

# Commission on Small Business Advocacy

## MINUTES

May 14, 2021

Due to the state of emergency declared by Governor Beshear via Executive Order 2020-15 regarding COVID-19, the Commission on Small Business Advocacy held their board meeting at 11:00 a.m. (EDT) Friday, May 14, 2021 via Zoom teleconference at the following link <https://us02web.zoom.us/j/89924453718> to consider all business.

**Welcoming Remarks:** Herb McKee welcomed everyone and performed roll-call. Six members of the CSBA were present. A quorum was not reached.

**Members Present:** Todd Blume, Susan Hoechner, Herb McKee, Dale Morgan, Lesa Seibert, Foster Shrout

**Members Not Present:** Jeff Anderson, Sundeep Dronawat, Robert Hudson, Terra Leavell, Joshua Ravenscraft, Darren West, Larry Waddle

**Staff Members Present:** Anthony Ellis, James Johnson, Dawn Powers, Matthew Wingate

**Others Present:** Kitty Dougoud, State Main Street Coordinator, Kentucky Heritage Council

**Press Notification:** It was noted the press had been duly notified.

**Minutes of the January 15, 2021 Meeting:** The Commission did not call this item due to not having a quorum present.

**Resolution:** The Commission did not call this item due to not having a quorum present.

### **Kentucky Main Street Program:**

State Main Street Coordinator Kitty Dougoud of the Kentucky Heritage Council presented an overview of the Kentucky Main Street Program. The Program exists to help develop Main Street districts that: attract both residents and businesses, promote private commercial investment, and spur economic growth. The downtown is promoted as the center of activity, culture, commerce, and community life. There are four main points of Main Street Program, all focused on enhancing: social (promotional), political (organization), physical (design), and economic (economic value) in downtown communities. There are benefits for the local government, business owners, local residents/consumers, and property owners. Ms. Dougoud noted “The downtown is the front porch to our communities.”

For local governments interested, there is an application process available for public review to determine if the Main Street program will meet the goals of the community.

Ms. Dougoud encouraged people to reach out for more information. She shared her email address: [kitty.dougoud@ky.gov](mailto:kitty.dougoud@ky.gov).

### **Business Community Connections:**

Lesa Seibert provided an update on Business Community Connections. She noted there is a lot of opportunity. There should be a focus on connections for mid-to-large size corporations to the small business community. Many small businesses need to know what will happen in meetings with corporations. Some corporations want to deal with small companies, while others want entrepreneurial maturity. Certain language and requirements may be needed in order for small businesses to engage with larger companies. Corporations are looking to invest in or buy startups and there should be information and education provided to startups that reinforces this. Ms. Seibert also recommended creating a database of mid-to-large size corporations to expand upon this. Lastly, each commissioner should be aware that each Chamber of Commerce will have specific needs and programs. If a Chamber has a plan that is working for them, it should be shared. Seibert noted that commissioners should find out what these are so that a “best-practices scorecard” can be compiled and shared with everybody.

Herb McKee suggested that every member should reach out to the Chamber of Commerce and Economic Development executives in their District to inform them we are engaged and interested in their concerns.

### **Annual Evaluation Update:**

Foster Dorning Shroul presented an update of the Annual Evaluation. By statute, the CSBA is to provide an annual report by September 1, 2021 to the Governor. Shroul further noted items that should be included in the Annual Evaluation. With a full Commission established this year, Shroul recommended that the evaluation include forward-thinking goals and priorities. The content for the Annual Evaluation Report shall be collected by the Executive Committee. Next, it will be sent to the Cabinet for Economic Development to compile, format, and review.

### **Other Business:**

Lesa Seibert led the discussion on the incentive program overview. The list was circulated to members. Matthew Wingate noted it is an overview of programs, intended for informational purposes only, and circulated to raise program awareness and encourage an interested person to reach out to a specific cabinet for more formal inquiries. The list may be revised by the next meeting.

Susan Hoechner noted that Chambers are interested in information on how small business development can be expanded. Chambers are very excited and hungry for small business development. She suggested creating a “bullet-point list” that can be provided to Chambers to help educate and get them involved. Dale Morgan and Todd Blume offered support in this initiative.

Herb McKee noted the need for the formation of a new Committee: the “External Communications Committee,” and noted that this topic may be taken up at a later date.


**2021 Meeting Dates (Frankfort):**

August 13, 2021 (Friday)

November 12, 2021 (Friday)

The meetings will begin at 11:00am. The location is contingent on the status of the pandemic. Otherwise, the meeting will be held via Zoom.

**Adjournment:** The meeting did not require a formal adjournment due to a quorum not being present.

  
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Herb McKee, Chair