 11:20 am

Activity

Todd Wright, Facilitator

11:20 – 11:40 am

Activity

Todd Wright, Facilitator

11:40 – 12:00 pm

Activity

Todd Wright, Facilitator

12:00 – 12:20 pm

Remarks

Newly Elected MBC Chair

NOTE: The next MBC Meeting will be held on August 11th at 3pm in Economic Develop. There will not be a MBC meeting in July.



Minority Awareness Committee Report – May 10, 2019

Presented by: Frances Knight Thompson, Chair

Committee Members: Francina Harrison, Rhonda Alexander, Harshad Barot, Olga Torres, Keith Lee, Jaketa Clark Thompson

Social Media Exposure:

- Facebook Page (www.facebook.com/VBMBC/)
 - 1,244 (4/9/19) to 1,255 (5/7/19) increase of 11 likes
 - 19 Reviews to date with 4.8 rating on a 5-point scale
- Twitter (@VBMinBusCouncil): 60 followers (increase of 5)
- Instagram (@VBMinBusCouncil): 131 followers (decrease of 5)
- The MBC LinkedIn group has 28 members; will continue to invite SWaM business owners to join the group;

MAC Event Awareness & Follow-up Activities:

- The City of Virginia Beach Media and Communications Department will now assist in the publication of our quarterly newsletter. Keith Lee will continue to work alongside Media and Communications to get the newsletter content published for the Fall and Spring events.
- The April meeting of the Virginia Beach MBC was promoted through Social Media. Police Chief Cervera provided information about the security and city-wide plans for accommodating the Something in the Water festival that was held on April 26-28, 2019 at the Virginia Beach Oceanfront.
- VB MBC was well represented in attendance at the festival, which was a huge success for the city of Virginia Beach.
- Looking forward to the MBC Retreat on Friday, June 7th at the ATC from 8:30 a.m. – 12 noon; the MAC committee will be prepared to set new goals for the MAC Committee for the coming year.

Onboarding & Recruitment 2019

- The MBC Associate recruitment infographic cards have been printed and released for distribution; MBC members are asked to distribute them to business owners interested in becoming an MBC associate.
- The MBC Associate recruitment infographic card will be adapted to include general information about VB MBC on the back side; this document will be electronic and printed for our use.

****2018-2019 Specific Goals for MAC Committee****

- ✓ Verify that 100% of MBC members engage with Social Media platforms on some level through a Social Media presentation to the MBC
- ✓ Increase the number of **active** MBC Associates
- ✓ Continued publication of a bi-annual MBC newsletter
- ✓ In addition to the Specific Goals for 2018-2019, the MAC committee is committed to supporting the annual Fall Expo and Spring Events through marketing (via social media, press release, distributing graphic flyer, etc.) and developing the evaluation process.
- ✓ Suggestions for direction of the MAC committee will be welcomed and expected from the members of MBC. Please let us know how we can further support the MBC throughout 2019.

Thank you to the MAC committee members for their continued support and a very special thank you to Lavera Tolentino and Keith Lee for their support and collaboration.

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

Governor Northam Vetoes Legislation Undermining “Micro Business” Classification

Governor Northam Vetoes Legislation Undermining “Micro Business” Classification

RICHMOND—Governor Ralph Northam today vetoed Senate Bill 1592, which would change the certification process for a subcategory of small businesses known as “micro businesses” and undermine the intent of the classification. The Governor’s full veto statement is below.

April 30, 2019

Pursuant to Article V, Section 6, of the Constitution of Virginia, I veto Senate Bill 1592, which changes the certification process for a subcategory of small businesses known as “micro businesses.” The legislation requires the Director of the Department of Small Business and Supplier Diversity (DSBSD) to amend its certification regulations to provide that a micro business may be certified using full-time equivalents.

The legislation is problematic because the exclusion of less-than-full time employees in the certification process could allow larger businesses to qualify as micro businesses. This would undermine the intent of the micro business designation, which is aimed at small businesses that have no more than twenty-five (25) employees and no more than \$3 million in average annual revenue over the three-year period prior to their certification. Under the legislation, a business with many more employees could qualify as a micro business as long as twenty-five or fewer are deemed full-time.

Moreover, DSBSD has worked to streamline the certification process, and this legislation could result in the reversal of that progress. Under the legislation, DSBSD would have to

review twelve months of payroll and wage data to determine the number of full-time equivalents the business employs when evaluating a new micro business certification. This would place an additional burden both on the agency and on the business that would now need to submit payroll and wage report information to the agency.

The micro business program has provided an opportunity for a number of the Commonwealth's smallest businesses to grow and thrive. This legislation makes changes to the program that could undermine that goal.

Accordingly, I veto this bill.

Sincerely,

Ralph S. Northam

SBSD Certifies the following Designations

Small

“Small business” means a business that is at least 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, **or** average annual gross receipts of \$10 million or less averaged over the previous three years. One or more of these individual owners shall control both the management and daily business operations of the small business.

Micro

As a certified Small Business by the Department, your company might qualify to be a “Micro Business”. Micro Business is a certified Small Business under the SWaM Program and has no more than twenty-five (25) employees **AND** no more than \$3 million in average annual revenue over the three-year period prior to their certification.

VIRGINIA BEACH SMALL BUSINESS INSTITUTE

WHEN

May 29, 2019

4:30pm - 7:30pm

(1st of 3 sessions)

WHERE

Advanced Technology Center

Room H178

Tidewater Community College

Virginia Beach Campus

Training and Consulting:

Business Development • Leadership Training •

One-on-One Coaching • Proposal Writing •

Business Continuity

**OPEN TO ALL
SMALL
BUSINESSES**

FREE

Registration is required

Space is limited

Max. 30 Small Businesses

3 SESSIONS

May 29, 2019

June 5, 2019

June 12, 2019

**Participants are expected
to attend each session.**

SPONSORED BY:

The City of Virginia Beach

Finance Department

Purchasing Division

REFRESHMENTS

**Evening refreshments will
be provided for registered
attendees.**

CONTACT:

**LAVERA TOLENTINO
FOR REGISTRATION
INFORMATION**

LTOLENTI@VBGOV.COM



FIGHTING THE DISPARITY

MAY 22 AT 6 P.M.
SANDLER CENTER
201 MARKET ST.

The City has completed its first disparity study. This forum will provide an overview of the study results and recommendations.

