

MINUTES

BUSINESS DEVELOPMENT ADVISORY COUNCIL
500 S. GRAND CENTRAL PARKWAY, 4TH FLOOR
GOLD CONFERENCE ROOM & VIA WEBEX
August 10, 2022, 9:00 A.M.

Members Present:

David Eclips, Chair, McCarran International Airport
Ariel Davis, Vice Chair, Clark County School District
Darby Johnson, Spring Valley Chamber of Commerce
Kri Edholm, Kri Co Productions for Ginnie Salazar, Logistical Solutions
William Covington, Clark County Community Service Specialist
TaChelle Lawson, FIG Strategy & Consulting
Jennie Kim, EmpowHer Planning LLC for Faisal Suba, Alliance Mental Health Specialists
Ralph McNamara, Community Service for Laura Jane Spina, RAFI Architecture & Design

Alternates Present:

Bedford Jackson, Independent Contractor

Clark County Staff

Shani Coleman, Clark County Community & Economic Development
Catherine Jorgenson, Clark County District Attorney's Office
Trudy Harper, Clark County Purchasing and Contracts
Michael Bauwens, Clark County Administrative Services

Guests

Sonny Vinuya, Lt. Governor's Office, Small Business Advocacy
Andre Haynes, Armed Forces Chamber of Commerce
Vince Queano, Clark County Business License
Juana Hart, JHart Communications
William Wong, Las Vegas Asian Chamber of Commerce
Robert Young, Las Vegas Asian Chambre of Commerce

- I. Call to Order
David Eclips called the meeting to order at 9:00 a.m.
- II. Silent Invocation, Pledge of Allegiance
- III. Roll Call
Members introduced themselves via WebEx
- IV. Public Comments*
None
- V. Approval of June 8, 2022, minutes
Will motioned to approve the minutes. Ariel seconded the motions. All members were in favor.
- VI. New Member Recruitment for 2023-2024 term
Applications will be accepted beginning September 1, 2022, for approximately 30-45 days. Applications will be screened for minimum qualifications. BDAC will present their recommendations to the County Commissioners. They will make the final decision and appoint members for the new term. This item will be on the BCC Agenda on Dec. 6th or 20th. It will be advertised in the Newspaper, Commissioner's Newsletters and on Social Media. The application will be available after September 1st.
- VII. Special Assignments
 1. Legislation – Darby Johnson – Nothing new to report
 2. Marketing and Public Relations – William Covington -
 3. Advocacy – TaChelle Lawson – She attended the 10,000 Small Business Advocacy Days Summit in Washington D.C. One of the issues raised was inflation. Over 86% of Small Businesses are reporting that inflation is affecting not only their bottom line, but cost of services, affordability for new talent, workforce is a huge challenge and childcare. The rising cost of childcare for working parents is also providing a problem for small businesses because wages cannot go up. Another issue was the reauthorization of the Small Business Administration. There seems to be a lot of concern around what a small business technically is and how it classifies. For example, I have five employees and I'm a small business, but a company with 500 employees is also a small business. So there needs to be potentially some reauthorization to redefine and categorize what a small business is.
 4. Speaker Bureau – Ginnie Salazar – Kri Edholm said that Ginnie has been in touch with Boyd Gaming Diversity Team and is waiting to hear back to confirm a

speaking date. Ginnie has been in conversation with Juana Hart, and she will be the speaker in October on Marketing.

VIII. Small Business Opportunity Program (SBOP) Update

Shani said that 6 of the 12 modules have been completed including the videos. They are building out the technical platform for the education piece. The additional funding to expand SBOP to Supplier Diversity is still moving through Congress, so we are excited about that. She met with the Director of the Host Committee of the Super Bowl to talk about how we incorporate small businesses into that event. We talked about potentially using SBOP as a platform or another resource for that. We are still having conversation about what that actually looks like. She hopes to have something in place that allows small businesses to benefit from events like the Super Bowl.

IX. SBOP Alumni & Friends Mixer

- Vote to Finalize Agenda – Ariel is working on confirming/finalizing the speakers and should have the final agenda at the October meeting.

Ariel brought up the previous conversations of having the event virtually or in-person depending on the conditions. Shani spoke with the Chief Strategy Officer and said we do have the capability to Zoom from the Commission Chambers if we needed to do a hybrid model. We can discuss final details at the October meeting.

Will asked if funds were available for refreshments at the SBOP Mixer. Shani said they are using some funds from the Economic Development budget for refreshments and marketing.

Shani and her team will be working on a link and registration page for the event.

- Market Event on social media or Linked In
Will said that once everything is finalized, we can begin to post the flier in the SBOP Newsletter, Commissioners' Newsletters and have everyone send out to their contacts and network of businesses. Shani is having the flier updated to current branding standards.

X. Informational Items

a. Announcements

David said that the CTOBC will take place on Oct. 4th at the LVCVA from 8:00 – 12:00. Businesses will leave a business card and capabilities statement that will be used as their registration and how attendance will be tracked.

TaChelle said that NAWBO is taking applications for Women of Distinction Awards. Also, there are several grants available for MBEs and WBEs. She will share the link with every to send out to their network of businesses.

Andre Haynes with the Armed Forces Chamber of Commerce said the Chambers is hosting a Network Mixer every Wednesday and alternates each week in a different location. The next mixer is on August 17th at the Boulder City Library. They will be recognizing Dr. Joel Hardy who is a Veteran and State Senator. On Oct. 30th it will be their 4th Annual Trunk or Treat at the Centennial Hills Library. www.armedforceschamber.com or (702) 518-8847. He will send David the flier.

Kri Edholm sits on the Board for Gay & Lesbian Chamber of Commerce of Nevada, and they are giving away \$10,000 in grants to gay & lesbian owned businesses and allies. The deadline to submit for the grants is August 19th. www.glccnv.org

Sonny Vinuya with the Lt. Governor's Office, Small Business Advocacy, and his job is to give out information. He asked that members share this type of information, and he would help distribute.

b. Business Outreach - None

c. Identify emerging issues to be addressed at a future meeting

Ariel asked who to send the announcements to distribute. Shani said to send all announcement to Will and copy Shani, and they will work on distribution through the SBOP Newsletters and other opportunities that are available.

William.Covington@clarkcountynv.gov

Shani.Coleman@clarkcountynv.gov

TaChelle raised a couple of concerns around advocacy and asked if this is something we should be discussing in detail as a Board, so we are able to be more of a resource for small businesses. Shani said there a section in the Board's duties about advocacy to talk through these things as a Board. TaChelle said it's not just sharing an announcement. It's talking more about how we can solve these problems. She would really like that to be the plan moving forward. Shani said that is her understanding and that it is part of your role is to provide solutions and information to her and County officials to see what options and opportunities are available to address them. TaChelle said that the previous meetings felt like an information gathering session vs. diving deep into solving some of these problems. She will make sure to bring it up at the October meeting under the Advocacy section of the agenda. Shani read the following BDAC Member Duties:

- Promote the County's equal business opportunity program;
- Study and advise the Board of County Commissioners on methods to enhance the County's equal business opportunity program, including input on the County's website access and information for businesses;

- Develop a list of contacts in order to work with agencies and organizations involved in aiding and promoting local, women-owned, minority business enterprises and emerging small businesses;
- Work with the Nevada Governor's Office of Economic Development and the Clark County Small Business Opportunity Program (SBOP) to identify new businesses;
- Provide an annual report to the Board of County Commissioners regarding the activities of the COUNCIL; and
- Participate in the SBOP by being a mentor, contribute to the COUNCIL and newsletter, serve as a chair or member of a subcommittee to report activities and attend the COUNCIL meetings.

Shani said this means to her that as a Board, you are having conversations and providing feedback for the County to take into consideration. TaChelle said that she interprets the same way, although she is sure she is not the only one that feels that this is not the way these meetings have been going. That is why she asked for the clarification. Shani said that is a discussion that should be as a Board and discuss how to manage these meetings and how to handle those conversations. What you are talking about falls squarely in with the outline of duties and responsibilities of the Council's purview. TaChelle asked David as the Chair if they could set up a call to discuss how to make the meetings more impactful and informative. David and TaChelle will have a conversation about what the expectations are and bring it as an item at the next meeting. Shani suggested adding to the next agenda under Special Assignments called 'Meeting Protocol' and add 'For possible action' so there can be discussion and have the option to vote, if needed. The County provides a level of support, but as a Council, there is some level of freedom and discretion about the content of these meetings. So, if you want to move away from less announcements to more debate and/or discussions to provide advice as an advisory Council.

Sonny Vinuya of the Lt. Governor's Office, Small Business Advocacy, understands completely TaChelle's question and concerns. My job is to collect the challenges small businesses are having and make recommendations for improvements. Our office is small having only two people; one in Northern Nevada and Sonny in Southern Nevada. They are working on the classifications of small businesses. An issue we have seen is a small business with 1-5 employees vs. 1-100 employees. There is a lot of overlap when it comes to our resource partners such as SBDC and Nevada Co-op. They help small businesses, and we are doing the same thing in some capacity. We are trying to streamline it so one can serve businesses that have 1-5 employees, 1-15 employees, 1-20 employees, etc. Think about if you have a business with 1-5 employees, you are intimidated to be in the same class as a business with 250 employees. It's a nightmare to try and find the definition of a small business. He looks forward to collaborating with BDAC on this. TaChelle has contacted Sonny by email to discuss.

XI. Public Comments *

Will added that he looks forward to Juana Hart's presentation at the next meeting.

Sonny referred to the mention of the Super Bowl earlier in the meeting and said it is a great idea. From experience, two of their small businesses were invited to the Draft when it was in Las Vegas. They were not prepared and not certified. He suggested getting businesses prepared for when they are selected. Shani said they hope to have SBOP up and running. Part of the conversation with the Super Bowl is SBOP will be the training platform that they need to be prepared to respond appropriately. They are also discussing certification. SBOP & Clark County are self-certified. DOA is the only agency that requires DBE certification. All other agencies are self-certified. Only if you are doing business with DOA do you need a DBE certification. They are determining if the Super Bowl will be open to self-certification, which most small businesses are in Clark County. TaChelle said this something small businesses need to be aware of. There are varying requirements amongst certifications and that all certifications are not created equal. Shani said that if the Super Bowl is going to require certification, we will need to work on getting a certification program up and running with David's team for DBE certification and potentially other agencies for all other classifications.

XII. Next meeting date: October 12, 2022

XIII. Adjournment: The meeting was adjourned at 9:50 a.m.

*Comments by the General Public – A period devoted to comments by the general public about matters relevant to the Council's jurisdiction will be held. No vote may be taken on a matter not listed on the posted agenda. Comments will be limited to three minutes. Please clearly state your name for the record. If any member of the Board/Council wishes to extend the length of a presentation, this will be done by the Chair or the Board/Council by majority vote.

This is a public meeting. The agenda has been posted in the following locations in conformance with the Nevada Open Meeting Law:

Clark County Government Center, 500 S. Grand Central Pkwy, LV, NV
Regional Transportation Commission, 600 S. Grand Central Pkwy, LV, NV
Clark County Aviation, McCarran International Airport, 5757 Wayne Newton Blvd. LV, NV

We are pleased to make reasonable accommodations for members of the public who are disabled. If special arrangements are necessary, please notify the County Manager's Office at (702) 455-3530. Advanced notice of twenty-four (24) hours is requested.

Copies of non-confidential supporting materials provided to the Council are available upon request. Request for such supporting materials should be made to Trudy Harper at (702) 455-3092 or tharper@clarkcountynv.gov Clark County Purchasing and Contract Division, at 500 S. Grand Central Parkway, 4th floor, Las Vegas, NV 89155 and are available on-line at www.clarkcountynv.gov.