

Governor's Supplier Diversity Council

May 15, 2018 Meeting

Minutes from May 15, 2018, Governor's Supplier Diversity Council Meeting **Video Conferenced Meeting in Department of State, Division of Small Business** **Development and Tourism in both Wilmington and Dover**

Attendees:

Present in Wilmington: Ken Anderson, Givvel Marrero, Cherie Dodge Biron (DHR), and Sakthi A. Vel PhD (arrived at 11:16am)

Present in Dover: Director Anas Ben Addi, Dean Stotler C.P.O., Devona Goeins Williams PhD., Theresa Brown Edwards Esq. (had to step out of the meeting at 11:26am), and Michelle Morin

Present on the phone: Loren Hopkins Taylor, Stephanie Young (DSHS), Shelly Alioa (DTI), Karen Davis Williams (DSCYF), and Wendy Brown (DHSS).

Absent: Nick Callazzo III, Jayshree Moorthy, Ralph Truitt, and Ron Frazier Esq.

Public Present in room in Wilmington: none.

Public Present in room in Dover: none.

Public Present on the Phone: none identified.

Meeting Opened:

Meeting Called to Order by Ken Anderson, GSDC Chair, at 11:05am.

Quorum:

A quorum (currently requires 6 of 11 members) was reached at the start of the meeting, with six members present. At 11:16am a seventh member arrived. At 11:26am a member had to step out of the meeting; a quorum having been reached remains until the adjournment of the meeting.

New Supplier Diversity Liaisons:

Chair Ken Anderson asked Michelle Morin to introduce the new Supplier Diversity Liaisons with us for their first meeting. Michelle introduced Cherie Dodge Biron from the Department of Human Resources (DHR) and Shelly Alioa from the Department of Technology and Information (DTI). Both shared an overview of their experience within State government and their history of performance with various agencies as well as their background before government service. Council warmly welcomed them both.

Prior Meeting Minutes:

The meeting minutes for September 13, 2017, were reviewed and unanimously accepted, upon motion by Givvel Marrero and seconded by Devona Goeins Williams PhD.

The meeting minutes for October 17, 2017, were reviewed and unanimously accepted, upon motion by Dean Stotler CPO and seconded by Devona Goeins Williams PhD.

The meeting minutes for March 1, 2018, were reviewed and unanimously accepted, upon motion by Dean Stotler CPO and seconded by Theresa Brown Edwards Esq., with amendment to fill in the blanks regarding times of arrival for two members, which were stated aloud for acceptance.

May 15 Meeting Notes:

Under New Business,

Chair Ken Anderson asked for new business at 11:14am.

- **B2B update regarding DSBDT:** Ken Anderson shared an update that as of two weeks ago the Division of Small Business, Development and Tourism (DSBDT) changed its name and has a new logo. It is now named the “Division of Small Business” (DSB).
 - Ken shared that previous minutes anticipated having by now, a formal description of DSB and the Delaware Prosperity Partnership (DPP); both of which replace what was formerly the Delaware Office of Economic Development Office. (DEDO). Ken shared that this has not yet occurred.
 - He informed there is a new President of DPP, his name is Mr. Kurt Foreman and he is embedded at the Delaware State Chamber of Commerce to start out. Ken suggested that he would bring Mr. Foreman to a GSDC meeting at some point in the future, for him to learn what Council does.
 - Ken continued that the final rollout of the work of the DSB is to concur with that of DPP.
 - Ken shared that Mrs. Linda Parkowski is the Acting Director of DSB. Ken identified that he is the Entrepreneurial and Small Business Director, which includes the Downtown activities and two other branches that report to him. Ms. Patty Cannon is the Director of Business Development and Export support facilitated by Mr. Dave Matthe, Mr. Joe Zilcosky, and a new hire Ms. Dawn Hopkins.
 - He shared that DSB still has the Capital Resources for all strategic funds of both DSB and DPP and presents to the Council on Development Finance (CDF)
- Ken referred to the last bullet of the March 2018 meeting minutes and commented on the desire of Council to meet with Governor Carney before the end of the calendar year. Ken recognized the interest in a mid-year meeting and suggested that and the DPP meeting might occur as soon as that can be scheduled. Ken shared a not-yet-public fact that a mid-to-late June meeting of the DPP and DSB is anticipated based on the ongoing data collection and surveys performed from the data that have been in the works for some time now. Theresa Brown Edwards Esq. responded to a question by Anas Ben Addi regarding her comments from the March meeting and provided an overview that Council has not received the requested feedback as to a sense of what the Administration wishes for support from, or results out of, Council. Discussion ensued on the topic.
- Dean Stotler raised the realities of E.O.1 and the rebranding of DPP and DSB and the still unknown structures and delivery of services and access to opportunity for the OSD and SBF vendors from a business-to-business perspective. He mentioned that OSD is business-to-government. Since each Cabinet has re-aligned to the Administration’s Action Plan, it is still under-developed as to how the new organization will serve businesses. Agreement on this topic was shared.
- At 11:26am, Theresa Brown Edwards Esq. has to step out of the meeting for a business call.

- At request of Ken, Michelle Morin provided an overview of the 2018 Initiative. Ken requested a brainstorming. Ken suggested the need for Council to potentially create a Tiger Team to be positioned to meet with the Governor now or before the July 25 meeting. He asked for top-of-mind thoughts by Council.
 - Thoughts shared included: a survey, townhall, the University of Delaware IPA report for DSB, not having GSDC duplicate DSB's consultant work that is focused on redesign of DEDO to DPP and DSB, our charge has been to look to the needs of the business vendors and provide recommendations, develop a Q and A, perhaps not create a white paper but instead a resource manual, no wish to overlap with the concierge styled tentative plan of DSB, and more.
- Anas Ben Addi provide guidance that the focus may be a bit in the weeds. He reminded that GSDC is in an advisory and advocacy role, rather than an office and agency role. He shared that the Governor does not yet know that much about this Council, having only had one meeting. He suggested creating the following to share with the Governor:
 - Accomplishments over the past 24 months
 - A list of 3 or 4 things GSDC is thinking about
 - Share concerns, as an example that GSDC has a concern regarding the lack of clarity of the path that used to exist and what path is wished for in this Administration. Seek, as Terri mentioned, clarification as to what this Administration wants GSDC to do to support your Action Plan.
- Ken mentioned the meeting GSDC had with the Governor in 2017, and then focused Council on the handout of the 2018 Initiative questions. Discussion as to the questions on the handout (attached) was held.
 - Givvel Marrero highlighted that these are the questions he is asked by the Hispanic community in his two roles, the Delaware Latino Networking Association and the Hispanic Commission.
 - Givvel added that creating a 'Questions with Answers' document would be helpful to the business community.
 - Dr. Sakthi Vel suggested adding information about financing and available funding is important, since that is hard for any small business to obtain. Conversation returned to GSDC holding a townhall.
 - Dean Stotler mentioned that such an activity may not be in the purview of Council and shared that GSS and OSD already has community touch points and interactions regularly to be engaged with the business community and to hear their needs and act on the ones we can and should. Some of the questions may be a policy conversation such as transparency and Bond Bill, which are already transparent in comparison to the Strategic Fund, which may not be something the Administration wants to make public.
 - Ken mentioned that GSS and OSD and DSB would have different answers to the questions as we come at them from different perspectives.
 - Givvel asked how a townhall could be done, who puts it on? Anas Ben Addi added that if a town hall is created then care is recommended to ensure the right signal is shared, and to frame as GSDC.
- Loren Hopkin Taylor shared that DuPont had a similar issue in their programming and reached out to the global organization and asked supplier diversity questions, asking for a focus of top-of-mind to create one document of Questions and Answers that would be

truth responses within their Council, company, and global organization. Next, they created a 'Myth Buster' fun styled townhall to end the message out with a fun style. This helped to centralize the messaging. We created a document of the top Questions and providing Answers; this is now a universal document.

- At 12:00noon, Dr. Devona Goeins Williams left the meeting.
- Ken noted the time and asked Council if they wished to skip the rest of New Business and move on. Michelle Morin requested to share the business-to-government new business.
- **B2G update regarding OSD:** Michelle Morin shared a quick update regarding the Office of Supplier Diversity and data points. For the period of time since the last GSDC meeting on March 1:
 - State spend continues to reveal increases in activity with diverse and small businesses. For FY2018, with three quarters reported, spend with diverse and small businesses is at a 10% increase over the same period last year.
 - An article published in the Delaware Business News¹ on April 24, 2018, cited to data from various sources including a "Business Owner Diversity Report" from Paychex Worx², indicated that, with 41 states reporting data, the State of Delaware is the:
 - Number 1 State in the Nation for the number of Minority Women Business Enterprises (MWBE) on a per-capita basis, and
 - Number 2 State in the Nation for the number of Minority Business Enterprises (MBEs) on a per-capita basis (second to Maryland).
 - Number of OSD certified businesses (total³ and DE specific) includes (as of May 14):
 - Minority Business - MBE 1218 (514 are DE)
 - Women Business - WBE 1317 (572 are DE)
 - Minority Women - MWBE 454 (216 are DE)
 - Veteran Business - VOB 50 (24 are DE)
 - Service Disabled Veteran Business - SDVOB 20 (8 are DE)
 - Individual with Disability Business - IWDB 23 (11 are DE)
 - Small Businesses - SBF 174 (115 are DE)
 - Disadvantaged (certified via DelDOT) – DBE 543 (124 are DE)
 - GSS and OSD participated in or conducted 47 trainings and workshops since the March 1 GSDC meeting to engage business in B2G opportunities. During these events 1,183 business individual were exposed to OSD and B2G access to opportunity information, (with some attending more than one event and counted for each event). OSD averaged 15 events per month and averaged 394 individuals engaged monthly.
- **OSD recognition of awards and recognitions since last meeting:** Michelle Morin and OSD received two Award recognitions since the last GSDC meeting. These extend beyond OSD to the full inclusion team of the State from the Governor's priorities, to our Chief Procurement Officer, to the Contracting team and all procurement officers and buyers, and to GSDC.

¹ cite: <https://delawarebusinessnow.com/2018/04/delaware-at-or-near-the-top-in-minority-business-ranking/>

² Cite <https://www.paychex.com/articles/management/business-owner-diversity> a March 28, 2018 report

³ Note that all States with certification programs certify their home state business and certify businesses from other states, after certified by their home state. A DE vendor can be certified here and in other states.

- a State Tribute from Governor Carney and Lieutenant Governor Bethany Hall Long on April 17, and
- Small Business Champion Award, named the Frank J. Masley Champion Award on May 2 from the U.S. Small Business Administration.

Under Old Business,

- Chair Ken Anderson asked if there was any old business to report. None was raised.

Public Question / Comment:

- At 12:02pm, Chair Ken Anderson opened the floor for public comment. There were not any members of the public in the meeting rooms. It is unknown if any members of the public were on the phone as none self-identified.

Next Meeting:

The next meeting is set for July 25, 2018, from 10:30am to 12noon in Wilmington as the primary location, with the possibility of video-conferencing between Wilmington and Dover.

Meeting Adjournment:

Meeting adjourned by Ken Anderson, GSDC Chair, at 12:03pm upon motion by Givvel Marrero and seconded by Dean Stotler.

GSDC 2018 Initiative¶

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“Create a Whitepaper that lays out a framework of what businesses (traditional, diverse, and small) need in Delaware”. ¶

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Council and Liaisons are asked to assist by creating a list of questions that business owners are asking, that includes what support they need. ° The request is for 10 questions from each of you, organized within the three phases of business. ¶

1 -- Start up. ¶

2 -- Maintain, and ¶

3 -- Grow and Expand. ¶

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QUESTIONS: ¶

- → Make access to capital more transparent ¶
- → Where are start-up grants? I need funds to start my business. ¶
- → I don't know how to create my financial statements ¶
- → Who can help me compare the various lenders and what's best for me? ¶
- → I am interested in joining a Chamber of Commerce or trade membership association like ABC Delaware to get my business going..... is there a scholarship to help me? ¶
- → Are there development funds to help me make sure I have all the proper paperwork in place to protect me and my business? ¶
- → I was denied funding and now I need help so that I can get funding—how do I do that? ¶
- → What incentives exist for small business in Delaware? ¶
- → Matchmaking for B2B and B2G would be helpful ¶
- → What policies do I need my for business when I grow my work force to more than 10 people, more than 25, more than 50 people? ¶
- → I've outgrown my office location is there any help for me to move to a bigger office? ¶
- → How can I see on advertised opportunities? ¶
- → I need succession plan coaching for my family business. ¶
- → How can I get my business ready to possibly sell it? ¶
- → I need help with governance documents. I don't even know what that is. ¶
- → How do I learn what the strategic fund is and how can I learn if I am eligible to apply? ¶

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GSDC 2018 Initiative (updated at May 15 2018 meeting)

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- I need help with governance documents. I don't even know what that is.
- How do I learn what the strategic fund is and how can I learn if I am eligible to apply?
- How do I update my business plan?
- How do I develop offerings for my business or a business focus?
- How do I know if my business idea is feasible? How do I test my business service or product ideas?
- What assistance is available to help me understand procurement opportunities with government agencies?
- What does under the threshold mean?
- Do I have to respond to bids to do business with the state or local government?
- What is Dunn and Bradstreet? Do I need a credit rating to do business with government?
- Why should I get my business certified through OSD? What are the benefits?
- What is the best business formation for my new business – LLC or S Corp or Sole Proprietorship? What are the benefits of each?