

Small Business Council Ad Hoc Meeting

Minutes

May 5, 2015

Call to order: Chair Marty Keller called the meeting to order at 10:40 a.m.

Attendance: The meeting was attended by the following SBC members: Marty Keller, Aubry Stone, Cecelia McCloy, Paul Guerrero, Jerry Bircher.

The following SBC members attended via phone: Savita Farooqui, Don Stoneham, Valerie Miles, Leonard Ortiz, Lillian Conroe, Mark Bosse, Lori Kammerer, Jennifer Goode, Debra Roak, and Lee Cunningham.

The following DGS representatives were in attendance: Alternate Chair Angel Carrera, Anthony Lewis, Tanya Little, Chuck Deyoe, and Michael Aguilio.

Welcome and Introductions

Chair Marty Keller thanked everyone who was able to attend the meeting in person and by phone. He then went over the morning's Ad Hoc agenda. Marty Keller stated the next DGS SB Advisory meeting would be held on Thursday, June 11, 2015 at 1:00 pm at the DGS.

Stop Sign/Dashboard Report

Jerry Bircher explained that he will like to use the California State Government – The Executive Branch layout as an easy overview to show if the departments are meeting their SB/DVBE goals. He suggested using the color red to show if they failed to meet their goals, yellow to show if they met one goal, and green to show if they met/exceeded all their goals.

Angel Carrera stated that using the colors red, yellow, and green might be viewed as shaming the departments that failed to meet their goals and that DGS doesn't agree with using those colors.

Angel Carrera stated that DGS can either provide the SB/DVBE goals attainment data annually for each department or over the last three fiscal years. Marty Keller suggested that both ideas will be used. They will use Jerry Bircher's idea as the overview and when the department name is clicked then Angel's Carrera's idea for their annual report of their SB/DVBE goals over the last 3 fiscal year will be shown. Paul Guerrero second the motion and voting will take place at the next DGS SB Advisory meeting.

Provide department/buyers with benefits of buying from a SB/DVBE

Jerry Bircher stated that we need to show the state buyers how important it is buying from California SB/DVBEs. He wants to present to state buyers why it's important, the benefits/impacts, and what they do affects the State budget.

Marty Keller suggested that the council develop and distribute a document similar to "Why Buy Local" and have it sent out to department directors. It was agreed among council members that sending this letter will have more impact and that there will be no DGS involvement.

Council members would assist in the development of webinar content, e.g. materials, marketing information, etc. to incorporate into CalPCA classes.

Designate a probationary period

No one knew how to define "probationary" period. Motion was tabled/suspend until the next meeting.

Review of Action Items

The following items would be addressed at the next SBC meeting on June 11, 2015:

- Voting for the Stop Sign/Dashboard report using both Jerry Bircher's idea for the overview and Angel Carrera's idea for the specific reporting.
- Council will create another committee that will discuss the best way to communicate the benefits of buying from SB/DVBE to state buyers and to set meetings to meet with agency secretaries to discuss the topic.
- Council will create a separate committee to work closely with Charles Deyoe and Angel Carrera to discuss how they can incorporate benefits of buying from SB/DVBE into CalPCA training classes and seek volunteers from the council to be a guest speaker at these classes.
- Further discussion on what is a probationary period.

Chair Marty Keller adjourned the meeting at 11:50 a.m.