

Small Business Engagement Committee Meeting Minutes

Friday, February 24, 2023 | 4 p.m. – 5 p.m. EDT | Teleconference

Committee Members Present

Dir. Kenneth M. Neighbors, *Chair*
Dir. Gregory L. Clark
Dir. Laurence Humphries

Dir. Angela C. Adderley
Dir. Hosetta B. Coleman
Dir. Curtis E. Johnson, Jr.

Committee Members Not Present

Dir. Jemal O. Gibson
Dir. Lenetra S. King
Dir. Tirrell D. Whittley

Dir. Clifton A. Goins, IV
Dir. Machia J. Sanders

Guests Present

Dir. Elaine E. Armster
Dir. Monica Williams Harris

Dir. John M. Crossman
Ms. Shelia Fields, *FAMU ITS*

Advancement Team Members Present

Mr. Nick Dulcio
Ms. Kimberly Hankerson
Mrs. Brandi Tatum-Fedrick

Dr. Shawnta Friday-Stroud
Mrs. Gena Palmberg
Dr. Eric Swanigan

Call to Order and Roll Call

The meeting was called to order at 4:02 p.m. by Chair Kenneth Neighbors. Mr. Nick Dulcio offered the roll. A quorum was confirmed during the committee meeting.

Conflict of Interest Disclosure

Chair Neighbors requested that Committee members disclose any conflict of interest with items on the agenda; none were disclosed.

New Business

- a. *Committee's Charge*
- b. *Determine Short-Term and Long-Term Goals*

Chair Neighbors thanked everyone from joining the meeting. He stated that Mr. Dulcio would send a Doodle Poll to all committee members to confirm another meeting date and time, since Friday afternoons presented a conflict for many committee members.

Chair Neighbors provided an overview of the committee's charge:

- 1) Development of a committee mission statement.
- 2) Create a framework for identifying small businesses/owners to begin engagement with.
 - Identify small business owners that are alums.
- 3) Development of a strategy for fundraising/cultivation with these small businesses.

- 4) Determine the committee's short-term and long-term goals, e.g., one-, three- and five-year goals.
- 5) Coordination of a Virtual Symposium where small businesses can obtain a value-add and network with other business professionals. (Tentatively Spring-Summer 2024 at NAA Convention in Tampa, FL)

Chair Neighbors then opened the floor for the Committee members to discuss the committee's charge. Dir. Coleman stated that the Committee should also ensure alignment with the Industry Cluster and their Small Business Initiatives. Dir. Adderley mentioned that there was formerly a directory of small business that the University produced. Dr. Friday-Stroud did recall such a directory and would check to see if the Advancement division's current platforms can capture that information for production of a directory.

Dir. Johnson recommended that the Committee agree on a minimum set of criteria that each potential small business would meet in order to be included in the directory/group. The Committee discussed this suggestion citing how a minimum criterion would underscore the committee's intent to engage with businesses with enough capital, revenues, and other resources to support the goals of the committee. Dir. Johnson further communicated that the Foundation and NAA can discuss how they can work together to create an experience for the small businesses during events so that each organization's respective goals are met.

Dir. Coleman stated that a major selling point for a small business to become a part of this initiative is to provide them with training resources on how to leverage business-to-business (B2B) opportunities or working to obtain Minority & Women Owned Business Enterprise (MWBE) Certification. Dir. Williams Harris relayed that the Committee should be sure to include the College of Law and members of the legal profession as a targeted group for this initiative, the Committee agreed.

After discussion of the Committee's charge, Chair Neighbors requested that Committee members begin thinking about what they would like the Committee's short- and long-term goals to be as well as the best timeline for announcing this initiative to the public and what metrics should be reviewed to develop the criteria for small businesses to participate. These items will be discussed at the next committee meeting.

Other Items

There were no other items that needed to come before the Committee.

Adjournment | Minutes Prepared By

There being no further business, The meeting was adjourned at 4:39 p.m. by Chair Kenneth Neighbors. Mr. Nick Dulcio prepared the minutes.