

MINUTES

BUSINESS DEVELOPMENT ADVISORY COUNCIL
500 S. GRAND CENTRAL PARKWAY, 4TH FLOOR
GOLD CONFERENCE ROOM & VIA WEBEX
October 12, 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 9:04 a.m.

- II. Silent Invocation, Pledge of Allegiance

- III. Roll Call
Members introduced themselves via WebEx

- IV. Public Comments*
Shani reminded everyone that the deadline for BDAC applications for the 2023-2024 Term is October 16, 2022.

Will informed everyone that there is a Meet & Greet today at 10:00 a.m. here at the Government Center in the Amphitheatre with the Job Order Contractors. Representatives will be present from SAVI Construction, Trane Construction and Sletten Construction. Commissioner Kirkpatrick will be Kicking off the event in the Commission Chambers.

- V. Approval of August 10, 2022, minutes
TaChelle motioned to approve the minutes. Ariel seconded the motion. All members were in favor.

- VI. Special Assignments
 1. Legislation – Darby Johnson
None
 2. Marketing and Public Relations – William Covington
Will said they continue to work on the Newsletter and find more ways to share the information. They are hoping to do some sponsored ads through social media and on the Community and Economic Development webpage. It will also be shared with local agencies and Chambers of Commerce.
 3. Advocacy – TaChelle Lawson
 - Discuss ways to identify, explore and recommend solutions for issues facing small businesses – David & TaChelle met and discussed advocacy and would like to explore more ways we can help small businesses. As TaChelle brought up last meeting, as opposed to just reporting on advocacy, such as the issue to reauthorize the Small Business Administration – redefining what small business means. The reason she brought up this issue is that she is a small business owner. I am classified the same as a company with 500 employees, but I only have 5 employees. This Council should be discussing ways to solve that problem, opposed to just reporting on it. David & TaChelle agreed that we should use this

time to discuss in more detail the ways we could more benefit our community. David said that it would be a good Segway moving forward for this Council. That raises TaChelle's next question: *Should we be leaning more towards the Board of County Commissioners (Board) to report what they are hearing in the small business community and not just the advocacy seat?* How can we make this more impactful? I usually report on large issues. We live and breathe in this community so what can we do during this one-hour every two months and open it up to everyone and not just one person reporting?

Will commented that it is a fine line, and we need to stay in our scope as an Advisory Council to Clark County, so that is something to keep in mind and how we should approach this.

TaChelle responded with what is the difference in discussing vs. advising. We would be bringing up issues that Clark County could take and run with. We are not telling them what to do. We are raising the issues within our community.

Will responded that he wanted to point out that our scope was meant to advise Clark County. TaChelle responded that she is fully aware of what the scope is.

Catherine, legal counsel, said that the Clark County Code 3.56.090 explains the Council duties are broad, although they are limited to advising and promoting. One question she has for Trudy, not having bylaws in front of us, and wondering if there is one way to discuss specific things would be to indicate in the bylaws how one would put on the agenda. She is unsure if our bylaws specify that. Something to consider when requesting to add an agenda item is 'What is the topic' and "What would be the possible Action'. That puts us in a better position to determine that it fits within the Council's scope and sufficiently defined to meet the Open Meeting Law.

TaChelle said that it makes sense and wants to verify if she understands correctly. Under Special Assignments, she would still be reporting on Advocacy in the small business community as she normally does, then there would be an additional agenda item where we could go into more detail on a specific topic. Is she understanding that correctly?

Catherine said absolutely. An agenda can be structured many ways. It would work the way you described. The Council has the authority to discuss ideas and provide advice. Depending on what the actual topic is and the action we are seeking, she suggested reviewing Clark County Code 3.56.090.

4. Speaker Bureau – Ginnie Salazar - Juana Hart, J-Hart Communications LLC, provided a presentation on Marketing. Juana is a Business Communication Consultant that specializes in helping small businesses and non-profit organizations get visibility, credibility and buy-in when they need to increase their revenue. She has extensive experience in broadcasting, marketing, media relations, television production and business administration.

Juana provided an extremely informational presentation on marketing your business. To obtain a copy of the presentation, email tharper@clarkcountynv.gov.

Bedford said the presentation was outstanding and the Council agreed. It was well-needed and touches base with what was previously discussed about advocacy. We can use that presentation as a Council to then to spread the word as marketers for the Commissioners now that we have the education program back in place.

VII. Small Business Opportunity Program (SBOP) Update

Michael provided an update of the progress. They just completed the 12 modules in English and are working great. The Spanish modules should be completed next week, which we will need to be tested. We will then need to go over the applications. Overall, it is progressing smoothly. David asked if they have a go-live date. Shani said not yet. We still need to figure out the interface between the applications and the actual learning system by how people apply and that translate into the database by those that do the learning. We are unsure how long that part will take. Once we start having those conversations, we will have a better idea.

VIII. SBOP Alumni & Friends Mixer

- a. Finalize details - Ariel reported that we are in the final stages of the details for the event. Ariel shared a final draft of the agenda with the Council. The Speakers can send their presentations to Trudy. The Mixer is on December 13th here at the Government Center. It will start in the Commission Chambers from 9:00 – 11:30 and then will move to the Pueblo Room for Networking and refreshments. Shani said the event is a hybrid and will also have Zoom capabilities. Commissioner McCurdy is confirmed to speak and kickoff the event.

- b. Informational Items

- a. Announcements – David thanked all those that attended CTOBC. There were 240 businesses and 89 Exhibitors in attendance. Will wanted to inform members that Shani and Michael were recognized at the Dec. 4th [BCC Meeting](#), Item #70, for the outstanding work they are doing. They was also a write up in the [Bloomberg Magazine](#). Will also informed member that Nevada has received \$112.9 million for loan and capital venture programs. Shani added that it is called the SBCI, Small Business Credit Initiative, and the state is going to set up 3 programs: 1. Small Business Micro-Loan Program that should be released at the beginning of 2023; 2. Collateral Program where collateral is provided to small businesses that

struggle to get; 3. Venture Capital Program for scalable businesses like Technology, Apps, etc., where it works faster and the State puts in matching dollars to provide venture capital dollars for those types of businesses. More information will follow if we are awarded the funding. The State has not set up the programs yet to be able to distribute the money.

b. Business Outreach

Will serves on the Board for the Blind Services of Nevada that provides services for the blind and disabled. The provide catering and recycling. He can arrange a tour of the building if anyone is interested.

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

Jennie Kim brought up that the BDAC meetings are conflicting with the Governor's Office, Business & Industry Roundtable meetings that have over 50 attendees statewide. She requests discussing moving the meeting to a different time or date. Shani said with the new members/term, they could discuss the meeting schedule.

Shani & her team are currently reviewing application for the BDAC new term. Appointments should be on the Dec. 6th BCC meeting. A meeting will be scheduled for January to discuss 1st meeting agenda and meeting schedule.

IX. Next meeting date: December 14, 2022

X. Public Comments: None

XI. Adjournment: The meeting was adjourned at 10:07 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.