

**American Public Transportation Association  
Business Member Small Business Committee Meeting  
Wednesday, January 25, 2017 – 8am  
Sea Salon, Opal Sands Resort, Clearwater, FL**

**AGENDA**

- 1) Welcome and Introductions - *Evalynn Williams*
- 2) Reading of Anti-Trust statement - *Chair's Selection*

***The cardinal rule in keeping an association's operations within anti-trust laws is that there should be no agreements – express or implied – which restrain the member's freedom to make independent decisions in matters that affect competition. Each member must be completely independent to set prices, establish production and sales levels, choose the markets in which he or she will operate and select his or her customers and suppliers.***

- 3) Review and approval of September meeting minutes **Attachment 1**
- 4) Review 2014-2016 Strategic Work Program **Attachment 2**

- *First Work Program Objective:* Create opportunities for APTA small and disadvantaged business members to establish meaningful business relationships with clients and other potential partners (for example: SB2SB, networking breakfasts)
- *Second Work Program Objective:* Develop programs for small and disadvantaged business members to maximize the value of their APTA membership (e.g. webinars, recognition)
- *Third Work Program Objective:* Assist in the understanding in the federal, state, and local policy changes that affect small and disadvantaged business members, such as certification, prompt payment, and sustainability issues (for example: Sessions at Conferences.)
- *Fourth Work Program Objective:* Develop ideas on how to get OEMs in compliance with new federal mandates pertaining to DBEs.

- 5) Discussion on elements of focus to develop final 2017-2019 committee work plan
  - Value proposition
  - Networking opportunities and rewards
  - Education and programs

- 6) Success Stories

- 7) Adjourn

**2017 Business Member Board of Governors Meetings:**

1. Legislative Conference, Sunday, March 12, Washington, DC
2. Bus & Paratransit Conference, Sunday, May 7, Reno, NV
3. APTA Annual Conference & EXPO, Sunday, October 8, Atlanta, GA

All Business members are invited to attend and participate in BMBG meetings

## Business Member Small Business Committee

September 11, 2016

### Minutes

Chair Eve Williams called the meeting to order. Introductions were made. She asked attendees to make it known if they wish to join the committee.

The meeting was attended by Suzanne Arkle, Robert Bright, Buddy Coleman, Kurt Goddard, James Harper, Huelon Harrison, Fran Hooper, Leslie Jones, Lolalisa King, Luis Lugo, Brenda Nnambi, Raquel Olivier, Janet Rogers, Kevin Sudano, William Thomsen, Anil Verma, Jeff Wharton, Alvin Burns, Aaron Johnson, Joe Gibson, Sherrika Arch, Tony Kellen, Mike Bismeyer, Dan Pearsall, Matt Stanton, Greg Kiah, Kunjan Dayal Gwendolen Gray, Katherine Hoff, and Tom leBeau.

There were 9 DBEs present at the meeting.

Lolalisa King read the anti-trust statement. The minutes from the May committee meeting were approved.

Eve Williams reviewed the results of the business member breakfasts at the Bus & Paratransit Conference and the Rail Conference. At the Bus & Paratransit Conference, there were 75-80 attendees despite an earlier start than previous years. Students from North Carolina A&T State University assisted with the breakfast. At the Rail Conference, there were about 125 attendees at the breakfast. The survey responses were low and it was decided that those results do not fairly indicate the results or representation of attendees.

Also at the Bus & Paratransit Conference, there was a SMARTBAR, what was once the Business Member Resource Room. The purpose was to have college students demonstrate the effective use of smart phones for everyday business use through mobile applications. The students did very well and were instrumental in the success of the SMARTBAR. The students' offers on internships are being tracked, could be used as an incentive going forward. Lolalisa raved about the students, whom she selected for the SMARTBAR.

There was a SB2SB (Small Business to Small Business) event at the Rail Conference. This event had local speakers, with about 70 attendees. The event was in collaboration with COMTO.

For 2017, the committee agreed that the breakfasts, SMARTBAR, and SB2SB should continue. Eve Williams would like to expand programs into the Legislative Conference and Annual Meeting moving forward. Fran Hooper recommended that the committee reconsider programming for the 2017 Annual Meeting, given that it is an EXPO year and the schedule tends to be overwhelming. Eve Williams would like to increase participation, even at the Annual Meeting in an EXPO year, so that small businesses see the value in their membership. She believes that their participation is waning.

The small business/DBE exhibitors have done events at EXPOs in the past. Money must be allocated for the 2018 Business Member Activity Fund for EXPO. Raquel Olivier would like for the Business Member Programs Committee to brainstorm ideas on how to capitalize on networking opportunities for small businesses and DBEs at 2018 EXPO. Huelon Harrison voiced concern that small business event exclusivity prevents primes from exploring partnership opportunities with small business and DBEs. Eve Williams agrees that this is worth revisiting. DBE ribbons should be offered at conferences to help distinguish those attendees.

Luis Longo is not able to continue spearheading the webinar programs because of his new job role. He encouraged volunteers to step forward and lead future programs. It was decided that DeLois Babiker will lead the effort. The proposed topic for the next webinar is major capital programs in the US. The webinar should be centered around 4-5 agencies that have ongoing major capital programs and can update and educate on their developments. They would also send a procurement forecast for the next 12-18 months. Kurt Goddard and Robert Bright will join DeLois Babiker in managing this effort. Greg Kiah recommends hosting a suite of webinars, citing that one webinar is insufficient.

Eve Williams proceeded with conversation regarding value proposition for small businesses and DBEs. She proposed that there be a recognition program for small businesses and DBEs that do business with each other. She believes that the DBE membership dues structure within APTA should be reformed to allow affordability and long-term participation. Jeff Wharton encouraged members of the committee to participate and attend the APTA Revenue Task Force meetings to voice concerns and issues. Small businesses and DBEs should be included in more events hosted by larger businesses, this could enhance the prime/small business & DBE relationship. If DBEs are allowed to indicate themselves as such during the registration process, that could increase visibility.

The meeting was adjourned.

**Business Member Board of Governors  
Summary Report**

**Business Member Small Business Committee**

**Committee Work Program updates**

1. **First Work Program** Objective: Create opportunities for APTA small and disadvantaged business members to establish meaningful business relationships with clients and other potential partners.

Accomplishments:

**SB2SB**: Conducted the two SB2SB Networking Reception (LOCAL COMTO AND APTA members) first one during the bus conference in Fort Worth Texas in May 2015 and second one at rail in Phoenix. Very successful attendance wise, but needs a plan for follow-up to promote and encourage continued future networking. Also, we need to promote APTA better or have a plan that allows them to “sample” APTA. We will continue to have networking events with COMTO members in transit. The objective is to find national synergy among small firms in various locales.

**Resource Room/Techbar**: In North Carolina and the Bus conference, we brought in students from NC A&T who were dynamic. The idea was to assist people with their smartphone applications, while introducing the students to APTA. The introduction of the students to APTA was a bigger success than the interest of smartphone assistance among the members. This should be elevated to either better market it or just have a student awareness program. Great idea, but may be more for the Workforce Development Committee.

**The same concept could be developed for new small businesses instead.**

**BREAKFAST**: We will utilize the program as we have in the past. Having 2 breakfasts a year – at rail and at bus. 2 different audiences. May discuss having a 3<sup>rd</sup> during annual. Typically, agenda is too busy, but worth an evaluation.

**COMTO**: Although we are not involved, there is typically a session that is hosted by APTA-COMTO at APTA conferences and one at COMTO conferences. we should become more involved with them. We will continue to have networking events with COMTO members in transit. The objective is to find national synergy among small firms in various locales.

2. **Second Work Program** Objective: Develop programs for small and disadvantaged business members to maximize the value of their APTA membership.

Accomplishments:

**WEBINARS:** During last 3 years, we conducted several successful webinars. These webinars should be posted on the website. The last one was “How to win work with public agencies” where we featured the director over small and minority business from Sound Transit. Webinars should continue, but it lacks a leader. We should continue to host the webinars this year and develop better ways to reach different audiences. However, we should limit them to 2 per year at best.

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**RECOGNITION:** We are looking for avenues to recognize large APTA business (and perhaps public members) who do business with small business members. We intend to look for ways to educate new member about being involved. This is the only one of our initiatives we have not worked on. It should be the major initiative this year, especially as we look for ways to increase our value proposition and retain members.

3. **Third Work Program** Objective: Assist in the understanding in the federal, state, and local policy changes that affect small and disadvantaged business members, such as certification, prompt payment, and sustainability issues.

Accomplishments:

**PROGRAMS:** We only managed to have one workshop during Fort Worth bus conference on the new personal network statement for the DBE certification. Attendance could have been better had it not been on the last day and better publicized to local community (non-APTA members)

We should explore topics which DBEs are interested in and develop a means of delivering and educating the membership as well as those who are not members, whether the tools are webinars, program tracks at conferences, articles in PT, local newsletters etc.