



Small Business Taskforce
10:00am Tuesday, June 26, 2018
City of Miami Beach
1755 Meridian Avenue, Miami Beach

MINUTES

Committee Members in Attendance:

- Diego Caiola
- JP Morgan
- Tim Wilcox
- Sheila Duffy-Lehrman
- Jason Loeb

Committee Members Absent:

- George Heisel
- Jean-Robert Latortue

City Staff Present:

- Michelle Huttenhoff, Staff Liaison/Economic Development Manager
- Eva Silverstein, Director Tourism, Culture and Economic Development
- Kathie Brooks, Assistant City Manager
- Heather Shaw, Assistant Director, Tourism, Culture and Economic Development
- Elias Gonzalez
- Commissioner Mark Sameulian
- Erick Chiroles

Michelle Huttenhoff opened the meeting at 10:09 a.m. and welcomed all in attendance.

Michelle Huttenhoff began the meeting by reviewing with the Committee their commitment of opportunity and an explanation on the Commission's reasoning for creating the Taskforce. The Taskforce was created as a way to help better support the Miami Beach small business community and to create innovative programming to spur entrepreneurship. Michelle then introduced Commissioner Sameulian, the sponsor for this Taskforce.

Commission Sameulian stated his commitment to the business community and the value of creating the Taskforce. He stated that his office is focused on strengthening and growing small businesses in Miami Beach and will be active within the Committee. The Commissioner also stated that Elias Gonzalez will serve as the liaison from his office to the Committee.

Review of Sunshine Law: Nick Kallergis, Senior Assistant City Attorney, reviewed the Sunshine Law with the Members and explained the policy as it pertains to the functions of the 41st Street Committee.

Nomination of Chair and Vice-Chair: Michelle Huttenhoff informed the Committee that they need to elect a Chair and Vice-Chair. JP Morgan nominated Jason Loeb as the Chair of the Committee, Diego Cailo seconded the motion and the motion passed.

At this time, Jason began to Chair the Committee. He inquired to the Committee as to which Member was interested in serving as the Vice-Chair. At this time, Sheila stated she would be interested in serving as she currently serves on the National Small Business Association and has a vested interest in advancing the small business community in Miami Beach. Jason Loeb nominated Sheila as the Vice-Chair, JP Morgan seconded the motion and the motion passed.

Strategy and Goals Discussion: Michelle Huttenhoff reviewed a list of potential ideas and programs that the Committee could focus on to help support small businesses. She stated that the term limit for this Committee is one year and so the Members should focus on the ideas and programs that can be implemented during this time. The ideas she presented included: streamlining the process for starting up a business, capacity building workshops, creating incentives and/or grant programs.

Sheila stated that the National Small Business Association is interested in developing regional conferences to help inform their work. Sheila stated that the City of Miami Beach would be a great venue for one of these regional meetings at that the Taskforce could help support this effort.

The Members stated that it is critical to have updated data and information on the current economic climate as well as the issues businesses are facing in order to create effective programming. Michelle explained that currently the City does not have one comprehensive list of contact information for local businesses instead they have a list of all active business tax receipts and that has been the information source for contacting businesses.

The Members suggested creating an industry survey to collect information and data to help inform future Committee decision making. They stated that this survey could be sent by the City and other economic development partners such as the Beacon Council, Miami Beach Chamber etc. to help further its reach. The survey would help gather information on the challenges local businesses are facing as well as what type of programming they would like the City to offer. Michelle requested that the Members send her sample questions they would like within the survey. The Committee requested that a draft survey be reviewed at the next meeting.

The Members then discussed that there needed to be consensus on the mission statement and definition of what a small business is. The Members voiced concern as to whether or not they should follow the national average which reflects that companies with 500 employees are considered a small business. They stated that for Miami Beach a company with 500 employees would more likely reflect a larger enterprise. Sheila stated that it would be efficient to use the adopted language and average of the National Small Business Association because it would allow the City to leverage State and Federal programming and best practices. Sheila stated the Taskforce should accept the national average, Jason Loeb made the motion, JP Morgan seconded the motion and the motion passed.

The Members then discussed what the mission statement should be for the Taskforce. This mission statement will help guide the Committee forward and create a baseline for future activities. JP Morgan reviewed the description of the Taskforce as stated from the City Clerk: The Ad Hoc Small Business Taskforce, shall provide ideas and recommendations to the Mayor and City Commission for the purpose of support small business activity in the City. JP stated

that this composition description recommended this be the mission statement for the Taskforce. JP made the motion, Jason Loeb seconded, and the motion passed.

Jason Loeb requested that in the future, the economic partners within the City should be invited to future meetings to ensure that the City is coordinating its efforts with that of the Miami Beach Chamber, Latin Business Chambers, Beacon Council etc. Michelle stated that she will make sure to invite representatives from those agencies to the second meeting.

Jason made the motion to adjourn the meeting, Sheila seconded, and the meeting closed at 11:38am.

ADJOUN

The meeting adjourned at 11:38 a.m.

Minutes Approved by the Small Business Taskforce

on: _____

Jason Loeb, Chair