



Attendees: Priscilla Awkard, Verna Best, Kristin Feierabend, Tamara Perkins, Mary Deschamps, Cathey Ector-Cox, Tai Rochelle, Marcus Harris, Bailey Caudle, Cherith Roberson, S. Peterson, Vielka Gabriel, Clif Lavenhouse, Andre Heslip, Melissa Forde, Tyler Daniel, Byron Laws, Ariana Frazier, Amanda Salami, Lonnie Ervin, Angelo Moore, Sarah Ellis, Perusi Benson, Derrick Byrd, Ainzley Worley, Kearston Ingraham, Emma James, Johnette Whichard, ROAR Zoom, Denise Spaugh, Melvin Jackson, Brad Davis, Nikki, Detrick Clark, Monica Richardson, Dan Bulatek, Kathy, Wanda Hunter, Francis Bisby, Stephanie Sims

Welcome, Review Agenda and Meeting Minutes

Executive Committee Report-Priscilla Awkard/Clif Lavenhouse- Co-Chairs

- We'd like to take the time to remember Senator John Lewis. "When you see something is not right, not fair, not just, you have to say something, you have to do something".
- Michael English's presentation about GoldMined will be tabled for the August meeting.

Information Presentations -Wake Technical Small Business Center- Cherith Roberson

- The Small Businesses Center is funded by tax revenue. We seek to help people start and grow businesses by offering workshops and seminars. Classes offered include topics such as the basics of bookkeeping, certified public accounting, and more.
- Classes and informational sessions are via webinar mostly due to the pandemic. Since offering webinars, we have received great feedback that this allows business leaders the ability to join meeting from anywhere.
- We also offer confidential one on one business counseling sessions with experienced counselors that understand the landscape of small businesses. We want to meet people where they are, whether they have a business idea, or their business has already been created.
- Vielka Gabriel asked if the Small Business Center has partnerships with Hispanic and black owned businesses to uplift them? How long is the program? Is it offered in Spanish? Yes, because we are funded by taxpayers, all sessions are free. We do series that build off of each other. We usually have 90-minute webinars on Tuesday and Thursday evenings. You can attend a more in-depth class at Wake Tech. The only requirement is that you reside within Wake County. We work with non-profit organizations also. For the past five semesters we've offered a non-profit series but have had to take a small break as fall attendance dropped. There are three classes offered in Spanish this Spring. This number may increase in the fall.
- Vielka Gabriel noted that offering classes in Spanish can be necessary for understanding and comfort, even if someone speaks English as a second language.
- Visit sbc.waketech.edu for more information about Wake Tech's Small Business Center. You can sign up for counseling and upcoming sessions on the site.
- Verna Best asked how does the Small Business Center define success? We track the number of people attending our sessions, the number of workshops, and number of counseling clients. Our annual report defines success in terms of the number of jobs. However, it does not capture the

amount of people who decide to not start their business, which can save someone a large amount of time. It's best to capture the impact and examining more areas would help illuminate this.

- Lonnie Ervin asked how can the community become aware about programs such as this? Is there a high school component? We've been around for 30 years. Also, the community refers people to us, marketing (although we don't have a marketing budget), grassroots community outreach and advisory boards with 70 community members (businesses) help spread the word. We work with District C for a tour of our center however we don't have a formal program for high schoolers. If someone requested this, we'd love to discuss how to fill that need.
- Tai Rochelle asked are there differences in other small business programs? There are many in Raleigh. Why should we recommend you? We offer a lot of workshops that are more geared toward small businesses and main street business owners.
- Denise Spagh asked if there is a small business incubator in Raleigh? What do you do to reach out to the African American community to encourage them to look into your program? The incubator was called the Raleigh Business and Technology Center, but it is closed now. We see more women than men, and 8/10 businesses owners we encounter are people of color. We launched a series called Black Business Momentum, an outreach program to the black business community and filling any unique needs they may have. The success of this has led to the creation of Hispanic Business Momentum. We are still working on launching.

Wake Med Foundation-Christine Craig & Brad Davis

- [View the presentation here.](#)
- The Wake Med Foundation is a philanthropic partner to Wake Med Hospital. We aim to provide philanthropic resources and raise money from the community to support efforts at Wake Med. We've helped construct the Wake Med Heart Center, the Children's Emergency Center and Hospital, and more.
- Over the past 3 years we've focused on innovative programs that help move the needs of our community. As the pandemic continues, we've reached out to the community with urgency. There have been 350 donors so far. Biogen has gifted the foundation \$250K, and some as young as 9 years old have donated their allowance to frontline workers.
- Since March 7th, the foundation has raised \$1 million dollars to help with mental and spiritual health. We've also helped with the Mask Project to provide masks to families in the 27601 zip code neighborhoods. Science is showing that masks protect you and protect others from spreading the virus.
- We've tested 410 people at mobile sites. Of the 410, 163 people with COVID were younger than 40. 138 people were between the ages of 40-64.
- We'd like to offer ways to keep the economy going but with safer practices. Different communities have different needs and we use data to adjust plans. The overall goal for Wake Med Hospital is a healthy community where everyone has access to healthcare.
- For questions and more information, email Christine Craig at ccraig@wakemed.org.

Census Update-Sharon Peterson

- There has been a small increase in Census takers.

- The Census Bureau is working with barbershop and hair salons, black farmers markets and more for outreach. We've had to utilize community partners who are able to have contact with residents.
- There are rising COVID cases so were trying to be strategic by visiting grocery stores that are open.
- View Census response rates here: www.2020census.gov/en/responserates.html
- Wanda Hunter noted that it is important to dispel myths for people to be receptive, and also teach the importance. We can use everyday language to explain. A complete count is important at the federal level. NC did not allocate money for a complete count. There is much at stake at the state level.

Spectrum Employment Opportunities-Andre Heslip

- Spectrum is hiring for customer service positions. There's a 25-minute assessment. The positions are entry level and there are many growth opportunities. At least 6 months of customer service experience, and a year of computer experience
- [View the flyer for more information here.](#) You must pass a background check (7 years or less) and drug test.

Triangle Area Parenting Support (TAPS)-Monica Richardson

- [View the presentation here.](#)
- View the flyers with more information about the [Spanish Speaking classes here.](#)
- Visit tapsnc.org for more information. [View the Leadership flyer here.](#)
- Vielka Gabriel noted that TAPS can help parents mentally prepare.
- Personal protective equipment distribution will be this Saturday.

SEV Community Response

- There will be upcoming coaching sessions. Contact [Vielka Gabriel](#) for more information.
- The Food Lion on Raleigh Blvd is distributing free casseroles from 4-6 PM.
- The EEASI Challenge youth portion began last week with 14 students. For more information and how to join, reach out to Dynasty Winters at dynasty.winters@wakegov.com .
- WakeCUP will have another development meeting. Please stay tuned for more information.

Adjourn.

Next Meeting: August 18, 9:30 AM