

RICHLAND COUNTY
OFFICE OF SMALL BUSINESS AD HOC
COMMITTEE

AGENDA



TUESDAY SEPTEMBER 17, 2024

3:30 PM

COUNCIL CHAMBERS

Richland County Council 2024



Derrek Pugh
District 2
Vice Chair



Jason Branham
District 1



Gretchen D. Barron
District 7



Yvonne McBride
District 3



Paul Livingston
District 4



Allison Terracio
District 5



Don Weaver
District 6



Overture E. Walker
District 8



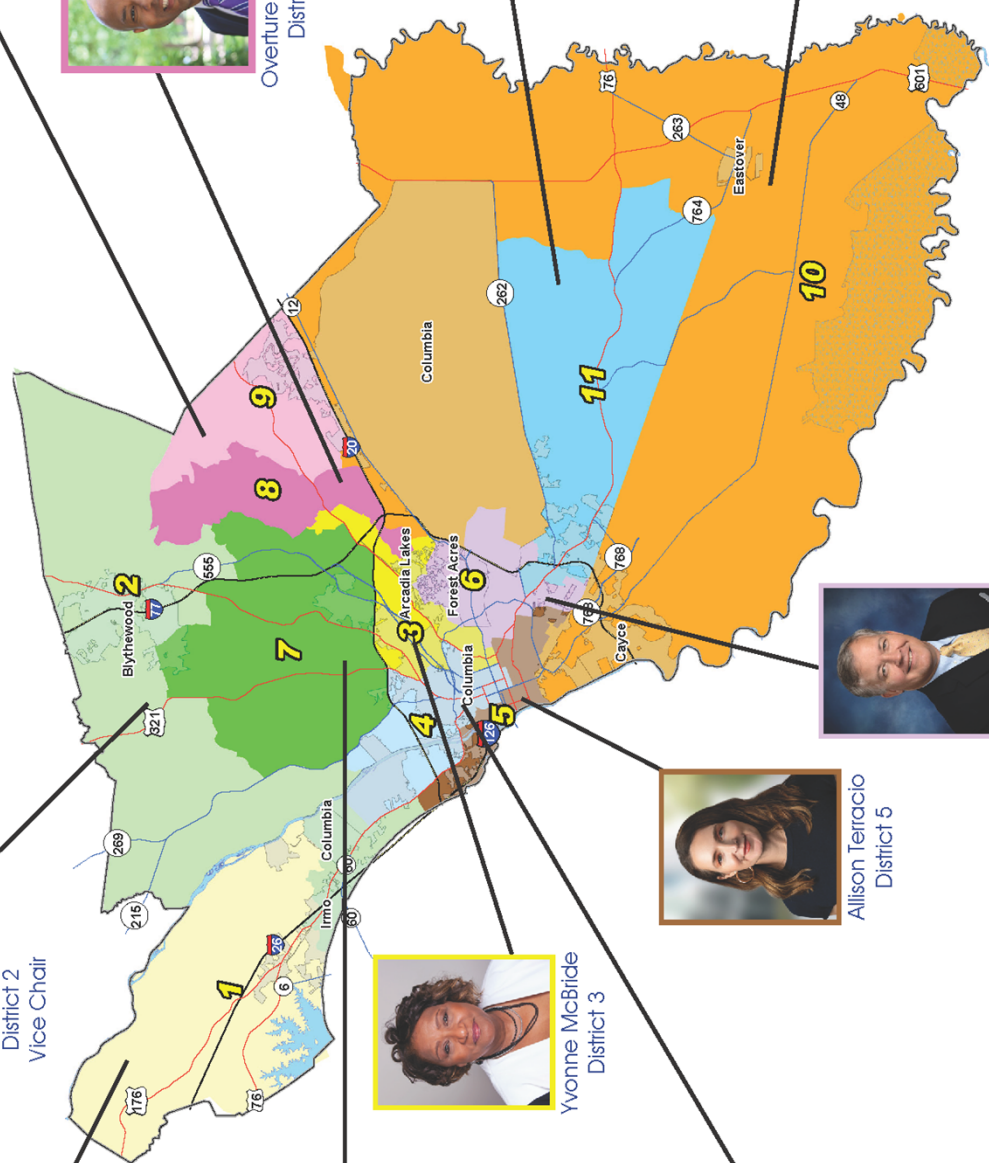
Chakisse Newton
District 11



Cheryl D. English
District 10



Jessica Mackey
District 9
Chair





**Richland County
Office of Small Business Ad Hoc Committee**

AGENDA

September 17, 2024 - 3:30 PM
2020 Hampton Street, Columbia, SC 29204

The Honorable Derrek Pugh, Chair	The Honorable Gretchen Barron	The Honorable Chakisse Newton
County Council District 2	County Council District 7	County Council District 11

- | | |
|---|---------------------------|
| 1. <u>Call to Order</u> | The Honorable Derrek Pugh |
| 2. <u>Approval of Minutes</u> | The Honorable Derrek Pugh |
| a. July 16, 2024 | |
| 3. <u>Adoption of Agenda</u> | The Honorable Derrek Pugh |
| 4. <u>Items for Discussion/Action</u> | The Honorable Derrek Pugh |
| a. Disparity Study Report [Executive Session] | |
| 5. <u>Adjournment</u> | The Honorable Derrek Pugh |



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**Richland County
Office of Small Business Ad Hoc Committee**

MINUTES

July 16, 2024 04:00 PM
2020 Hampton Street, Columbia, SC 29204

COMMITTEE COUNCIL MEMBERS PRESENT: Derek Pugh, Gretchen Barron, and Chakisse Newton.

OTHERS PRESENT: Paul Livingston, Don Weaver, Jesica Mackey, Cheryl English, Anette Kirylo, Jackie Hancock, Leonardo Brown, Lori Thomas, Angela Weathersby, Ashiya Myers, Jennifer Wladiskin, Tamar Black, Margaret Jones, Pamela Green, Robert Squirewell, Susan O'Cain, Patrick Wright, and Dale Welch.

1. **Call to Order** -Councilman Derek Pugh called the meeting into order at approximately 4:00 PM.
2. **Approval of Minutes**
 - a. April 23, 2024 - Ms. Newton moved to approve the minutes as distributed, seconded by Barron.
In Favor: Pugh, Barron, and Newton
The vote in favor was unanimous.
3. **Adoption of Agenda** Ms. Barron moved to adopt the agenda as published, seconded by Pugh.
In favor: Pugh, Barron and Newton
The vote was unanimous.
4. **Items for Discussion/Action**

a. Office of Small Business Update:

Pamela Green, the Director of the Small Business Opportunity Office, provided the committee with several key updates and upcoming events. She announced that the office has recently hired Robert Squirewell as the new Program Coordinator, bringing fresh energy and expertise to the team. However, the office will see some changes as the Assistant Director position will be vacant starting in August. The search for a suitable candidate will begin soon. Additionally, the Certification and Compliance Specialist position will be open due to the upcoming retirement of Ms. Margaret Jones, who has been a valuable member of the team.

Ms. Green also shared information about recent and upcoming events designed to support and educate small business owners.

Business Cashflow Workshop: On April 24th, the office hosted a workshop focused on the critical role of cashflow in the success and sustainability of businesses. The workshop was well-received, and participants gained valuable insights into managing their finances more effectively. Due to its success, there are plans to continue offering similar workshops in the future.

Size Up SC Workshop: Held on June 6, 2024, this workshop garnered significant interest from local businesses. Participants had the opportunity to connect with the Size Up representative, fostering valuable relationships and gaining access to important resources.

Lastly Ms. Green shared about the Annual Engage Richland event scheduled for September 18, 2024, this event is being organized in collaboration with the City of Columbia Office of Business Opportunities (OBO). The event will feature a series of workshops that will provide attendees with updates and insights on regional developments at the state, county, and city levels.

Councilwoman Barron asked if businesses have the opportunity to learn how to do business with the City, the County, and the State. How to qualify for contracts etc.

Ms. Green stated that the OSBO office is planning on hosting more workshops to address this need.

Councilman Livingston shared the importance and the need for small businesses to work in collaboration with other entities and the importance for business owners to learn how to engage with other businesses, organizations, and entities.

b. Current Funding Opportunities for Small Businesses:

Mr. Pugh inquired about what funding opportunities exist for OSBO to present to constituents.

Ms. Green informed the Committee that there isn't currently a funding platform, but there is a need for it. And, shared information concerning the Funding workshop from the perspective of mobilization, fronting payroll, contract-based lending, SC Community Loan Fund, Community Works, and Climb Funding.

Ms. Barron requested that OSBO and administration research and present possible opportunities for business owners to learn how to do business in Richland County via procurement opportunities.

Ms. Green stated that there is a lunch panel that meets to discuss how to do business at the state, city, county, and federal level.

Ms. Barron stated that she appreciated OSBO's collaboration with the city and thanked Ms. Green for her forward thinking.

Councilman Pugh made a motion to direct the Administrator to find opportunities and create ways to find revolving loan funds for small businesses in Richland County, seconded by Barron.

In Favor: Pugh, Barron, and Newton
The vote in favor was unanimous.

Ms. Newton asked for clarification purposes if this item would come back to the committee for review. Councilman Pugh responded in the affirmative.

Councilman Pugh thanked Ms. Green and Administration for sharing these updates which reflects the County's ongoing commitment to supporting small businesses through valuable resources, educational opportunities, and strategic collaborations.

5. Adjournment – Ms. Barron moved to adjourn the meeting, seconded by Ms. Newton

In favor: Pugh, Barron, and Newton
The vote in favor was unanimous

The meeting adjourned at approximately 4:40 PM



Informational Agenda Briefing

Prepared by:	Pam Green	Title:	Director
Department:	Office of Small Business Opportunity	Division:	
Date Prepared:	July 17, 2024	Meeting Date:	July 23, 2024
Approved for consideration:	County Administrator	Leonardo Brown, MBA, CPM	
Meeting/Committee	OSBO Ad Hoc		
Subject:	2024 Disparity Study Briefing		

At the March 02, 2021, Regular Session Council meeting, the Honorable Yvonne McBride made the following motion:

I move that Richland County Council direct the County Administrator and his staff to conduct an equity and inclusive assessment of Richland County Administrative policies and services; and provide recommendations for a comprehensive approach to advancing equity for people of color, women and others who have been historically under- served, marginalized, and adversely affected by persistent inequality. By advancing equity across Richland County Government, we can create opportunities for the improvement of businesses, communities and individuals that have been historically under-served, which will benefit all of Richland County. Appropriate assessments will better equip Richland County to develop policies and programs that deliver resources and benefits equitably to all.

Griffin & Strong, PC, the selected vendor for the 2024 Richland County Disparity Study, will virtually provide an overview of their findings and recommendations for Council's review of the draft report. The data collection period is from July 1, 2017 through June 30, 2022.

The purpose of the Disparity Study was to assess whether disparities exists between the number of available minority and women owned firms within Richland County and the actual utilization of these firms by the County in the procurement process.

Basis of the Study

The goal of the disparity study is to be able to answer the following research questions:

- Is there is a statistically significant disparity in the relevant geographic and product markets between the percentage of qualified minority and woman owned firms (“M/WBE”) willing and able to provide goods or services to Richland County (“County”) in each of the category of contracts and the percentage of dollars actually expended to such firms by the County (whether as prime contractors/consultants or subcontractors/consultants)?
- If a statistically significant disparity exists, have factors, other than race and gender been ruled out as the cause of that disparity, such that there can be an inference of discrimination?
- Can the disparities be adequately remedied with race and gender-neutral remedies?
- If race and gender-neutral remedies are not sufficient, does the evidence from the Study legally support a race and/or gender conscious remedial program?

- Are the proposed remedies narrowly tailored to the strong basis in evidence from the disparity study?

ATTACHMENTS:

1. July Status Report

Richland County, SC Monthly Status Report

Project Name	Richland County, South Carolina 2024 Disparity Study
Project Manager	Michele Clark Jenkins Hanna Rowell
Project Team Members	<p>Michele Clark Jenkins - Project Manager Hanna Rowell- Deputy Project Manager Dr. Vince Eagan -Principal Investigator David Maher – Legal and Policy Review Susan Johnson – Director of Project Development Tereva Wilson- Data Analyst Dr. Gregory Price- Senior Economist Rodney Strong – Co-Project Executive Delmarie Griffin- Co-Project Executive Gloria Tanner- Subcontractor Diane Jones- Subcontractor</p> <p>Tamar Black- Assistant Director, Procurement and Contracting La’Sasha Breland- Office of Small Business Opportunity Business, Development and Outreach Coordinator Pamela Green- Assistant Manager, Office of Small Business Opportunity Lori Thomas- Assistant County Administrator Jennifer Wladischkin- Director, Procurement and Contracting</p>
Period Covered	July Progress Report
Date of Status Entry	July 15, 2024
Projected Date of Completion	August 31, 2024

Project Tasks

Kickoff Meeting/Virtual Data Assessment	Completed	Data Assessment meeting held on December 5, 2022
Plan for Data Collection	Completed	Data Collection plan, Requests, and Assessment Report sent to Erica Wade
Collect Quantitative Data	Completed	Data collection completed on July 26, 2023
Policy Review	Completed	Chapter delivered on May 16, 2023
Phase 1 Report	Completed	Report delivered on September 22, 2023
Prepare Databases	Completed	Payment data with GL codes and Account Codes received on July 14, 2023.
Conduct Case Law Review	Completed	Legal review delivered June 30, 2023
Informational Meeting & Launch Website	Completed	Informational meeting September 07, 2023. 35 community attendees. Website has been created on July 27, 2023.
Anecdotal Interviews	Completed	40 interviews to be completed. Interviews commenced the week of September 11. DESA has completed 30 interviews with 30 write-ups in SharePoint. Jerrica is in the process of conducting the final 10 interviews. All 40 interviews have been completed. Redacted first pages of these 40 interviews were sent to the client as a deliverable with half the invoice amount for the Anecdotal chapter.

<p>Online Survey of Business Owners</p>	<p>Completed</p>	<p>134 surveys completed and 45 incompletes as of February 12, 2024. Survey scheduled to be up until reach goal of 200 completions.</p> <p>Survey stayed up until March 01 with 166 completed surveys. The tables and survey output files are under internal review and the task will be completed March 22.</p> <p>Task was completed March 21 and tables with the invoice was emailed to client.</p>
<p>Anecdotal Chapter</p>	<p>Completed</p>	<p>Accumulating data from Public Hearings, Focus Groups, Survey, Organizational Interviews, and email comments.</p> <p>Public hearings were held on November 07 with 23 participants and November 09 with 30 participants.</p> <p>Calls for Focus Group participants started January 16, 2024 for meetings the week of February 05, 2024. Seven (7) participants across the two (2) focus groups.</p> <p>Three (3) organizational interviews completed by HR.</p> <p>Anecdotal chapter draft is in progress with deliverable to client by April 1, 2024.</p> <p>We have since had to push back this deliverable. The chapter is still under internal review and will be delivered to the client the week of April 15, 2024.</p>

		Chapter submitted to client April 19, 2024. Held meeting with client to discuss chapter concerns/edits. These edits are in progress now and will be circulated to the client. Resent to the client June 12, 2024.
Private Sector Analysis	Completed	Began with the receipt of the survey tables. The chapter draft is currently in progress with a slated delivery date of May 17, 2024. Completed June 17, 2024 and should be delivered to client from Susan Johnson later today, June 17, 2024.
Relevant Market Analysis	Completed	Prime data summary delivered on September 29 with County to give comments returned on October 05. Relevant Market determined as the CSA (Combined Statistical Area).
Utilization Analysis	Completed	<p>Prime tables are completed. Prime Vendor Questionnaire released the week of January 22, 2024 to obtain information about subcontractors who are not a part of the SLBE program for transportation contracts. Completed PVQ date is March 8th. Total utilization slated for completion March 22, 2024.</p> <p>PVQ having to stay up longer, will be coming down March 29. Call campaign to Construction and A&E firms began week of March 11 and will continue through March 22. PVQ completed and closed March 29. Utilization now slated April 12, 2024. Utilization complete.</p>
Availability Analysis	Completed	Slated for completion May 17, 2024 following the Prime Vendor Questionnaire completion and utilization analysis completion. Completed May 24.
Disparity Analysis	Completed	Will begin after completion of availability analysis. Slated for completion May 20. Completed May 28.
Statistical Significance Test/ Statistical Chapter	Completed	Completed and delivered to client June 12.

Findings and Recommendations	Completed	<p>HR has begun gathering findings from each chapter writer. Findings and Recommendations meeting will be discussed with the client and hopefully put on the schedule for the second week in June.</p> <p>Findings & Recommendations presentation to the client scheduled for June 20 with draft slated to be delivered to the client on June 26.</p> <p>Presentation to client on June 20 and completed draft sent to client June 27.</p>
Draft Report	Completed	<p>HR has begun to put together all of the parts of the complete draft report as elements are finalized. Slated to be delivered to the client July 08.</p> <p>Word Document and PDF versions of the complete draft report were delivered to the client July 10.</p>
County Staff Review	In Progress	<p>Richland County staff is currently reviewing the draft report and will provide their review/comments by July 24 (two weeks from report delivery for review)</p>

<p>Presentations/ Phase 2 Report</p>	<p>In Progress</p>	<p>The final report/phase 2 report is slated for client delivery August 09 and the executive summary August 16.</p> <p>The first virtual presentation with the Richland County OSBO Ad Hoc Committee is scheduled for July 23 @ 3pm. The Ad Hoc committee will be the determining factor of any further presentation.</p>
<p>Schedule Notes</p>		<p>Hanna Rowell (Hanna@gspclaw.com) is the new Deputy Project Manager as of January 01, 2024. An extension was needed for the project due to the Prime Vendor Questionnaire delaying further data analysis. This was discussed in February 08 team meeting. Extension to July requested. Extension through August requested and granted by client.</p>

Project Schedule

Task Name	Status	Start	Finish	Original Start	Original Finish
Work Plan & Schedule					
Finalize Work Plan/Final Methodology	Complete	11/01/22	11/11/22	11/01/22	11/11/22
Kick off meeting and Virtual data assessment	Complete	11/14/22	12/09/22	11/14/22	12/09/22
Plan for data collection	Complete	12/05/22	02/03/23	11/14/22	11/30/22
Collect quantitative data	Complete	12/01/22	07/28/23	12/01/22	03/03/23
Policy review	Complete	01/02/23	05/16/23	01/02/23	03/31/23
Phase I Report	Complete	07/24/23	09/22/23	04/01/23	04/28/23
Prepare databases (Prime Data Summary completion)	Complete	05/22/23	10/06/23	03/06/23	05/26/23
Conduct case law review	Complete	05/29/23	06/30/23	05/29/23	07/21/23
Conduct Informational meetings & launch website	Complete	07/17/23	09/08/23	05/29/23	08/04/23
Collect and Analyze Anecdotal Evidence	Complete	04/17/23	04/19/24	06/27/22	12/09/22
Collect Anecdotal Interviews	Complete	07/17/23	02/16/24	06/27/23	09/30/23
Conduct online survey of business owners	Complete	07/31/23	03/22/24	08/28/23	10/20/23
Private Sector Analysis	Complete	03/18/24	06/17/24	10/23/23	12/01/23
Conduct relevant market analysis	Complete	07/31/23	10/06/23	08/07/23	08/07/23
Conduct utilization analysis	Complete	09/25/23	04/12/24	08/28/23	09/22/23
Conduct availability analysis	Complete	11/16/23	05/24/24	09/25/23	10/20/23
Conduct disparity analysis	Complete	04/08/24	05/28/24	09/25/23	10/27/23
Conduct statistical significance tests	Complete	05/27/24	06/12/24	12/16/23	12/16/23
Complete Findings and Recommendations	Complete	05/06/24	06/26/24	01/01/24	01/19/24
Draft Report	Complete	05/24/24	07/10/24	01/23/23	02/10/23
County staff review and revise to final report	In Progress	07/10/24	08/16/24	02/13/23	03/31/23
Presentations	In Progress	07/22/24	08/30/24	04/03/23	04/28/23
Contract Expiration Date: April 28, 2024. Extension through August. After presentation to Council 7/23 we will have info if we need contract extension through September.					