



**DEPARTMENT OF BUSINESS AND INDUSTRY
OFFICE OF THE DIRECTOR
COMMISSION ON MINORITY AFFAIRS**

Meeting Minutes

A meeting of the Commission on Minority Affairs was held on Monday, Sept 17, 2018 at 9:32 am. Pursuant to public notice: Via video conference call between all locations: 1) Nevada State Business Center, 3300 W. Sahara Ave, Suite 425, Las Vegas, Nevada 89102, 2) Nevada Department of Business and Industry, 1830 College Pkwy, Suite 100, Carson City, NV 89706, and 3) Conference call: Carson City: 775-687-0999, Las Vegas: 702-486-5260, Participant's Collaboration Code: 64575.

1. COMMISSION BUSINESS

- A. Chair Rhodes-Ford called the meeting to order at 9:33 am.
- B. Present: Chair Berna Rhodes-Ford Esq. (person), C. Hasaan Azam (person), C. Donald Chaney (person), C. Janelle Conine (phone), C. Yolanda Flores (phone), C. Michel Flores (person), C. Adleen Stidhum (person), Counsel Gary Mathews, and Secretary Emily Ku, Management Analyst for the Commission on Minority Affairs (person).
- B.1. Public Attendance: Jane Lee (phone)
- C. Commissioners Absent: C. Jatoon Patel-Ghai, C. Myisha Williams

2. PUBLIC COMMENT

Ms. Jane Lee said it was nice to be attending today. Counsel Gary Mathews introduced himself as the Administrative Law Judge at the Department of Business and Industry. Prior to this, he worked at the Attorney General's office where he represented entities within Business and Industry.

3. COMMISSION BUSINESS DISCUSSION AND POSSIBLE ACTION BY THE COMMISSION.

- A. Approval of August 20, 2018 meeting minutes (for discussion and possible action) – C. Stidhum moved approval of the minutes for the August 20, 2018 meeting. C. Chaney seconded. The motion carried.
- B. Strategic Plan – Chair Rhodes-Ford moved through the Strategic Plan, stopping whenever a Commissioner had a question. C. Y. Flores asked if the two community events per month was a collective number for all the Commissioners. C. Rhodes-Ford affirmed. C. Rhodes-Ford went through the rest of the document, section by section, asking for comment or feedback. C. Azam asked if there are enough economic development events for us to attend at least one per month. C. Rhodes-Ford said that we do, we have at least 12 events per year between the North and South. She chairs the Nevada Forum for the Women's Business Enterprise Council, and she attends at least a monthly event. In addition, C. Rhodes-Ford and C. Stidhum sit on BDAC, and Commissioner Stidhum chairs the Regional BDAC.
- C. Azam would like to see data on more minorities on Community Liaison as it becomes available, and would like to change "police departments" to "law enforcement". C. Azam asked for clarification on the two law enforcement outreach events, if it was per year. C. Rhodes-Ford said

yes, because there are not many outreach events – there is the Asian-American Sheriff’s Advisory Council meeting and that meets around twice a year. We should be able to meet and hopefully surpass those goals. C. Rhodes-Ford clarified that outreach events are different from meetings, as the former is an event where members of the community attend and have an opportunity to meet with officials. C. Azan asked to add “not an exhaustive list” on the last page of planned events. C. Chaney moved to receive and approve the Strategic Plan FY19-20 with the forthcoming changes. C. M. Flores seconded. Motion passed.

- C. Policies and Procedures for Social Media – M.A. Ku explained that the policies and procedures are written mostly with the intention of Facebook in mind, but specific social media platforms are not named and kept general to allow for flexibility. She envisions that the listserv and Facebook will be mostly resharing of other community events until the Commission starts to do its own events. In addition, if there are several events to share, then she will create a weekly digest, similar to the ones she has been preparing for the Commissioners. C. Azam recommends coming up with a standard description that every Commissioner can use, e.g., if a Commissioner is tagging the NCMA page, the language should be standard, such as a sentence from the mission statement. C. M. Flores thinks expanding into social media is great and would like to see the Commission start a Twitter page in the future, because many people pay attention to it. It will help get the word out about what we are doing, and when we are at events. C. Azam suggested using Hootsuite to manage Twitter. C. Stidhum moved to accept the policies and procedures for social media for the Nevada Commission on Minority Affairs as it has been presented. C. Chaney seconded. Motion passed. The Commission voted to start using Facebook as the social media platform, and to revisit the discussion when the Commission is ready to expand to other platforms.

D. Subcommittee Updates (for discussion and possible action).

1. Education

C. M. Flores said that NSHE just approved for all foster care youth to have the ability to attend college in the state of Nevada for free. NSHE also created a new partnership with MGM International. MGM will be offering higher education to all of their employees at a discounted rate, and MGM will cover the difference. Also, there is a lot of attention on the K-12 budget, both in the North and South. Both Superintendents gave their state of the school district reports, with a high focus on outcomes. Superintendent Jara has been really focusing on students of color and are getting the attention they need. They do not have nearly enough students of color completing CTE programs, and he is very concerned about it. If there is an opportunity to support or endorse the work and initiatives going on, then we should figure out what that looks like. He thinks that is an action item that the Commission could take up next, and possibly invite someone from the school district to talk a little bit about that work.

2. Health

C. Y. Flores met with Jose Melendrez, who works for the UNLV School of Public Health and is a board member on the Nevada Minority Health and Equity Coalition. They discussed ideas for BDRs, early outreach for all medical specialties, including medicine, nursing, physical therapy, and speech therapy. He also mentioned the Impact Summit, which is occurring Thursday, October 4th at Nevada State College. He has students who would like to intern with several medical organizations in town, and C. Y. Flores will help collaborate with that effort.

M. A. Ku added that Dr. Matthew Lin will be speaking at the Impact Summit, and he is the head of the national Office of Minority Health office. He will be speaking at noon, followed by a legislative panel. If

anyone is able to attend, that is the best time to come. There is a reception from 4:30-6pm, and Dr. Lin will be there. C. Rhodes-Ford is scheduled to attend as well.

3. Housing

C. Chaney is following up with NACA and other organizations and learning how to assist them. He just got back from Santo Domingo in the Dominican Republic and looked at the housing issues there. It really brought to life what can we do here to make sure we are monitoring housing issues and how to better provide housing for minorities. C. M. Flores asked if we interact with the Southern Nevada Regional Housing Authority. C. Chaney said we can reach out to them. C. M. Flores offered to introduce C. Chaney to the new executive director there to let them know we are here to partner and work together. They have some commissioners on their board as well, and they are going through some changes. They have many challenges, and the more people working on these issues will really help move the needle. C. Rhodes-Ford said this brings up a good point, that we should prepare talking points when we meet with people. Those talking points should be routed through M.A. Ku and the Chair just to make sure that we make a good use of time, and so we can make sure all the talking points really reflect the mission of the Commission. C. M. Flores asked if the Strategic Plan should serve as a guide. C. Rhodes-Ford gave an example of meeting with the Police Chief of Henderson. Our talking points consisted of some global research. There had been a Presidential Study on data related to police departments, and she put together much of that data, which the police chief already knew because her previous department was one of the model departments in Arlington, TX. It gives us credibility because you walk in with a certain amount of information, and it gives you a roadmap of where you want to go. We also had some questions in our talking points so we looked very prepared and had a coordinated front. The Strategic Plan can be a good starting point, but if there are specific issues, we should research the issues and make sure we have that information.

M. A. Ku attended two seminars on credit scores and home buying. They were both an hour long, and it gave a quick overview. They were good and covered the basics, but people need to attend a longer class to really understand their credit score. The Housing Division was present at the home buying class, and they said they are developing classes targeting the minority community. This spurred from our formal meeting with Housing Division back in May. M. A. Ku will let the Commission know when those events are out in the community so we can publicize those.

4. Workforce Development

C. Stidhum put out some feelers in the community who are active with career fairs, and is developing her strategy before meeting with DETR and the different outlets sponsoring workforce events. Her goal is to try to get on the forefront of those planning groups, so when people get to the career fairs, they are ready by appearance and resume. C. Stidhum is planning to have a booth at UNLV career fair and working on what we can share with that age group. The event is on October 5, and it is the National Contractors Association Career Day at UNLV. The age groups attending range from middle school to college. C. M. Flores is more than happy to make an introduction to the Executive Director at Workforce Connections Jaime Cruz and contacts at NSHE.

5. Economic Development

M. A. Ku attended the Henderson Chamber of Commerce expo. It was a very well attended event with around 600 people, and they had a local "Shark Tank" competition for local businesses. M. A. Ku found out that the HCC was offering a business grant to a woman-owned business, and thanked the Commission for helping to forward that grant.

M. A. Ku also attended the Metro Chamber's Economic Development committee. They have different topics every month, and this month they discussed the new medical district—they mentioned that 24% of the incoming UNLV med school class is from underrepresented minorities, compared to the national average of 10%. They also all get full scholarships. For the second half of the meeting, they discussed energy issues, and one likely BDR is community solar, which could help benefit lower income households who live in multi-family housing and want to participate in community solar. M. A. Ku also attended the National Contractor's Association Diversity Council with Commissioner Williams. They have a database that other contractors run searches and see who is minority certified. If you are a member, you can add all your certifications in your listings so contractors can find you for subcontracting work. Also, NDOT gave a presentation on their disadvantaged business mentor-protégé program.

6. Legislative

At the last meeting, C. Rhodes-Ford solicited suggestions from the Commission for possible legislation and asked to send them to the Management Analyst. Some bills had already been presented to the legislature, so we did not feel the need to reinvent the wheel. There is one that had not been presented previously, so we will meet with Senator Atkinson and see if we can get garner support for it. There was one possible BDR to clear records for those incarcerated due to marijuana usage, because marijuana is now legal in the state, but Assemblyman McCurdy has already presented that in the 2017 session. There was another one dealing with marijuana and the health and safety issues of how they test for mold. Things that test high for mold can still be sold in another format, so it's not healthy. C. Stidhum suggested a BDR on Emerging Small Business certification and gave a brief background on ESB certification, which was approved in the 2013 legislative session. From the procurement side, procurement officials have always tried to help the business industry other than just having them hold a piece of paper. They still have to compete for the work and get in line with everybody else. Until we put something in the legislature that's strong enough to allow the procurement industry to be able to award something based on the efforts that they put forward, getting the certification is just a piece of paper. The Commission can work towards something to enhance that certification if not in this legislative session, then the next, and maybe working with GOED to try to see how that would happen. She suggested maybe giving some kind of preference or give points to a business industry, because of the tens of thousands that are registered in Nevada, there may not even be a thousand companies that are ESB certified today. What we are also finding that companies are not renewing their ESB certifications, even though there is no cost for them. C. Rhodes-Ford also said there was one possible BDR that dealt with the budget. We will present that list when we meet with Senator Atkinson. In terms of process, there will not be any preference stated by us as what they should do but they have to buy in. We will present it to him, and he will tell us what is possible and what's not. C. M. Flores said that there are already 500 BDRs submitted, and we may be able to take a look at them and see if there are any we might like to support and possibly meeting with the sponsor of that BDR to see if it's an issue we align with. There also may be bills that are really hurtful to minority communities. C. Rhodes-Ford said we can oppose legislation as long as it's not along any partisan lines.

7. Community Liaison

C. Rhodes-Ford said she had a meeting scheduled with Captain Will Scott to discuss the African-American Sheriff's Advisory Council, but it has postponed to October.

C. Y. Flores had a booth at the Tour of the World event, organized by the Metro police and Councilwoman Michelle Fiore. It was very well accepted by the public, and they had food, art, music, and entertainment. They had a huge police presence engaging with the community asking what they can do to help and disseminate information. The topic for that event was on refugees.

E. Management Analyst update (for discussion and possible action)

1. Upcoming events – Committed to our Business Community is at the Convention Center on Thursday, Sept 20. There are several 3 or 4 workshops, 9 am Access to Capital, 10 am ESB Program Certification, 11 am Energy Preparedness, and noon Process and Benefits of Certification. We will be sharing a booth with Business and Industry. Commissioners Rhodes-Ford, Stidhum, and Williams will be there. C. Stidhum said this is the annual event for RBDAC, and as chair of the council, she is excited to have partners in the procurement industry such as the hotels and casinos, some private agencies, and utilities that will be on display for all of the businesses that will attend. It is a no cost event and she is hoping that bringing the workshops back will again will allow some education and more resources for them. They are also moving their small business class there that day because it is the same day. 107:04
2. Website updates – M. A. Ku reported that some of the Commission website language is getting cleaned up. We will be adding the electronic brochure on the website. M. A. Ku will inform the Commission once those changes are made, and then she will solicit feedback for the next round of changes, if any.
3. Budget update – M. A. Ku had a meeting with the Finance department to discuss the budget and unfortunately, but we have a budget of \$238 after the Management Analyst operating expenses. When they created the position, they had to do a Work Program to support the operational side, like rent and office supplies. That got approved before Business and Industry moved into this new building, and there are now new additional expenses like the security guard that each employee pays a portion of. Since the General Fund funds the position, we are not able to get more funding for this fiscal year. We will not know how much the Finance department has requested for the next biennium until the governor releases the budget. C. Rhodes-Ford explained that in the past, there was budget to travel to session and give testimony. We will not be able to do that but we can still give videoconference testimony locally at the Grant Sawyer building. For those who are traveling to Carson City, it would be on the Commissioner's own dime. This also means we cannot have any joint meetings between the North and the South. Hopefully we can get an increase in our budget going forward because we have such great momentum, but we will still be able to make an impact despite the budget. M. A. Ku said that the limited budget means she will not be submitting her travel mileage for reimbursement. C. Azam said he would still know that amount of travel of the Management Analyst. C. Rhodes-Ford said that the data is helpful for requesting more funding in the future.

C. Conine asked if she can make a personal donation on behalf of the Commission. She said for Girls on the Run, you can be a sponsor and they will list your organization, so it would be a good way for the Commission to be recognized in the Community. Mr. Mathews said he would have to look into it and will get back to the Commission.

M. A. Ku asked that everyone respond to the email and let her know if they will be attending the meeting by phone, in person, by video, or not attending.

F. New Business – None

4. PUBLIC COMMENT

5. ADJOURNMENT

- Meeting adjourned at 10:51 am
- Next Meeting: Monday, October 15, 2018 at 9:30 am