

LOS ANGELES COUNTY SMALL BUSINESS COMMISSION OUTREACH SUBCOMMITTEE

Minutes

Friday, June 10, 2016

Item 1: Call to Order: Commissioner Essavi chaired the meeting in the absence of Chair Hershey.
The meeting was called to order at 11:04 a.m.

Item 2: Roll Call and Confirmation of Quorum: The quorum requirement was met.

Present: Kerry Doi, Jozef Essavi, Lisa Miller, Keith McCarthy

Absent: Denis Quinonez, Christine Hershey

Staff: Debbie Cabreira-Johnson, Sabra Purifoy, Christian Olmos, Ariel De Guzman, Keven Chavez, Espie Hernandez

Public: Cecilia Wu

Item 3: Chair's Opening Remarks

The agenda item was tabled for a future meeting.

Item 4: Action Item: Approval of Minutes for the Outreach Subcommittee Meeting on November 4, 2015:

Commissioner Miller moved to approve the minutes of November 4, 2015. Second by Commissioner Doi. Motion passed.

Approval of Minutes for the Outreach Subcommittee Meeting on April 8, 2016: Commissioner Miller moved to approve the minutes of April 8, 2016. Second by Commissioner Doi. Motion passed.

Item 5: Small Business Week Expo Update (May 5, 2016)

Mr. Olmos announced that the expo was a success. There were about 300 attendees. Contracting opportunities were provide and other great resources. He thanked Commissioner Wu, Commissioner Kim, Commissioner Hershey and Commissioner Hampton for attending and supporting the Department's efforts.

Requests Made:

- Recording future events and uploading then on YouTube (Commissioner Miller)
- Have a Small Business Week Expo in the Valley (Commissioner Miller)

Item 6: Wage Enforcement Program Outreach Plan Update

Mr. Chavez informed the commissioners about the Department's outreach efforts. The Department has added a webpage about the Wage Enforcement Program. It has valuable resources both for businesses and employees. He program has been publicized in social media channels (Facebook, Instagram, etc.). Other outreach efforts included:

- Television interviews

- Bus advertisements
- Radio ads
- 30 second PSA's

Ms. Purifoy indicated that a great turn out is expected at the Business Resource Fair on Jun 30, 2016. The fair will offer small business owners with resources and educational material.

Requests Made:

- Capture the value of events through pictures and video. (Commissioner Miller)
- Have a Small Business Week Expo in the Valley (Commissioner Miller)
- Resend to commissioners the Small Business Week Expo flyer (Commissioner McCarthy)

Item 7: Small Business Utilization and Small Business Initiative Outreach Update

Ms. Cabreira-Johnson stated that Department is working with KH Consultant Group to change the three ordinances below to allow preference amounts from 8% - 11%. The online registration portal is also changing to allow capturing demographic information.

- Disabled Veteran's
- Social Enterprise
- Local Small Businesses

Small Business Roundtables will held in each Supervisorial District. Its goal is to attract more local small businesses to get certified. The certification allows the County to keep track of local small businesses. 940 businesses have inquired about the certification process. The Department is trying to increase the number of certifications.

Requests Made:

- Provide incentives/awards/recognition to those local small businesses that recruit other businesses to get certified (Commissioner McCarthy)

Item 8: Business Registration

Treasure Tax Collector and the Department are working on a motion to register businesses. This will allow the County to identify and track businesses. The registration fee will be about \$200, and will require an annual renewal.

Item 9: Department Update: None

Item 10: Future Agenda Items: None

Item 11: Public Comment: None

Item 12: Adjournment

The meeting was adjourned at 12:01 p.m.