

Business Development and Workforce Taskforce Meeting

Meeting Date: April 29, 2024

Meeting Time: 12:35 PM – 2:05 PM

Location: Bobby Snipes Water Resource Center – Presentation Room

YouTube Link: <https://youtube.com/live/B01themJWKA?feature=share>

Present Taskforce Members:

Commissioner Carol Myers
Commissioner Tiffany Taylor
Broderick Flanigan
Sally Kimel-Sheppard
Tim Johnson
Wesley Mellina
Matthew Epperson
David Bradley
Ilka McConnell
Marvin Nunnally

Facilitator:

Kara Fresk

Guest & Staff:

Kenshundria Bailey-Allen
Sherrie Hines

Absent Taskforce Members:

Michele Pearson Tucker
Dodd Ferrelle
Shane Blackwell

Meeting Notes

- I. Facilitator, Kara Fresk welcomed the committee and covered the Business Development and Workforce Support Task Force Charge.
- II. Review April 15, 2024 meeting minutes
 - Sally Kimel-Sheppard motioned to approve with the correction to Broderick Flanigan's name.
 - 2nd: Broderick Flanigan
 - Unanimous vote to approve.
- III. Approval of the Agenda
 - David Bradley Motioned.
 - 2nd: Sally Kimel-Sheppard
 - Unanimous vote to approve.
- IV. ACCGov Attorney, Sherrie Hines presented:
 - Guidelines on ARPA Funding
 - Explanation of the Gratuities Clause
 - Q/A with Taskforce Members
- V. Facilitator, Kara Fresk covered the sub-committee scope of work.
 - Documenting "measurable" success and progress toward the goal.
- VI. Brainstorming in Sub-Groups
 - Problems and gaps to address
 - Additional perspectives
 - Information needed
- VII.
- VIII. Work Plan
 - Task Force Meetings – *updated as of 4/26/2024*
 - May 13 – Sub-Committee Working Meeting
 - May 20 – Sub-Committee Working Meeting
 - June 3 – Sub-Committee Working Meeting

- June 10-Full Task Force Meeting – Sub Committee Presentations
- June 17 -Full Task Force Meeting – Prioritizing

Recommendation to Mayor & Commission – *updated as of 4/26/2024*

- June 26 – Report Due
- July 9 – Mayor & Commission Work Session
- July 16 – Mayor & Commission Agenda-Setting Session
- August 6 – Mayor & Commission Voting Session

IX. Closing Remarks

- Facilitator, Kara Fresk proposed to close the meeting.
 - Ilka McConnell motioned.
 - 2nd: Wesley Mellina
 - Unanimous vote to approve.

Next Taskforce Meeting:

May 13, 2024 12:30 PM – 2:00 PM Snipes Water Resource Center – Presentation Room.

BOARD NOTES:

HIGH WAGE ISSUES/GAPS:

Terminology → common
Speak some language terms
Such as: wage theft, anti-union
or org labor.

Offering opportunities to local
folks first
Especially Paid Training
Childcare at competitive rates
Knowing jobs exist and what
kind they are.
Hiring is regional
Preparing local folks to access
Workforce Development starts
Pre-K.

Getting students engaged in
school

Discrimination by middle
management

Folks don't know their rights

High Wage Employment + cost.
"Meet them where they are"

Metrics of Success → CCSD →
ATC → Workforce

INFORMATION NEEDED:

Know your rights
Who provides this education?
Career Academy? CCSD?
Lunch & learn at Athens Tech
Percentage of students who live
in Athens Clarke County
Where are the local professional
groups meeting up?
What are networking
opportunities?
Number/Percentage of Athens
Clarke County Residents
employed by larger industries.

ADDITIONAL PERSPECTIVES:

Who else we need to talk to:
Constituents
ATL labor coalition or collection
SUR Legal Collaborative
HCD → tenants' rights group
Athens homeless coalition →
Lived Experience
UFCW → United Food &
Commercial Workers
Teamsters
UGA – United Campus Workers
& Service Industry
Faith Based
HR from major/new industries
Business/Industry Counsel

COMMON THEMES:

RESOURCES & NEEDS

Mentoring
Connecting
Knowing Rights
Measuring Success
Awareness

SMALL BUSINESS DEVELOPMENT ISSUES/GAPS:

How to hire/retain staff

Awareness of how to start, involving co-operative

Bridge the gap to existing resources

Access to Capital

- Especially for minority owned & women owned business
- Qualifying for SBA 7A loans

Knowledge of government procurement processes →

How to be competitive vendors, write proposals/bids

ACCGOV disparity study – incl. recommendations

See Examples of local entrepreneurs in/from Athens.

Incl. for kids to see models.

Recognize that non-profits are small businesses.

Marketing: awareness of their existence.

Cost to attend existing classes & gap with terminology to get started/oriented.

SMALL BUSINESS DEVELOPMENT: INFO NEEDED

Small Business Fair: Traveling to various neighborhoods

Entrepreneurial Outreach in Schools

Flow Chart of how to start SBDC must be involved.

What market feasibility tools exist to find entrepreneur opportunities?

What small business development/start up resources already exist? (where/ for whom?)

SMALL BUSINESS DEVELOPMENT – ADDITIONAL PERSPECTIVES:

Innovation Center

SBC
Local Banks
Athens Tech
Economic Development Office
NE Black Chamber of Commerce
Entrepreneurs and People who want to begin a business.
-

COMMON THEMES:

Providing Access to opportunities/information to local folks.
Barriers to workforce opportunities
Childcare for workforce.

ADDITIONAL QUESTIONS/NEEDS/CONCERNS:

How to get certifications for minority & women owned businesses
Awareness/How to get other professional certifications
Need for community kitchens
How to foster food trucks
Understanding of entrepreneurial opportunity for procurement from anchor institutions
“Understanding gaps/needs that an entrepreneur could address with a business model”
Preparing for Silver Tsunami.

INFO NEEDED:

What jobs can people not get to without a car?
What subsidized childcare is there? What's available?
Major Employers off bus routes? – How many jobs?
Cost/Benefit analysis of different benefits

MIT/Living Wage Calculator (Understanding Cost of Living)
What are the solutions for the above issues used in other communities?

ADDITIONAL PERSPECTIVES:

Childcare Providers
EJC
Career Academy
Teamsters, UFCW, Service Workers' Union, IATSE (Stage Workers)
Childcare – GEEARS
SUR Legal Collaborative

COMMON THEMES:

Barriers
Childcare
Transportation
Info
Education
2nd Chance

INFORMATION SHARING:

Wages-Rights
Jobs
2nd Chance
Knowledge
Discrimination
Role Modeling

WORKER EMPOWERMENT

ISSUES/GAPS

Helping people understand they are qualified and able to succeed at different opportunities.

Childcare needs and pricing & quality.

Not having opportunities for worker cooperatives/secondary cooperatives (obstacles to entrepreneurship)

Discrimination: Race/Gender/Age/Ability

Not knowing worker rights

- Workers & Employers

Transportation to jobs

- Fear of losing government benefits/subsidies if they apply/are hired for a new job (benefits different)

Helping small businesses with apprenticeships (entry into trades, construction, HVAC, etc.)

Small Businesses struggle to provide benefits: living wage/healthcare.

Second chance employment: info for employers to understand more/ground-truthing

At home workers – lack of community/space together

VP SKILL Opportunities

Employers understanding worker rights

Understanding on unions/organized labor