

Governor's Supplier Diversity Council

February 27, 2015 Meeting

Minutes from February 27, 2015, Governor's Supplier Diversity Council Meeting

Attendees:

Present: Ken Anderson, Dean Stotler, Nick Callazzo III, Givvel Marrero, Cathy Imburgia, Theresa Brown Edwards, Esq., Sakthi A. Vel PhD (arrived at 3:59pm), Michelle Morin, and Brian Leahy,

Present on the phone (non-voting): Shirley Learner, Valerie Watson, Stephanie Young, and Wendy Brown

Absent: Clay Hammond, Anas Ben Addi, Ron Frazier Esq., Sakthi A. Vel PhD, and Devona Williams PhD

Public Present in room: none

Meeting Opened:

Meeting Called to Order by Ken Anderson, GSDC Chair, at 3:32pm.

Quorum:

A quorum (currently requires 6 of 11 members) was reached with six members in attendance at the start of the meeting and a seventh member arriving at 3:59pm.

Prior Meeting Minutes:

Minutes for two meetings: the meeting held on December 11, 2014 and the meeting held on December 18, 2014, were reviewed without being read. The minutes from December 10, the minutes were unanimously accepted without abstention via motion by Theresa Brown Edwards and seconded by Nick Callazzo. The minutes from December 18, were unanimously accepted without abstention via motion by Dean Stotler and seconded by Givvel Marrero.

February 27 Meeting Notes:

- Chair Ken Anderson recognized Governor Markell's weekly video message for this week which highlighted Office of Supplier Diversity and Small Business Focus program businesses.
- Chair Ken Anderson spoke to the upcoming 2015 calendar year with regard to the continued credibility in the marketplace that the council and supplier diversity is playing, and highlighted Government Support Services and the School District work that occurred over the past fiscal year.
- Seven potential initiatives were provided as a starting point for the conversation.
 - Proposed initiative 1: "Continue review of scope of the GSDC role including discerning best practices for similar Councils and learn their functions and roles." This is a continuation from last year's initiatives and is presently being lead by Ken Anderson and Michelle Morin has offered national assistance in outreach through her national role in NASMWDD.

- Proposed initiative 2: “Consider adding agency spend with the supplier diversity trend information to the Score Card.” Michelle Morin spoke that this is already occurring and that it is part of normal operations and does not need to be raised to the level of an initiative. Dean Stotler raised a point of order to consider that any work already occurring or that should already occur within government is not required to be an initiative of council.
- Proposed initiative 3: “GSDC identify Delaware based organization’s where we can increase our visibility, engagement, and communications to encourage their alignment with Executive Order No. 44 and overall GSDC mission.” Dean Stotler encouraged a conversation to consider how we advocate for filtering and access to the experience to continue to reach the bigger community of Delaware businesses. Cathy Imburgia asked if we could inquire about business license holders in the state, as a business owner she must hold a license and present it for contract opportunities, therefore a list must exist that perhaps we can leverage. Dean responded that there are limitations to the access that we may have to tax documents and records but that we can consider locations of information so long as it is not violative of privacy rights. He further offered that we consider how we capitalize to pull the business community together under this potential initiative. Dean further indicated that there are occasions in Public Procurement where the public could be better present for initiatives. Nick Callazzo indicated that he and public are not educated on those occasions when public can be present for public procurement and asked to be educated to the places and times where public and Council can provide value. He further suggested expanding conversations to various organizations and to Rotary and to further find outreach to the community at large. Ken mentioned the Business First Step website as a possible outreach point. Dean further indicated that thus far Council has focused on government as the economic engine and that this initiate to focus outside of government was well to consider the spend in the business community at large for the diversity and small business community. Further, the role and scope of council to look outside the state for business development functions is powerful. Theresa Brown Edwards indicated that this sounds like an initiate that is outside the current scope of what the state is doing. Ken asked for volunteers to work on this initiative. Volunteers include: Ken, Givvel, Michelle, Dean, and Theresa.
- Proposed initiative 4: “Consider the development of a dashboard that tracks indicators of spend and contracting with supplier diversity and small business community.” After conversation it was agreed, without vote, that this is already occurring and that it is part of normal operations and does not need to be raised to the level of an initiative.
- Proposed initiative 5: “Consider tracking the procurement and spend activity with those who self-report on the W9 but are not certified with OSD (\$25M in FY14), beyond that which is already reported to include W9 spend at the agency level.” After conversation it was agreed, without vote, that this is already occurring and that it is part of normal operations and does not need to be raised to the level of an initiative.
- Proposed initiative 6: “Explore options for targeted outreach to the expanding Delaware certified community, such as small business resources, funding

assistance, including DEDO business development support services and financial programs.” Michelle Morin indicated that this initiative focus on expanding the outreach to the certified community that is unaware of the offering as “Encourage DEDO to offer workshops and other outreach to meet the currently increasing questions of the certified community about the process of applying for economic development assistance including: workforce development, SSBCI, strategic funds, and other DEDO assistance. The certified diversity and small business community is inquiring in other to better understand the parameters of accessing DEO assistance to determine their eligibility prior to approaching DEDO, or to learn what DEDO offers to determine if they should approach DEDO.” Ken Anderson indicated these offerings are already happening. Michelle indicated that the community is not aware of some of the offerings and are inquiring. Theresa bridged the conversation that an immediate need is being requested by business owners to learn about economic development and other business assistance and that while these offerings exist the community is not seeing the offerings in the way that they are looking for the assistance. She continued that we can find new venues to outreach to the community to put the information being sought out to the community through other or additional channels then this may be an initiative for Council to consider. Ken agreed that helping a business owner find an immediate response is something that he does regularly. Dean indicated that he sees these becoming even more important as we get to the larger business model as some tool boxes are not easy to access and it may not be hard to deliver in a different framework. Ken indicated DEDO does a lot of one-on-one work with business owners and there may be an opportunity to evaluate a formal process of workshop delivery in addition to the one-on-one engagement. Dean asked if DEDO needed the support of Council for this. Cathy asked if diverse business owners were having their needs met. Nick suggested a piggy-back consideration between this potential initiative and the last one. He further indicated that in the Veteran events he attends that he also has these same questions posed to him that the diversity and small business community is asking OSD. Nick suggests we put focus on the ‘how to’ aspect of outreach for this initiate. Theresa offered a summary that she would support that this is a problem of riches where the community is asking questions and that you can’t have all of those call go just to Ken. She suggested that we consider spending time at council to create a better marketing plan of outreach for the larger community. Nick added that the adequacy of current outreach is there but the businesses are not connecting all of the information so that we could spend more time considering outreach improvement. Cathy suggested possible mentorship for some of this. Theresa suggested we consider the vantage point of the vendor as ‘give me the message and method to learn in the way I [business owner] want to engage with you’. Ken asked for volunteers to work on this initiative. Volunteers include: Ken, Nick, Givvel, Theresa and Michelle.

- Proposed initiative 7: “Identify national supplier diversity trends not currently addressed in Delaware in which the GSDC may have to research and make policy recommendations, if and when requested, to the Governor’s Office.” Dean suggested that we already do much of this but that we can focus on the policy

level for statutory and process change. He provided examples such as the standardization of templates, the 1 for 3 quote process, the eProcurement tools, and sole sources activities as all being connected to presenting an opportunity to focus change. Ken asked if Dean has an evolving policy for 'green' initiatives in the state. Dean indicated that there are three: green, recycled, and energy star, all of which are being focused on in contracting. Ken corrected that he meant from a new supplier trend. Dean furthered that the trends are important in the marketplace, for example contracting captures Delaware Businesses and capture and report on various trends such as Made in America – which is not yet public but will be identifiable without a preference attached in the eProcurement method. There are areas where the state would not be able to have accomplished without the push of council. For example the 1 for 3 under-threshold sourcing was moved forward with council support. The school districts are difficult and need formal letters from council from time to time. A new trend is the small business focus program, where the nation is starting to follow the leader now. We can leverage a constituency for the work we are doing. Nick added that in California and New York new trends are occurring for Service Disabled Veteran owned businesses with a tax incentive and he wants to consider that for council to consider at the next meeting. Ken asked for volunteers to work on this initiative. Volunteers include: Dean, Givvel, and Michelle.

- None of the above potential initiatives were voted on by Council at this meeting.
- New Business was raised as a topic. Cathy shared that she believes that progress was made by Council and the current administration and she shared her concern that a new administration may move backwards. Cathy pondered if council should move forward to put legislation in place to look for sustainability, formal structure, and accountability. Dean responded that there is a benefit to the Supplier Diversity and Small Business Focus program vendors and that the 'game changer' of the new Executive Order allowed for council to be part of the expectations of framing the programs. Michelle spoke to experience in two states, one with legislation and one with Executive Order and indicated that Executive Order allows for more nimbleness in working the programming and adding changes, such as the new EO44 signed not even one year ago. Cathy indicated that as a business owner she fears the change of a new administration. Ken suggested that Council choose Executive Order to make the changes in a timely manner and with the scope council recommended.

Next Meeting:

April 21, from 1030am to 12:00noon at DEDO in Wilmington.

Public Question / Comment:

It is unknown if any members of the public were on the phone as none self-identified. No questions were raised by the Public.

Meeting Adjournment:

Meeting adjourned by Ken Anderson, GSDC Chair, unanimously without abstention upon motion by Nick Callazzo and seconded by Givvel Marrero, at 4:34pm.