



**Business Enterprise Council**  
**OUTREACH SUBCOMMITTEE MEETING**  
**Tuesday, November 26, 2019**  
**1:30 pm – 3:30 pm**  
**Room 4-404**  
**Via Teleconference Number - 888-494-4032**  
**Access Number - 2587213722**

## **Minutes**

### **SUBCOMMITTEE COUNCIL MEMBERS IN ATTENDANCE**

Emilia DiMenco; Alex Bautista; Bola Delano; Jesse Martinez; Sharron Matthews; Hedy Ratner (via telephone);

### **SUBCOMMITTEE COUNCIL MEMBERS NOT IN ATTENDANCE**

Karen Eng; Khari Hunt;

### **OTHERS IN ATTENDANCE**

N/A

### **COUNCIL SECRETARY**

Radhika Lakhani

### **CMS STAFF IN ATTENDANCE**

Kori Acosta; Steve Booth; Paul Kuchuris; Irma Lopez; Radhika Lakhani



**Business Enterprise Council  
OUTREACH SUBCOMMITTEE MEETING  
Tuesday, November 26, 2019  
1:30 pm – 3:30 pm  
Room 4-404 JRTC  
Via Teleconference Number - 888-494-4032  
Access Number - 2587213722**

**AGENDA**

- I. Welcome
- II. Call to Order
- III. Roll Call
- IV. Posted Business
  - Approval of August 12, 2019 and September 24, 2019 Outreach Subcommittee Meeting Minutes
  - Update on Attendance Policy
  - Update on Program Reception for all New Directors
  - Update on One-Pager Language
  - Update on Onboarding File
  - Update on Pending Legislation at the Committee and Council Meeting
  - Update and Review of Outreach Strategic Plan
  - Update on Key Performance Indicators
- V. Define Action Items
- VI. Suggestions for full Business Enterprise Council meeting agenda item(s)
  - Next Council Meeting – December 9, 2019
  - Next Subcommittee Meeting – January 28, 2020
- VII. Public /Vendor Testimony
- VIII. Adjournment



**I. Welcome**

Chair DiMenco welcomed everyone to the meeting.

**II. Call to Order**

Chair DiMenco called the meeting to order at 1:33 pm.

**III. Roll Call**

Ms. Lakhani conducted roll call. Member Martinez motioned that Member Ratner be counted towards the quorum. Member Delano seconded. All agreed. Quorum was established.

**IV. Posted Business**

- **Approval of August 12, 2019 and September 24, 2019 Outreach Subcommittee Meeting Minutes**

Member Ratner motioned for the approval of the minutes for the August 12, 2019 and September 24, 2019 Outreach subcommittee meetings. Member Delano seconded. Member Martinez abstained due to not having been there. All others approved. The motion was passed.

- **Update on the Attendance Policy**

Member Bautista summarized the discussion at the last Council meeting regarding the attendance policy. He stated that questions raised there mirrored questions asked at Outreach Subcommittee meetings. Member Bautista said that Sharla Roberts asked if the attendance would be published and that he confirmed it would be going forward. He reported that it went very well and there was some concern from business owners.

Member Matthews brought up payment incentives for non-governmental members to encourage attendance. Chair DiMenco stated she would require more information on how organizations handle payments in order to form a decision. Member Matthews stated that the topic of stipends would need to be put on the table in order to be researched. Member Martinez suggested the topic be moved to the board rather than leave it as a topic in the Outreach Subcommittee. Chair DiMenco moved that the next steps be; (1) to remind the full Council that their input is needed, (2) that this topic be placed on the agenda for the full Council meeting on December 9<sup>th</sup>, and (3) that the issue of payment be directed to the full Council to be discussed and move forward. Member Bautista seconded for the topic to be opened for discussion. Discussion was opened. Member Bautista stated he hesitated to make membership a paid position for business-owner members. He said that he would like the pros and cons outlined rather than simply implementing stipends and potentially finding out later that it had no impact on attendance. Member Martinez suggested that polling business-owner members directly may be the easiest way to find out whether payments would work.

Member Delano suggested complacency may be the issue and that new energy may need to be brought in. Member Matthews stated that for government members, this is a paid board. She said business-owner members may also want their time to be paid. Member Martinez suggested that the board may not hold enough interest that would add value to their time spent attending meetings and



make it worth their while. Chair DiMenco said that unpaid volunteers that took part in boards while she worked at BMO Harris were there because of their passion for the work. Chair DiMenco revised her motion by removing the 3<sup>rd</sup> step from her motion until the Outreach Subcommittee could have further discussion and determine what is the best step. Member Matthews rejected the motion.

Member Bautista offered that he has entertained stepping down but explained his passion for the group drives him to make personal sacrifices to participate. He supported Member Martinez's idea about polling the business members and Member Delano's idea for bringing in "new blood". He said that if someone is experiencing hardship, perhaps a reimbursement is in order, but stated being unsure whether there is much hardship attached to attending the meetings. Member Bautista advocated for being educated in what the obstacles to attendance may be and agreed that the issue is better suited for CMS. Member Delano stated that the subcommittee is here in an advisory capacity and that the Council in their ruling capacity has the onus of making the decision and making the changes. Chair DiMenco requested a motion be made on the next steps. Member Martinez reiterated his previous suggestion of taking a poll. Member DiMenco motioned that (1) the subcommittee reach out to the full council for input on the attendance policy, (2) bring it to the full Council meeting on December 9<sup>th</sup>, and that (3) the staff will poll the full Council regarding the barriers to attending meetings. Member Martinez seconded the motion. All agreed.

- **Update on Program Reception for all New Directors**

Ms. Lakhani reported that the idea of holding a reception for all new Directors was brought to the Director and is awaiting a decision to be made after it is discussed with the Governor's Office. Member Martinez pointed out that it is middle management that is more directly responsible for meeting BEP goals than the Directors, who are the ones who are held directly accountable. Ms. Lakhani explained that they are aware of that and trying to address that. She stated that they are working on trainings for all the agency the BEP liaisons and APOs, so that it is understood that compliance and reporting are not optional. Ms. Lakhani added that these trainings will detail how BEP and B2GNow work and what is expected of them. Mr. Stone stated that the new compliance plan commitment letter includes lines for the BEP liaison and purchasing officer in addition to the line for the Director so that everyone is on the same page as to what that commitment is. Member Matthews agreed with Member Martinez that procurement personnel are not always aware of BEP. She added that implementation would have to go deeper. Chair DiMenco added that this is an issue for compliance. Member Delano proposed bringing in the Directors, then having the Directors pass the information down. She emphasized that it is the foot soldiers need to be fully aware of what BEP is looking for. Member Bautista agreed with Member Martinez that it is important for the Directors to be introduced to BEP then have them be educated in compliance. He suggested having a tool such as self-paced training on OneNet to educate everyone about BEP compliance. Chair DiMenco motioned that the next steps be (1) await on the decision from the Director's Office regarding the program reception for all the Directors and (2) that the subcommittee continue to think about engagement and outreach to business owners and those who do business with BEP through business owners, and (3) as Member Bautista stated, to recommend computer-based orientation to BEP be



made available on OneNet. Member Martinez seconded the motion. All agreed. The motion was passed.

- **Update on the One-Pager**

Chair DiMenco discussed the idea of having two one-pagers, one outlining the statute and the other detailing how BEP fits into the State's ecosystem. Ms. Lakhani stated that she handed-in a one pager for comments and that there was discussion about adding additional images, but that she has not yet received word back on what changes she needed to make. Chair DiMenco said the one-pager outlined the purpose of BEP, but that it was not clarified how BEP fits into the State's ecosystem of purchasing and that a diagram could be of help. Member Matthews stated that she thought it was a marketing piece but saw it was very technical. In addition, she suggested that the word "disadvantaged" be changed to perhaps "underserved" or another word due to "disadvantaged" being a word frequently used to refer to clientele of her agency, the Illinois Department of Human Services. Mr. Stone clarified that the State parses out the nomenclature into categories for example, Minority Business Enterprise (MBE), while the federal government uses "Disadvantaged Business Owners". He confirmed that BEP uses the State nomenclature. Chair DiMenco moved that the next step be that after full Council suggestions are taken into consideration and a diagram added, the document be submitted to marketing for final mock-up, then return to the subcommittee for final review. Member Martinez seconded. All agreed. No abstentions.

- **Update on Onboarding File**

Member Bautista requested a history of what preceded BEP from Member Matthews for historical context in order to work it into the onboarding file.

- **Update on Pending Legislation at the Committee and Council Meeting**

Mr. Stone reported that SB3544 was passed with modifications. He also stated that SB177 was passed and that it includes reciprocity for certifications from outside entities. Mr. Stone said it has not yet been signed by the Governor, but the outlook is positive. Chair DiMenco commended the State and explained that her organization has a memorandum of understanding with the State which works really well. She said the State can always come in and perform an audit on a regular basis. Ms. Lakhani emphasized that there were no additional steps to be taken by the vendor. Mr. Stone stated that the same bill allows BEP to collect damages from vendors who violate agreements and can begin pursuing such. Ms. Lakhani said the goal is it would be presented to the Council on the 9<sup>th</sup>.

- **Update and Review of Outreach Strategic Plan**

Ms. Lopez stated the Director requested Outreach do a statewide Road Show. She reported that the Regional Economic Development Team at DCEO (Illinois Department of Commerce & Economic Opportunity) also requested to join BEP Outreach on a Road Show which offers BEP better resources, venues and partnerships to tap into. She said that at the BEP Construction Development Center event at Prairie State, the Director offered their venue and to co-host a construction, professional service and IT event which would be of tremendous help to BEP. Ms. Lopez added that the Associate Director of the Peoria Black Business Alliance also requested BEP hold an event at their office. Ms.



Lopez explained that she is still seeking partnerships in the Health Industry and was looking towards the Managed Care Organizations which have been hosted by the Chicago Urban League in the past and was a very successful event. She said it was surprising to see that larger companies were unaware of BEP. Lastly, Ms. Lopez spoke of recreating an event from two years ago put together with the Chief Procurement Office in Springfield in which the CPOs from the agencies met with vendors. Chair DiMenco suggested having meet & greet tables at the Road Shows. She explained that each table would have a procurement officer and a vendor, who would have 90 seconds to make their pitch, a horn sounds and the vendor moves to another table. She stated that that way a vendor doesn't feel pressured to continue if it's not a correct fit. Member Martinez pointed out that (the State) is the popular kid at the moment because the State has a lot of construction projects and that upcoming projects should be identified and showcased. Ms. Lopez agreed. Member Matthews suggested holding face-to-face pre-bid conferences. Ms. Lopez agreed adding that a staff person from Member Matthew's agency has been key in identifying and networking with vendors for specific procurements. Member Delano stated that through her own analysis, she has identified three tiers of clients; the primes and subprimes, the vendors we are working to network with, and the vendors who are there to handle the nuts and bolts. She continued, saying that from a BEP perspective, getting those contracts makes a difference in the local and regional economy which is what BEP is all about. Member Delano pointed out that care should be taken not to duplicate the work of DCEO and that perhaps the subcommittee should revisit this concept of the three tiers to see how outreach may be extended to those who would not otherwise have access. Member Matthews offered that bids of a certain amount have pre-bid conferences that vendors be encouraged to participate in. Ms. Lopez suggested that could be something done across all agencies and for a BEP staff member to be present at each pre-bid conference to assist with vendors who are not certified. Member Matthews offered that trained BEP liaisons could also be there if BEP staff are not available. Ms. Lopez stated that the BEP liaisons are always very appreciative of the training received by BEP. Member Matthews stated she could recommend at the Council meeting that pre-bid conferencing be made an item that is promoted at a high level.

Chair DiMenco suggested making suggestions on best practices to be shared with all the procurement offices. Member Martinez offered to provide a draft of best practices.

He said to Ms. Lopez that each agency could come to events to discuss their current projects with vendors. Member Bautista discussed that part of the subcommittee's role is to remove and identify barriers and that at the end of the day what does the outreach program strive for and what sort of strategies should be developed? Member Delano pointed out that the barrier is whether the vendors get a contract and how to get the matchmaking to work. Chair DiMenco suggested next steps be (1) give Ms. Lopez feedback to consider, (2) pull together a best practice list, and (3) in order to continue identifying barriers and sharing tactics to further the strategy, conduct a brainstorm session at the next meeting, looking at the best practice list for influence. Member Matthews seconded the motion. No further discussion stated. All agreed. The motion was passed.

- **Update on Key Performance Indicators (KPIs)**

Chair DiMenco introduced the discussion and suggested to start with what data is available to the subcommittee. Member Bautista deliberated about identifying feedback mechanisms and properly routing issues. Mr. Stone stated that CMS hired full time data analyst. He said contacts will be reached via targeted email, using Mail Chimp, to send notifications on events, pre-bid conferences, as well as for customer service needs. He added that this will assist in further refining how contacts are targeted and that it will be the first time CMS has ever used targeted email for vendors and they are



excited about it. Mr. Stone stated that telecommunications will be utilized to track incoming calls, how calls are classified, and when calls are received. He said branding is being worked on including the logo. Mr. Stone continued, stating that webpage traffic will also be tracked. Member Delano asked for the objective. Mr. Stone stated it is to start capturing information about vendor interactions within a four month timeframe. Chair DiMenco motioned for the next steps to be to (1) look at what is being counting today, such as how many people Irma comes in contact with, how many are certified, and if Mr. Stone could (2) share CMS's vision with the subcommittee next time. Member Martinez seconded. All agreed.

Chair DiMenco then asked if there was any further discussion. Member Bautista summarized that this is catching up and stated concerns about global process improvement that could be driven through compliance that should be made as a sustainable improvement. He pointed out that there is a need to identify the barriers to utilizations and potential pitfalls for subprimes, which must be addressed, such as with bidding. Mr. Stone agreed and stated that if someone has a complaint, he would hope that they reach out to VOIP system or the webpage where it can be tracked. Speaking to the broader question, he said if the program doesn't have the credibility to stand on its own then it can never thrive and that much of that substance of that work occurs on the compliance end. He affirmed that the Director and the Administration take it very seriously. Mr. Stone said that the liquidated damages program is as aggressive as any found in the United States. He pointed out the goal-setting formula is being worked on and that utilization has improved over the last three years.

Member Delano noted that it is the same vendors that get business all the time. She recommended taking a look at the fair practice model and include some of the positive aspects that are designed to target minorities, women and people with disabilities. Member Delano advocated for developing a proactive sustainable process that included interaction with human beings leading them through the next stage, after certification. Member Bautista stated it is not enough to graduate people out of the program, but to see something all can be proud of. Member Matthews indicated that there are barriers to each aspect of the program that need to be identified and that they need to have that retreat to work out a plan of attack to resolve those barriers. Chair DiMenco motioned the next steps be (1) get a current diagram of KPIs (2) extend the diagram and (3) make sure to address those barriers at the next meeting and brainstorm some possible solutions. Member Martinez seconded. All agreed.

#### **V. Define Action Items**

1. Make sure everyone has received all subcommittee and council meeting invitations
2. Take into consideration rotating the subcommittee chairs at the next Council meeting

#### **VI. Suggestions for Full Business Enterprise Council Meeting Agenda Item(s)**

- **Next Council Meeting – December 9, 2019**
- **Next Subcommittee Meeting – January 28, 2020**

#### **VII. Public /Vendor Testimony**

Paul Kuchuris thanked the subcommittee for allowing his participation. He offered Rapid Results assistance and commended the board for measuring what can be measured now before attempting to



move forward. Chair DiMenco requested he help the subcommittee at the next meeting define strategy as they brainstorm and work to identify barriers. Mr. Kuchuris agreed.

**VIII. Adjournment**

Member Bautista moved to adjourn the meeting. Member Martinez seconded. Meeting adjourned at 3:38 pm.