

**Virginia Latino Advisory Board
Minutes
Friday
May 11, 2012 1:00 p.m. – 4:00 p.m.
Virginia War Memorial
621 S. Belvidere Street
Richmond, Virginia 23220**

Action items:

Michel will prepare a Doodle for the next board meetings.

Send Kris bios with professional photos, preferably in jpg format.

Send Kris and Michel a blurb about workshops you would be prepared to present.

Send Kris and Michel information about media contacts in your area.

Members Present: Deborah Muñoz, Carmen Williams, Elin Doval, Desi Arnaiz, Charlotte Fritts, Federico Morales, Aleyda Kasten, Kris Tilley-Lubbs, Jason Miyares, Michel Zajur, Jorge Lozano, Cecilia Martínez, Alex Vanegas

Members Absent: Flux Neo, Víctor Gómez, Gabe Rojas, Rene Cabral-Daniels, Laura Ramírez Drain, Omar Rashid, Esteban Nieto, Rosaura Aguerreberre, Beatriz Amberman

Ex-Officio Members Present: Jimmy Rhee

Liaison with Governor's Office: Duane Stafford, absent due to family emergency

Guests Present: Demas Boudreau

Welcome and opening remarks: Michel called meeting to order at 1:17 pm.

Since a quorum was not yet present, the approval of minutes was postponed.

Members introduced themselves.

Letter from the Governor read by Demas to acknowledge receipt of 2011 report:

- Appreciation to Board for recommendations aligned with goal of economic development in the Commonwealth.
- 2012 is recognized as the Year of the Entrepreneur.
 - Related to Start-Up America
 - Virginia has developed its own version:
 - Job generation related more to start-ups than small business;
 - People encouraged to be creative, attend events, and discuss business focus;
 - Business competition acknowledged;
 - People sought who are willing to take risks and support start-ups;
 - Ideas can be sent for start-ups;
 - All information on website.
 - Development of opportunities recognized.

For Latinos, the question goes beyond start-up to sustenance of a business through the first year. Do Latinos understand what it takes to get going as an entrepreneur?

- License

- Permit
- Money—access to capital to fund computers, etc.
- Becoming established in one's own locality: city, county, state, city, etc.

This information is available in Spanish, but how many prospective entrepreneurs are aware the information exists? If they know the information is available, how many people have the knowledge to access it?

There are people who have developed mentoring businesses to help people navigate through the process of starting up a business.

Questions for VLAB:

- How can we help to bring these resources to the community?
- How can we ensure that the resources are Spanish-language friendly?

Virginia does have a lot of start-ups who need mentoring help in the Latino community.

Go to Virginia **XXXXXX** website.

Federal policy can strangle Latinos by having regulations that eliminate entrepreneurs, many of whom are Latinos.

A suggestion was made that there should be a focus on two areas: (1) helping entry level businesses who would have to learn from their mistakes if lacking guidance; and (2) mentoring existing small business owners who want to grow their businesses. The Commonwealth could seek ways to develop business opportunities that remain in the state.

VDOT is interested in supporting companies to learn how to pursue business contracts through eVA (<http://www.eva.virginia.gov/>), which allows the state to increase the number of local companies benefiting from public opportunities, rather than helping out-of-state competitors.

A suggestion was made to invite Mark **XXXXXX**, who was hired by the current administration to work on developing entrepreneurship, to come to VLAB to talk about these issues. He addresses these issues: competency, resources, policy.

An observation was made that for prospective entrepreneurs who do not understand EVA, developing a business is extremely difficult:

- Every Latino interested in developing a small business needs to be made familiar with
 - EVA
 - SWAM
 - Becoming certified
 - Navigating the system

A suggestion was made that VLAB consider fostering the development of seminars, symposiums, and/or town halls.

- Speakers/facilitators who will give practical advice;
- Speakers/facilitators who speak to legal issues involving in starting up; and
- Speakers/facilitators—how to set up a business plan.

This could be done in partnership with the Chamber, which concentrates on:

- Growing the community;

- Disseminating apolitical information.

Following an enthusiastic response to the suggestion that VLAB develop seminars to educate the Latino community regarding issues related to developing business in the Commonwealth. Members chose the groups with which they preferred to work in small groups. The groups reported back prior to the adjournment of the meeting, working within the parameters of developing workshops according to these criteria:

- Begin with overall session, 45 minutes to one hour, perhaps with a networking luncheon.
- Break into sessions with three different emphases.

The Education Committee, consisted of the following members:

- Elin Doval
- Charlotte Fritts
- Cecilia Martínez
- Carmen Williams
- Kris Tilley-Lubbs
- Aleyda Kasten
- Gabe Rojas

Suggestions:

- The workshops would take place between 9:00 a.m. to 12:00, followed by the networking lunch.
- Each workshop would last one hour:
 - 45 minutes of interactive training;
 - 15 min. of exercises and questions;
- Participants would be able to attend all three workshops by rotating among them.
- Three experts in three topics at three tables would facilitate the workshops.
- The following would be the themes of the workshops, collectively titled “Speed Education: Education and Civics:”
 - Session 1: Civic duties and community resources
 - Session 2: Scholarships, college applications
 - Session 3: Resume writing and interviewing
- The final offering would be the networking luncheon from 12:00 p.m. to 1:00 p.m.
- When participants register, they could do a survey about what they want to gain from the conference.
- The results from the surveys would be used to develop an evaluation to collect data for the report to Governor.
- The workshops should be held in conjunction with Hispanic/Latino Heritage Month.

Possible locations for three sessions:

- Roanoke Higher Education Center
- Virginia State University
- Richmond

Discussion ensued regarding the possibility of holding one seminar as a pilot this fall.

The Business Education Committee consisted of the following members:

- Desi Arnaiz
- Jorge Lozano
- Jason Miyares

- Federico Morales
- Deborah Muñoz
- Michel Zajur

Suggestions:

- Sessions:
 - SBA
 - SWAM
 - Virginia Chamber of Commerce
 - Establishing a business vs. growing a business

Further information will be furnished at a later date.

Duane shared information regarding setting up a committee meeting consisting of three or more people.

- The meeting must be announced publicly via Duane two weeks in advance.
- When VLAB members send email, they can only email information, not discuss any agenda item that should be addressed by the Board as a whole.

Next meeting: July 27, 1 p.m.—4:00 p.m.

Since a forum was present, the following minutes were presented and unanimously approved:

- December 16, 2011
- October 7, 2011

At the next meeting, Michel will do a presentation about what the Virginia Hispanic Chamber of Commerce does.

Michel briefly summarized the goals of VLAB for 2011. At the July meeting, we formed three different working groups to address the following issues:

- International Trade
- Small Business
- Education/Workforce Development

Discussion ensued regarding the following:

- Whether specific universities should be named as having technological strength. Decision: better not to mention any specific university.
- Whether a specific place should be mentioned for the location of a trade office. Based on Jimmy's recommendation, a decision was made not to mention a specific location prior to further research regarding the best place for a trade office. At this time, the recommendation should be made as is, with the understanding that if the Governor chooses to accept the recommendation, further research will be conducted to recommend a location. Jimmy referred to a meeting held at the Patrick Henry Building on December 7, 2011. At that time, a letter was drafted regarding the possibility of a trade mission to Latin America. Jimmy suggests that VLAB send a letter with specific details about a trade mission. For example, the letter should recommend that the Governor visit a certain place because of certain reasons.
- A question was posed: Is the emphasis on exporting or importing and establishing foreign companies in Virginia? The final decision was that the recommendation be sent without specifics.

The Board approved the edited recommendations for the Governor.

News:

Jorge: The Governor of Puebla is willing to send an invitation to the Governor of Virginia to come to Mexico in May 2012 for the celebration of the victory of the Mexican army against French intervention on the Battle of the Cinco de Mayo. This will provide an opportunity for economic development between the two states.

Jimmy: Reminder that venture capitalist organizations are an investment issue, not a trade issue.

Debbie: Shared about a property/human rights issue in Fairfax regarding the eviction of residents without inspection in a mobile home community during a flood. A question was raised as to whether the County Board of Supervisors provided false information regarding FEMA.

Michel: Google workshops will take place on January 18, 2013, in Fairfax. The Google partner will give out free websites and domains. Another workshop will take place on January 24 in Richmond.

The Foundation of the Chamber is working with NASA and the Science Museum to do an interview with a Latino astronaut for Univisión, televised from the Science Museum of Richmond.

Kris: Working on Memorandum of Understanding between the Universidad Autónoma de Aguascalientes and Virginia Tech. This MOU will include interdisciplinary, transnational research on human rights.

Next Meeting Date: Michel will set up a Doodle for the next meeting.

Adjournment: Michel adjourned the meeting at 3:50 p. m.

Respectfully submitted,

Kris Tilley-Lubbs