



Business Enterprise Council
OUTREACH SUBCOMMITTEE MEETING
Monday, August 12, 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

Hedy Ratner; Karen Eng; Alex Bautista; Emilia DiMenco; Bola Delano

SUBCOMMITTEE COUNCIL MEMBERS NOT IN ATTENDANCE

Jesse Martinez; Khari Hunt

OTHERS IN ATTENDANCE

N/A

COUNCIL SECRETARY

N/A

CMS STAFF IN ATTENDANCE

Terrence Glavin; Mike Merchant; Irma Lopez



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AGENDA

- I. Welcome
- II. Call to Order
- III. Roll Call
- IV. Posted Business
 - Approval of May 29, 2019 Outreach Subcommittee Meeting Minutes
 - Approval of March 26, 2019 Outreach Subcommittee Meeting Minutes
 - Update on Attendance Policy & Phone participation
 - Update on Access to Relevant Data that will help Measure Success
 - Outline on the Expectations for the One-Pager
 - Update on the BEP Onboarding File
 - Update on Survey Monkey
 - Update on the Promotion of BEP Events by Council members
 - Update on Data Sharing and Usage Agreement
 - Outreach Update
- V. Define Action Items
- VI. Suggestions for full Business Enterprise Council meeting agenda item(s)
 - Next Council Meeting – August 26, 2019
 - Next Subcommittee Meeting – September 23, 2019
- 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 and requested a roll call.

III. Roll Call

Roll call conducted. Quorum was established.

IV. Posted Business

- **Approval of March 26, 2019 and the May 29, 2019 Outreach Meetings Minutes**

Motion to approve the minutes made by member Ratner, vote taken and the minutes for the March 26, 2019 and the May 29, 2019 Outreach subcommittee meetings are approved.

- **Update on Attendance Policy and Phone Participation**

Acting Secretary Glavin stated that he had an updated Attendance Policy based on the last meeting. He stated all revisions were included except for two issues pending resolution: participation by phone and delegation (especially when an appointed position) to be consistent among all public bodies that Central Management Services (CMS) supports.

Acting Secretary Glavin asked the Subcommittee for any concerns about ongoing delegation after two or three meetings. Member Bautista sought clarity on the issue of appointed positions by highlighting the distinction between an appointee of the Governor and those who are members by statute who have designees. He said for those appointed for their individual capacity, he does not see an outright delegation as appropriate. He further said there should be some limitations to accepted absences, with a maximum of two to three per year. He expressed concerns about having the delegate vote on a member's behalf and urged further legal research regarding this issue.

Chair DiMenco asked for clarification on whether delegates by appointed persons or agencies should have voting power. Member Bautista responded that he sees a distinction between agencies' delegates voting (on behalf of an agency) and an appointee's delegate voting. Acting Secretary Glavin stated that a delegate or designee does fulfill the attendance requirement and that the use of proxies is dictated by the rules of the body, to which he does recommend a full Council vote (following the Subcommittee's recommendation). Acting Secretary Glavin clarified that an appointee's proxy would not constitute a quorum should they have no voting power.

Member Eng stated that she agreed either way. Member Martinez stated that his concern is mostly for the incredible trust placed on the non-statutory members by the Governor. Acting Secretary Glavin clarified Member Martinez's feelings about creating a "proxy process" and it not necessarily being the best practice. He suggested an alternative solution by having an advanced vote.



Chair DiMenco asked if an advance vote creates a problem with the Open Meetings Act. Acting Secretary Glavin said he will search the language against the research to ensure no problem.

Member Martinez stated that most appointed members fall into two kinds of behaviors: either active and responsibly present themselves or they are absent. Chair DiMenco stated being in support of a proxy only if members are to receive information ahead of time and able to direct the proxy on how to vote.

Acting Secretary Glavin clarified the issue of quorum by stating the two purposes of a quorum: one establishes a meeting, the other decides the issue. Member Martinez voiced concerns over absent members continually sending proxies to meetings. Chair DiMenco stated that there would have to be a limit on the consecutive number of meetings a member may attend by proxy. Member Ratner stated that it would be the Subcommittee's responsibility to inform the Council members of their rights to proxy. Member Martinez agreed that would be the case after Acting Secretary Glavin finds the proxy process legally permissible.

Chair DiMenco urged the members to submit their recommendations in draft forms for discussion and feedback.

Member Ratner motioned to move the Attendance Policy to the full Council for discussion. Member Delano seconded. Vote taken, motion passes.

- **Update on Access to Relevant Data that will Help Measure Success**

Chair DiMenco asked what data the Subcommittee has access to which can help measure success. Acting Secretary Glavin said that is being pulled together. He stated that he is having ongoing conversations with Compliance Manager, Harry Reinhard, and identifying barriers related to getting data from BidBuy and working on tearing those barriers down to get data sooner. He said he does not have the full universe of that data yet but is expected to have them available at the next meeting.

Member Delano wants to know how that fits in with what the Subcommittee does. She said one of the things they are statutorily obligated to do is provide the number of people who become certified. Acting Secretary Glavin responded by saying BidBuy is spend participation while B2GNow is certification.

Acting Secretary Glavin discussed data sharing and usage. He said that a data sharing and usage agreement was executed and rolled out but that there was a bit of a disconnect in getting the actual data exchange according to the agreement. He said they are in motion now to resolve the issue. He stated the exchange grabs information from B2GNow for current certified vendors that goes on to the Comptroller for outreach and is also made available to the Subcommittee (certified vendors, owners, specialty areas/NIGP codes).



Chair DiMenco expressed concerns about still not having the data to measure whether we are making progress or not. Acting Secretary Glavin stated the annual report is a good measure because it covers the past three years. Chair DiMenco said the biggest issue is retention, as retention is critical to growth.

Member Delano stated the need for basic performance measures. Member Bautista stated the need for Key Performance Indicators (KPI) to be drafted. He said we first need to evaluate the impact of outreach. Next, we need to develop a dashboard for BEP. Chair DiMenco motioned that the next step for access to relevant data to help measure success is developing a dashboard with key performance indicators for the Outreach Subcommittee. Member Delano recommended that we identify the key performance indicators first to create the dashboard. Chair DiMenco retracted her motion and instead made an action item (identify KPIs first, to then develop a dashboard).

- **Outline on the expectations of the One-Pager**

Acting Secretary Glavin said the One-Pager has been written and is now awaiting to go to the full Council.

Outreach Manager Lopez talked about the one-pager she had been working on for the public which is different from the one the General Counsel had been working on for the Council. She said it will be a smaller two-sided card. She presented it to the Subcommittee. Member Delano and Chair Bautista agreed on the smaller size but were concerned about wordiness. Member Bautista offered to send Outreach Manager Lopez examples of similar “cards” for the Department of Human Rights. Member Bautista promised to send the link for their website to Manager Lopez.

Member Bautista asked about the Outreach strategic plan. Chair DiMenco made discussing the Outreach strategic plan an action item for the next agenda.

- **The BEP Onboarding File to be Provided**

Member Bautista said he is 75% done with the Onboarding file and that he will be sending it to the members within two weeks to edit and get feedback. He also said he needs others to write up some things. Chair DiMenco said in addition to the Subcommittee review, a draft should go before the full Council. The Subcommittee agreed that the full Council draft should mostly include “highlights”.

- **Update on the Survey Monkey**

Outreach Manager Lopez asked all Council members via survey monkey who they would like to see present before the Council. So far, she has gotten responses from Chair DiMenco and



Member Ratner. Chair DiMenco said this will be an open item for a future meeting to find effective ways of getting input from Council members on guest speakers for the full Council. Member Bautista cautioned that the invitation of guest speakers should be one of dialogue and information sharing, not to embarrass them. According to him, if guests are embarrassed, they will not come back.

- **Update on the Promotion of BEP Events by Council Members**

Manager Lopez said so far, she knows of no promotion of BEP events by Council members because she's been involved with other activities but that Council members are more cognizant. She however commended Member Delano and Member Ivory for allowing participation in their events.

Member Bautista said if manager Lopez sent them something on social media, they will repost it.

Member Delano said she would send the names of people in her office responsible for social media to Outreach Manager Lopez.

- **Update on Data Sharing and Usage Agreement**

Chair DiMenco said this topic was discussed previously under "Access to relevant data".

- **Outreach Update**

Manager Lopez said everything is going great. She said she still has partnerships with people she has partnered with in the past. Chair DiMenco commended manager Lopez for the increase in applicants from WBDC seeking certification from the State. She said that was a testimony of manager Lopez's hard work.

V. Define Action Items

- Update on the Attendance Policy
- Update on BEP Onboarding File
- Update on the Survey Monkey
- Update on the Promotion of BEP
- Update on the One-Pager



- Update and review of Outreach Strategic Plan
- Update on Key Performance Index
- Update on the Outreach

VI. Public/Vendor Testimony

None

VII. Adjournment

Member DiMenco moved to adjourn. Member Bautista seconded. Meeting adjourned at 3:06 pm.