

SBC Ad Hoc Committee SB / DVBE Media Outreach Video

In person attendees: Nina Martinez, Shanton Tyson, Jerry Bircher, Marty Keller, Bob Door, Jack Dever, Angel Carrera, Joseph Watkins, Danetta Jackson, Emma Cardenas, Joel Ayala, Alicia Sequiera and Ricardo Martinez.

Attendees via teleconference: Lori Cootz, Sharon Brown and Ken Devore.

December 1, 2015 meeting on video content to support the use of SB/DVBE in State procurement.

There are a number of compelling reasons to strive for consistent achievement of the state's small business and Disabled Veteran Business Enterprise procurement goals.

- Meeting the small business procurement target is required by Governor's Executive Order; DVBE is required by statute (Military & Veterans Code §9900 et seq.)
- The expansion of business activity at the micro- and small business level expands tax revenues to the state. For every new business and each new employee, tax receipts increase dramatically and consistently. It's good for the local and state economy. Small business growth fuels economic expansion and tax revenue, and reduces unemployment. (Right now, for instance, the Unemployment Insurance fund is over \$7 billion dollars in the red.)
- Employment increases: California's small businesses average 5.8 employees per establishment. This is an opportunity program; Small businesses need a level playing field when it comes to competing for state and local procurement dollars. This isn't a handout for small businesses or even a hand up; it is about transparency, accountability and competition (TAC), for state taxpayer dollar and ultimately California job creation. All future criteria must provide TAC parity and compliance with the Governor's Executive Order for all small businesses.
- This program is also a diversity program. Small businesses and DVBEs also comprise women- and minority-owned businesses, often concentrated in communities where their economic impact is essential.
- Use of the SB / DVBE off-ramp option

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To Do before January 2016:

- 1) Ad Hoc Committee to report progress to DGS Small Business Council Dec. 16, 2015
- 2) Ad Hoc Committee to meet before the end of December to create Story Board / Questions & Answers for video
- 3) Nina Martinez will reach out to advocates at next Advocate Steering committee for volunteers.

About the Video:

Video Content from above points as a Question and Answer session between Small Business, DVBE's and State Advocates/Buyers

Cal-PCA staff recommended that the video be 3-6 minutes long.

Video Format:

30 Second Intro from Governor or his Staff

3-5 Minutes of Q&A

30 Seconds to Sum-Up

Videos to be completed by March 1, 2016 in order to meet final project deadline
May 1, 2016

First video will be addressed to State of California SB / DBVE advocates and buyers.