

Los Angeles County Small Business Commission Outreach Subcommittee Meeting Minutes

Friday, October 14, 2016

Item 1: Call to Order:

Commissioner Jozef Essavi called the meeting to order at 11:04 a.m.

Item 2: Roll Call and Confirmation of Quorum:

Roll call was taken and the quorum requirement was met.

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

Absent: Christine Hershey, Denis Quinonez

Staff: Joel Ayala, Amanda Hernandez, Christian Olmos, Elina Patatanyan

Public: None

Item 3: Approval of Minutes for Outreach Subcommittee Meeting

- **August 12, 2016:** The motion to approve the minutes was moved by Commissioner Miller, Seconded by Commissioner McCarthy. Motion passed.
- **June 10, 2016:** The motion to approve the minutes was moved by Commissioner Doi, Seconded by Commissioner Miller. Motion passed.

Item 4: Wage Enforcement Program Outreach Strategy

Elina Patatanyan, from DCBA's Wage Enforcement Program, provided an overview of the program's outreach strategy. The strategy includes wage investigators doing proactive visits to businesses in the unincorporated areas of Los Angeles County and providing education on the minimum wage ordinance, and information about DCBA resources and programs.,

- The Commissioners would like to know of any success stories in regards to wages being paid.
- The Commissioners would like Wage Enforcement to provide a follow up presentation at the next Outreach subcommittee meeting

Item 5: Small Business Utilization Update

Christian Olmos, from DCBA's Small Business Services, provided an outline of the Small Business Services outreach strategy, and Small Business Advocate Program. Mr. Olmos also discussed the new branding scheme for social enterprises: *LA County Contracting Connections*, and the development of an SBS digital toolkit for Small Business and partners.

- Commissioner Miller requested a sample of the digital toolkit, when available

Item 6: Small Business Outreach Events:

Mr. Olmos also provided an overview of outreach events Small Business Services has hosted and attended. Small Business Services has participated in 64 events, with the targeted purpose of providing information and resources to small business owners. Mr. Olmos also shared “success stories” from business owners resulting from the outreach events.

- Commissioner Doi would like more information on the number of businesses the department has connected with, and how many of the interactions lead to certification. Mr. Olmos will provide an update at a future meeting but noted an issue with the length of the certification period, which Small Business Services is working to improve.

Motion: Commissioner Miller moved that the Outreach Committee present the idea of a round table discussion with businesses whose licenses are expiring and find out why they are not renewing their certification to the Small Business Commission; Seconded by Commissioner Doi. Motion passed.

Item 7: Department Update:

DCBA Chief Deputy Director Joel Ayala provided the department update, which included the contract between DCBA and the City of Santa Monica to enforce Santa Monica’s wage ordinance. Mr. Ayala explained that DCBA will handle the city’s wage compliance efforts, and other cities may partner with DCBA as well- including the City of Long Beach and the City of Pasadena. DCBA is also working with the Koreatown Immigrant Workers Alliance (KIWA) to develop wage enforcement outreach plans.

Item 8: Future Agenda Items:

Commissioner Miller would like more information about homeless women veterans and explore ways the Small Business Commission can provided assistance.

Commissioner Present roundtable motion at the full Commission meeting on October 19, 2016

Commissioners would like to hear “success stories” resulting from DCBA in regards to DCBA outreach on Small Business Services and Wage Enforcement.

Item 9: Public Comment:

None

Item 10: Adjournment

The meeting was adjourned at 12:05 p.m.