



Agenda

Special Committee: Jacksonville Small Emerging Business

Monday, June 17th, 2024
12:30 P.M. – 2:00 P.M.

Introductions & Opening

Chair, Raul Arias

New Business

1. **Opening Summary**: Provide an overview of the outcomes for the technology, marketing, staffing, and legislation updates. – Greg Grant
 - a. COJ Technology Solutions - Launch July 1st
 - b. 3 Marketing Initiatives - Launched in June
 - c. Enhanced Staffing Initiative - Launched in June
 - d. Legislation Amendments - Created in June

2. **Technology**: Provide execution details of the JSEB technology project with future implications and next steps. – Greg Grant
 - a. Digitization of the JSEB Application process. (Doing this internally resulted in an approximate 1.4M cost savings to the city.)
 - b. Transparency Data Dashboards - (Instant reporting for stakeholders)
 - c. Dedicated Website: Enhance JSEB branding efforts to include a welcome landing page, customizable subpages for program details, user-friendly content management system (CMS) for easy updates, ADA compliance, and accessibility to social media links when applicable.

3. **Marketing:** Provide execution details of the JSEB marketing project with future directives and next steps. - Greg Grant
 - a. JSEB exposure through Broadcast TV station WJXT Channel 4 - Launched in June
 - b. JSEB Contractor exposure through Client Focus Media - Launching in July.
 - c. JSEB Ambassador Program - Guerrilla marketing launching in July
 - d. COJ JSEB Social Media Marketing - Through Public Affairs
 - e. EBO Marketing - LIT TV Network - Launched in June

4. **Staffing:** Provide execution details of the JSEB staffing project with future directives and next steps. - Greg Grant
 - a. The Successful approval of the bill 2024-0294 provided provisions to enhanced staff to accommodate the growing JSEB demand.
 - b. The MyJAX 630-CITY call center, has provided accommodations to assist with call volumes. - Launched in June.
 - c. COJ City Volunteer Program - We have recruited several volunteers to assist with the growing departmental needs of JSEB. - launched in June
 - d. City Internship Program - We currently have 4 interns hired to assist with the current workload and JSEB growing initiatives. - launched in June

5. **Legislation:** Provide outcomes of the legislation amendments and present future legislation directives for consideration as new business.
 - a. Bonding Enhancement Program - This will not change the provision of JSEBs not needing a bond if contracts are below 500K. - (2024-0437)
 - b. Recertification - benefits for amending recerts from 24 months to 36 months - (2024-0437)
 - c. Graduation update - Changing from 9 years to 15 years, up to JSEB Prime, retaining institutional JSEB knowledge within the program through mentorship initiatives. (2024-0437)
 - d. Future Consideration - (Replacing the JSEB Monitoring Committee with City Council Presentation meetings to Rules or Finance) - Sec 126.607
 - e. Future Consideration - Data tracking changed from "dollar value of contracts awarded" to "dollar value of contract payments" for the 20% city goal. Sec. 126-607
 - f. Future Consideration - Disparity Study not being conducted by EBO/JSEB due to managing a race and gender-neutral program. Consider placing this task to the JHRC. - Sec. 126.612
 - g. Future Consideration - Minimum Funding Program Requirement - Sec.126-605 to increase by 200k to manage JSEB Entrepreneurship Education and Workforce Development Initiatives.

Discussion

Committee

Public Comments

Closing Remarks

Chair, Raul Arias