



**Small Business Taskforce
September 17, 2018
City of Miami Beach
1755 Meridian Avenue, Miami Beach**

MINUTES

Committee Members in Attendance:

- Ricardo Casas
- Sheila Duffy-Lehrman
- George Heisel
- Jean-Robert Latortue
- Jerry Libbin
- Jason Loeb
- JP Morgan
- David Vernon

Committee Members Absent:

- Diego Caiola
- Tim Wilcox

City Commission Present:

- Commissioner Mark Samuelian
- Elias Gonzalez

City Staff Present:

- Heather Shaw, Interim Director, Tourism, Culture and Economic Development
- Kathie Brooks, Assistant City Manager

Jason Loeb opened the meeting at 9:10 a.m. and welcomed all in attendance. Jason asked new people introduce themselves, Ricardo Casas from SCORE, Co-Chair for Miami Dade Chapter and David Vernon, SCORE, Vice-Chair for Miami Dade Chapter.

JP Morgan stated that the minutes have the wrong date as the meeting was on August 1 not July 26. Kathie Brooks suggested we can make a motion to amend that date and approve it. JP Morgan made a motion change the date from July 26 to August 1st with a motion to move the minutes, Sheila Duffy-Lehrman seconded the motion and the motion passed.

Small Business Taskforce Survey: Heather explained that the survey has been completed and translated to Spanish, it was also shared with the Finance Committee and a Commissioner asked for general feedback from the survey. At the summit being held on September 27th, we will now have a comment box to get more feedback, questions, challenges, and issues from everyone anonymously. Therefore, we will not be sending out the survey prior to the summit.

JP mentioned the survey was sent out to the committee members to make further suggestions but noticed that the comments he emailed back were not made. Heather stated that we will look at the recommendations from JP and make the appropriate changes. JP Morgan made a motion to move the current survey, Sheila Duffy-Lehrman seconded the motion and the motion passed. JP Morgan stated that the grammatical issue needs to be fixed. Heather will work with Sheila to have people provide open ended feedback at the summit.

Demo on Local Intel: Heather mentioned that we have an agreement with Local Intel which is a company that sources local data in order to provide information in areas such as cost of living, average home prices, etc. She explained that they are currently in the process of building the website and provided an example using Southfield, Michigan because it is very similar in what they think the City of Miami Beach will need.

This information which is still in discussion would be on the City's website under the "Business" tab with the objective of providing as much information to anyone wanting to start a business in Miami Beach. With Local Intel, there are different tabs for a business to find various data such as Industry Trends, Competition, Customers, Work Force, etc. Local Intel would collect the data from different sources and provide it on the site. However, under "Uncover Local Opportunities" the City would be responsible for providing the information through a geographic information system and would also appreciate the help of the Chambers and BID's.

SCORE: Ricardo Casas made a short presentation to the Taskforce regarding SCORE, a national program that partners retired CEO's and industry experts with local businesses to help support their efforts. SCORE is associated with SBA who generally handles businesses worth about a million dollars and SCORE handles the smaller ones. In 2017, SCORE helped about 54,000 new businesses. They have expanded their volunteer basis to 4 categories; subject matter experts, Chapter support functions, mentoring, and workshop presenters. Jason asked how we can help Miami Beach businesses. It was suggested that the City include their information on the website. Jerry Libbin also offered the Chamber boardroom for them to have meetings and workshops at.

National Small Business Association Update: Sheila mentioned they solidified the partnership between the Miami Beach Chamber of Commerce and the City of Miami Beach to host the September 27th summit at the Eden Roc Hotel with a \$10 registration fee. The purpose is to provide small businesses with information and guidance on regional and federal policies and initiatives that may have an impact on them. Jerry Libbin informed that the invitation was sent out to about 30 BNI's, and several chambers including participation from Coral Gables and South Miami. SCORE offered to send out the invite to their mailing list as well. Sheila mentioned the agenda is currently being finalized and given the number of attendance they will choose to have breakout sessions to get the attendees more involved. Jason asked Commissioner Samuelian if they can have the survey as is for the summit. Commissioner Samuelian agreed but stated that they can send a "thank you for attending letter" asking for the open ended feedback. Sheila suggested this could also be done at the time of the summit. Kathy to send invitation to everyone in the Committee.

Proposed Meeting Dates: Jason mentioned the proposed meeting dates and asked to reschedule if there were issues with any. October 23rd meeting is tentatively scheduled from 9am to 10:30am. November 19th and December 10th will remain at 9am. JP Morgan made an objection to December 10th as it is a Jewish holiday and there is no intent on offending anyone. Kathy to send invitation on October 24 & 25 Southeast Florida Regional Climate summit.

Public Forum: JP Morgan discussed that the agenda should be without time limits. JR and George Heisel stated they prefer having a time as it keeps them from spending too much time on one subject. JP Morgan stated that as they spent some time trying to finalize the dates for the upcoming meetings, a letter from the City Clerk states that the staff has to fill the Committee needs not the other way around and this should go for scheduling meeting times as well. Kathie explained that the availability of staff is for information purposes only. JP Morgan also asked that when the minutes get sent, they should be sent with the attendance sheet in order to be able to contact them. Jason suggested the rest of the Committee be reached out to so they are aware of the future meeting dates. JP Morgan recommended having an agenda item on entities involved on opening businesses for the future meetings. The point is to have the various departments present in order for the task force to see what the obstacles are and thus recommend a way to get the job done better.

ADJOURN

The meeting adjourned at 10:35 am.

Minutes Approved by the Small Business Taskforce

on: _____

Jason Loeb, Chair