

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

September 21, 2018

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 (May)	10
		Industry Hour – Ms. Blair Durham, Co-President Black BRAND - Hampton Roads Regional Black Chamber of Commerce	15
II	Sabrina Wooten	Outreach Committee	10
III.	Frances Knight-Thompson	Minority Awareness Committee	10
IV.	Michael Lancaster	Data Collection and Analysis	5
V.	Kelvin Arthur	Policy Committee	5
VI.	Sheila Johnson	Other Business: Staff Report – Taylor Adams Economic Development – Jeff Smith	15
		Liaison Reports: City Council Members: Shannon Kane Bob Dyer School Board Liaison: Dr. LaQuiche Parrott	15

REMINDER: Submit volunteer form

Committees			
Policy	Outreach	Minority Awareness	Data Collection & Analysis
Kelvin Arthur, Chair (EB)	Sabrina Wooten, Chair	Frances Knight-Thompson, Chair (A)	Michael Lancaster, Chair (EB)
Sheila Johnson (EB)		Harshad Barot	Kelvin Arthur (EB)
		Francina Harrison	
Brian Haskan	Ed Hopper	Olga Torres	Frances Knight-Thompson (A)
Calherbe Monel (A)	Damen Watson (A)	Rhonda Alexander (A)	LaQuiche Parrott (SB)
	Cuprice Cox (A)		

(A) Associate

(EB) MBC Executive Board Members

(SB) School Board Liaison

City Staff		
Name	Title	Department
David L. Hansen	City Manager	Office of the City Manager
Patti Phillips	Director	Finance/Administration
Taylor Adams	Finance Operations Administrator	Finance/Administration
Melvin Brown	Account Clerk III	Finance/Purchasing Division
Mitch Frazier	Contracting Agent	Finance/Purchasing Division
Rod Ingram	Deputy City Attorney	City Attorney's Office
Rebecca Kee	Purchasing Agent	Finance/Purchasing Division
Keith Lee	Minority Business Coordinator	Finance/Purchasing Division
Rich Nettleton	Design & Construction Manager	Public Utilities/Engineering
Jeff Smith	SWaM Business Development Manager	Department of Economic Development
Lavera Tolentino	Minority Business Coordinator	Finance/Purchasing Division

Next Meeting – October 12, 2018

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 11, 2018

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. Amma Guerrier, Vice Chair
Mr. Kelvin Arthur, Financial Counselor - **absent**
Mr. Michael Lancaster, Secretarial Officer - **absent**
Ms. Carla Bailey, member
Mr. Harshad Barot, member
Dr. Linda Bright, member
Ms. Francina Harrison, member
Mr. Brian Haskan, member - **absent**
Mr. Ed Hopper, member - **absent**
Ms. Olga Torres, member
Ms. Sabrina Wooten, member

Associates:

Ms. Rhonda Alexander – **absent**
Ms. Cuprice Anthony-Cox
Ms. Frances Knight-Thompson
Mr. Calherbe Monel - **absent**
Ms. Vanessa Moore
Mr. Damen Watson

Liaisons:

Ms. Shannon Kane, City Council Liaison - **absent**
Mr. Bob Dyer, City Council Liaison - **absent**
Dr. LaQuiche Parrott, Schools Liaison

Staff Members:

Ms. Patricia Phillips, Director of Finance, Finance/Administration
Mr. Taylor Adams, Purchasing Agent, Finance/Purchasing
Mr. Rod Ingram, Deputy City Attorney, City Attorney's Office - **absent**
Mr. Mitchell Frazier, Contracting Agent, Finance/Purchasing
Mr. Keith Lee, Minority Business Coordinator, Finance/Purchasing
Mr. Rich Nettleton, Design & Construction Manager, Public Utilities/Engineering
Mr. Jeff Smith, SWaM Business Development Manager, Economic Development - **absent**
Ms. Lavera Tolentino, Minority Business Coordinator, Finance/Purchasing

Guests:

See attached Minority Business Council Meeting Sign-In Sheet

Recorder:

Ms. Lavera Tolentino

MBC Minutes
Friday, May 11, 2018
3:00pm – 4:30pm
Economic Development

Topic	Discussion	Action Items
Agenda Items Sheila Johnson	1) Call to Order, Welcome and Introductions, Review and Approval of Minutes 2) Industry Hour Ms. Guisela Torres, President – Hampton Roads Hispanic Chamber of Commerce (HRHCC)	1) Ms. Johnson called the meeting to order at 3:02 p.m. <ul style="list-style-type: none"> • Introduction of guests– each guest stated their name and the name of their business. • The January, February and March MBC Meeting Minutes were approved. 2) Ms. Torres provided information on the role of the HRHCC. She also provided details regarding membership, sponsors and upcoming events. The 2018 Schedule of Events is attached. (Attachment 1)
Outreach Committee Sabrina Wooten	1) Outreach Report	1) Ms. Wooten provided the Outreach Report. The report provided details of the Spring event and the upcoming Fall Expo. Ms. Wooten also distributed the bio of the retreat facilitator, Ms. Latrece Williams-McKnight. (Attachment 2)
Minority Awareness Committee Frances Knight-Thompson	1) MAC Report	1) Ms. Knight-Thompson provided information on the following: Social Media Exposure, MAC Activities, New Associate Interest and Specific Goals for MAC. Ms. Knight-Thompson introduced new associate Ms. Vanessa Moore and thanked Mr. Lee for all of his hard work in putting together the MBC Newsletter. (Attachment 3)
Data Collection and Analysis Michael Lancaster	1) Data Collection and Analysis Report	1) Mr. Lancaster was absent, no report.
Policy Committee Kelvin Arthur	1) Policy Report	1) Mr. Arthur was absent, no report.
Other Business Sheila Johnson	1) Staff Report – (Taylor Adams)	1) Mr. Adams provided information regarding the 9-month minority-owned business expenditures. The expenditure report is being revamped due to the new object codes. The procurement staff has directly solicited 1169 small minority firms to date compared to 1200 for the FY17. The solicitation response rate for minority-owned businesses is 10%, we need to work on increasing solicitation responses from minority-owned businesses. Minority-owned businesses were awarded \$3.4M in goods and services during this 9-month period. 2) Mr. Smith was absent, no report.

	<p>2) Economic Development Overview - (Jeff Smith)</p> <p>3) Virginia Beach Development Authority(VBDA) - (Dr. Linda Bright)</p>	<p>3) Dr. Bright provided information regarding the Vibe District and the donation of land by the city to research centers.</p>
<p>Liaison Reports Sheila Johnson</p>	<p>1) City Council: (Councilmember Bob Dyer) - absent (Councilmember Shannon Kane) - absent</p> <p>2) School Board Liaison: Dr. LaQuiche Parrott</p> <p>3) Other Business – Sheila Johnson</p> <p>4) Announcements</p>	<p>1) Councilmembers Dyer and Kane were absent, no report.</p> <p>2) Dr. Parrott provided information on the Blue School Safety Committee meeting and the 2Revolutions meetings. (Attachment 4)</p> <p>3) Ms. Johnson thanked Ms. Guerrier for stepping in during Ms. Johnson’s absence. Ms. Johnson presented Ms. Bailey, Dr. Bright and Ms. Guerrier with certificates of appreciation for their service to the MBC. Ms. Johnson provided each of them with an opportunity to speak.</p> <p>4) Announcements: Mr. Adams announced the selected candidate for the Purchasing Agent position has accepted the City’s offer. Ms. Guerrier announced that Mr. Chris Stone with Clark-Nexsen would like to speak with the MBC regarding the commonwealth’s definition of a small business. Ms. Knight-Thompson announced that the Human Rights Commission (HRC) has requested a liaison from the MBC to attend the HRC meetings and would also like someone from the HRC to attend the MBC meetings.</p>
<p>Time and Date of Next Meeting:</p>	<p>September 14, 2018 –</p>	
<p>Adjournment</p>	<p>The meeting adjourned at 4:15 p.m.</p>	

MBC MEETING SIGN-IN SHEET

Economic Development
 4525 Main Street – Suite 700 – Virginia Beach, VA.
 May 11, 2018
 3:00 p.m. – 4:30 p.m.

Name	Company
Linda W. Bright	MBC
HARSHAD K BAPOT	MBC
TACON ADAMS	CVB
Lavera Tolentino	COVB
Melvin Brown	COVB
Rich NETTLETON	CVB/PUEX
Laraine Haus	MBC/TCE
TONNIE G HARRISON	
Sabrina Wooten	MBC
Kerik Lee	CVB
Mitch Feazie	CVB
Frances Knight Thompson	MBC (assoc)
Anna Gerner	MBC
Olga Torres	MBC
Cuprice Anthony - COX	Phoenix Arise, LLC
Charles Beiler	MBC
DAMEN WATSON	MBC
Vanessa Moore	MBC Assoc



2018 Schedule of Events

Date	Event Type	Time	Location
5/15/18	Networking Mixer	6pm-7:30pm	Taco Burrito Co 1207 N Military Hwy, Norfolk, VA 23502
5/19/18	Educational Workshop: HOW TO START YOUR OWN BUSINESS (Spanish)	9am-11am	2236 Todd's Lane, Hampton, VA 23666
5/19/18	Rebrand Intro /15 Year Celebration	1pm-5pm	445 Grafton Dr, Yorktown, VA 23692
6/21/18	Networking Mixer	6pm-7:30pm	BB&T 397 Denbigh Blvd , Newport News, VA 23608
7/15/18	Hispanic Day @ The Tides	4pm - game end	Harbor Park, Norfolk, VA
7/28/18	19th Annual Latin Music Festival	5pm-10pm	Town Point Park, Norfolk Va
10/6/18	8th Annual Nuestra Feria	12pm-5pm	MacArthur Center Green, Norfolk, VA

MINORITY BUSINESS COUNCIL OUTREACH REPORT

Attachment 2

May 11, 2018

Sabrina Wooten, Chair

Committee members: Cuprice Anthony-Cox, Carla Bailey, Dr. Linda Bright, Damon Watson, Ed Hopper

Spring Event

- The Spring event took place on Wednesday, April 11, 2018 at the Advanced Technology Center. The theme for this event was “Collaboration and Community Engagement in the Business Arena Part II.” There were sixty-six (66) attendees including six (6) Minority Business Council members.
- David Fisher of Hensel Phelps was the keynote speaker for this event. Mr. Fisher provided detailed information on how small business owners could successfully secure business contracts. Additionally, he encouraged entrepreneurs to collaborate with other business owners to acquire subcontracting opportunities on larger contracts.
- The event concluded with a panel discussion moderated by Matthew Lighthart. The following businesses participated in the discussion: Hensel Phelps, WM Jordan, SB Ballard, Lane Construction, Skanska and Hourigan Construction.
- Finally, handsome gifts were raffled by Towne Bank, WM Jordan and SB Ballard.

Upcoming Event

- The next scheduled MBC event is the Fall event scheduled for November 8th. The event will take place at the Virginia Beach Convention Center and it will follow the same format as previous events. Additional information will be forthcoming.

I would like to express my sincere gratitude to Lavera, Keith and their staff for their expertise and support with the Spring event. Thank you for a job well done.



Instructor Biography

Latrece Williams-McKnight is the president at McKnight Williams & Associates. With over 25 years of leadership development experience under her belt, she helps her clients improve their online visibility, launch products and scale their businesses. Latrece Williams McKnight is a selected member of The Forbes Coaches Council. Forbes Coaches Council members are leading business and career coaches, who are helping others grow impactful businesses and fulfilling careers.

Latrece is a founding partner and certified coach with the John C. Maxwell Team.

A team of elite coaches, teachers, speakers and professionals, taking leadership training, talents and skills and adding value to people all over the world using our training from the worlds leadership guru John C. Maxwell.

She offers business and personal development as well as children and youth leadership development services. Additionally,

She was recently featured on The Dr. Oz Show, was named by ARCHI Magazine the 2016 Orator of the Year, A 2018 Martin Luther King Jr. Impact the Dream Award recipient and LOVES GROWING OTHER PEOPLES BUSINESS'. Her Passion is your success. She is the President and Founder of Real Success University, an online university assisting in creating college student success and developing success coaches. Latrece was a speaker and presenter at the 64th Annual NASAP Conference in Charleston, South Carolina, assisting and instructing Student Affairs Professionals on Coaching College Students to Success. She has also developed a membership site, The Pride, for womenpreneurs. The community focuses on growing women both personally and professionally.

MBC Awareness Report (Marketing & Recruitment Committee Report)

May 11, 2018



Social Media Exposure: (As of May 11, 2018)

- Facebook MBC Page: from 811 likes (3/9/2018) to 840 likes (5/11/2018)
 - We continue to see increases in attention to the page; hoping to get to 1000 likes before the end of the year;
 - Desire to extend social media reach to more minority business communities to strengthen the MBC's influence;
 - MBC members are asked to share the page with colleagues/co-workers/employees/business owners, etc.
- We continue to hold a rating of 4.8 of 5 Stars (out of 15 Reviews) on Facebook.
- MBC Spring Contractors' Roundtable surveys were prepared using a QR code for Survey Monkey. 11 surveys were submitted. There is a fee to export data; however, I could provide the login information for the city staff to extract the data for the MBC or we could pay the fee to use the service, which would likely prove to be beneficial.
- MBC Twitter and Instagram accounts are active with a growing following; please follow and share;
 - @VBMinBusCouncil - Twitter
 - vbminbuscouncil - Instagram

MAC Activities

- No meeting was held for May 2018; however, MAC members will receive calendar invitations to meet on the second Tuesday of each month at noon at the TCC JUL.
- Today's MBC meeting announced on FB, Twitter and IG on all Social Media platforms; will continue to promote and share asking that MBC members do the same;
- Keith Lee worked diligently on creating the newsletter that was published and distributed during the Spring Roundtable event. He is to be commended on helping the MAC committee to achieve one of our specific goals for this year.

New Associate Interest

- We received interest documents from Vanessa Moore and they were submitted to the executive committee for their review. We are pleased to announce that she has been accepted as our newest MBC Associate.
- Please continue to help the MAC committee to find SWaM business owners who may be interested in participating on the MBC as an associate.

2017-2018 Specific Goals for MAC Committee

- Increased Social Media presence in order to reach more SWaM Businesses with information about the mission, vision and goals of the MBC and to promote MBC sponsored events.
- Increase the number of MBC Associates
- Publication of a quarterly MBC newsletter
- In addition to the goals for 2017-2018, the MAC committee is committed to supporting the annual Fall and Spring Expo(s) 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 2017-2018.

We thank MAC committee members for your continued support and a special thank you to Lavera Tolentino and Keith Lee for their support and collaboration.

Respectfully submitted,

Frances Knight Thompson, M. S. Ed.
MBC Associate and MAC Chair

Join Virginia Beach City Public Schools in partnership with 2Revolutions, an education design lab, to envision the future needs of Virginia Beach's students and schools.

Attachment 4



Learn about forces
shaping the future

Engage in interactive,
hands-on activities

Help build upon
Virginia Beach's
innovative community

Please RSVP to
2Rev Senior Consultant
Kelly Ocasio at
kelly@2revolutions.net.

COMMUNITY MEETINGS

Wednesday, April 11, 5:30 – 7 p.m.
Bayside High School, *Library Media Center*

Thursday, April 12, 8:30 – 10 a.m.
Cox High School, *Library Media Center*

Monday, April 30, 4 – 5:30 p.m.
Landstown High School, *Schola*

Monday, April 30, 6:30 – 8 p.m.
Kellam High School, *Schola*

Wednesday, May 30, 4 – 5:30 p.m.
Green Run High School, *Library Media Center*

Wednesday, May 30, 6:30 – 8 p.m.
Salem High School, *Schola*



April 11, 2018



Families invited to weigh in about Virginia Beach schools at community meetings

Throughout the months of April and May, families and community members have the opportunity to share their thoughts and input about Virginia Beach City Public Schools (VBCPS) through a series of community meetings held at locations across the city.

This input is necessary as VBCPS has been selected by education design lab, 2Revolutions, to develop a Future of Learning model that will be used to help school divisions across the nation as they tackle new initiatives and programs. VBCPS is the sole national partner district for this work, and researchers will work to build a profile of the division's resources, strengths and areas for improvement.

Schools are sending the flyer below to families through Alert Now messages. Please note community members are encouraged to attend as many of the meetings as they would like; however, feedback at each individual meeting will be used as a profile is compiled for the division.

For more information about the event, or to RSVP, contact Kelly Ocasio, senior consultant with 2Revolutions, kelly@2revolutions.net.