



SMALL CONTRACTOR OUTREACH AND OPPORTUNITIES PROGRAM (SCOOP)
COMMITTEE MEETING

June 4, 2013

1. Call to order

Chair Hilliker called the SCOOP Committee meeting to order at 9:35 a.m.

2. Roll call – Determination of a Quorum

Committee members present were Chair Hilliker, Vice Chair Tu, and Directors Lewinger, Miller and Mudd. At that time, there was a quorum of the Committee. Also present were Directors Muir, Murtland, Pocklington, Sanford, and Saxod.

Staff members present were Deputy General Manager Belock, Deputy General Counsel Gallien, Director of Public Outreach and Conservation Foster, SCOOP Manager Yanushka and Public Affairs Representative Penunuri. The guest speakers present were Aleta Wilson, Ph.D., Regional Director of the San Diego Imperial Valley Small Business Development Center Network and Sudershan Shaunak, Director of the North County San Diego Small Business Development Center.

3. Opportunity for members of the public to address the Committee regarding agenda items for this meeting

There were no members of the public who wished to speak.

4. Approve the minutes of the SCOOP Committee meeting of March 8, 2013

Director Lewinger moved, Director Miller seconded, and the motion passed unanimously to approve the SCOOP Committee minutes of March 8, 2013.

5. Small Business Presentation

Dr. Wilson spoke regarding entrepreneurship and small business development. She stated the SBDC was the primary business education center for small businesses and is funded by the U.S. Small Business Administration. The California SBDC Network services 63,000 business owners and entrepreneurs per year. Counselors visit small business owners' offices in addition to providing assistance on-site at the SBDC.

She also spoke regarding barriers to small-business growth and development, including a lack of business experience in such areas as payroll and human resources. She offered suggestions on how SCOOP could help with some of those barriers, such as incentivizing large contractors to contract with small firms, and requiring large firms to use small businesses on bids.

Mr. Shaunak presented on services offered by the SBDC to help small businesses overcome barriers and succeed. He stated the SBDC's mission was to help small businesses grow profitably by adding economic impact to the region through job creation, and increased



revenue and capital infusion. He added the SBDC was the federal government's largest cash match program designated to help small businesses.

Mr. Shaunak stated the SBDC assisted small businesses by providing workshops on how to start a business, legal aspects, financial management, human resources, and social media, with most of the workshops at no charge to the client. He also mentioned the SBDC helped businesses look at government procurement work. He stated their approach of having one-on-one customized business counseling was one of their most successful ways to help small businesses and entrepreneurs.

SCOOP Chair Hilliker commented that the SBDC might be able to assist with the small business database in the future.

6. Presentation of SCOOP Quarterly Report

Ms. Yanushka presented the SCOOP third quarter report for fiscal year 2013, including outreach activities, training and achievements.

- SCOOP outreach activities: Staff attended 31 outreach events, hosted by 24 different organizations.
- SCOOP training: Four hundred thirty-six individuals attended SCOOP training, representing 169 firms.
- Dollars awarded to small businesses: A total of \$33,951,942, or 34 percent of total cumulative dollars awarded through the third quarter were awarded to small businesses; 7 percent was awarded to women- and minority-owned businesses.

Ms. Yanushka gave an update on three ongoing SCOOP enhancements and reviewed the upcoming SCOOP calendar. For the Sheltered Market Program, modifications were in progress to The Network (the Water Authority's e-procurement and vendor registration system), a marketing plan had been developed, and a SCOOP training class was conducted. To address education on bonding, an online training module was developed and launched on the SCOOP training page. Research continues to be conducted into implementing a small-business Clearinghouse and a small-business database that could be shared by water agencies in Southern California. Discussions were ongoing with the Metropolitan Water District (MWD) and other agencies on MWD's California Certification Alliance for Business. Staff received a demonstration from the City of Los Angeles on the Los Angeles Business Assistance Virtual Network (LABAVN), a proprietary e-procurement and vendor system.

7. Review of SCOOP business and awards distribution

Ms. Yanushka stated that at the March 8, 2013 SCOOP meeting, Director Lewinger requested a physical representation of where SCOOP-certified small businesses were located in San Diego County, with an overlay of member agency service areas. He also requested a similar representation for small businesses receiving contract and purchase order awards within a three-year period. This information was presented on two maps provided to the committee members.



8. Discussion on recommended SCOOP goal

Ms. Yanushka presented information on the SCOOP goal. She reviewed the methodology used to determine small-business availability for Water Authority procurements, and to develop a small-business participation goal based on a percentage of forecasted total dollars that could be awarded in the next budget period.

Director Tu commented on information from a 2006 survey, used in part to determine small business availability. She asked whether any Public Agency Consortium members had more current information, or if another SCOOP survey was planned for the near future. Ms. Yanushka stated that at that time a survey was not budgeted.

Director Mudd requested that cost for a revised 2013-2014 study be brought back to the committee for review, and to look into placing the survey in the fiscal year 2014-2015 budget.

Ms. Yanushka explained that staff would make a goal recommendation to the SCOOP Committee, and the committee would vote on the goal and make a recommendation to the Legislation, Conservation and Outreach Committee. She recommended a program goal of 25 percent for fiscal years 2014 and 2015.

Director Tu made a motion to set the SCOOP goal at 30 percent and Director Mudd seconded. The motion passed unanimously to recommend to the LCO Committee a SCOOP program goal of 30 percent for fiscal years 2014 and 2015.

Director Lewinger asked if setting aside a percentage of work for veteran-owned businesses was allowed. Ms. Gallien responded that the Water Authority in its small business policy does not have a set-aside percentage for veteran-owned businesses. Director Lewinger asked if the Water Authority had any programs for small businesses owned by veterans, and whether they were treated like every small business or if they received special consideration. Ms. Yanushka responded that veteran-owned businesses were a subset of the small business pool and were one of the groups that were reached by SCOOP's outreach efforts. She added that other agencies have specific veteran programs and information regarding those programs would be brought back to the committee at a future meeting.

9. Adjournment

There being no further business to come before the SCOOP Committee, Chair Hilliker adjourned the meeting at 11:18 a.m.