



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD  
BUSINESS AND WORKFORCE ENGAGEMENT COMMITTEE  
Meeting Minutes**

**March 16, 2023  
9:00 a.m.**

**Members Present:**

Karen Carter  
Jeff Clark  
Kaaren-Lyn Graves

Jesus Love  
Nancy Quinn  
Sam Wolo

**Public Attendees:**

Karen Apple  
Samira Cook Gaines  
Deb Furlong  
LaSetta Hogans  
Danielle Luna  
Hayden Maynard

Sheila Murphy  
Christina Quijada  
Tracey Regenold  
Brenda Urquidi  
Genie Usher

Action items taken are noted in **bold** print.

**1. Call to Order / Roll Call:**

The Business and Workforce Engagement Committee (BWEC) Chair, Jesus Love, called the March 16, 2023 meeting to order at 9:03 a.m. Roll call was completed and a quorum of five members were present.

**2. Approval of February 16, 2023 Business and Workforce Engagement Committee Meeting Minutes:**

**BWEC Member Jeff Clark motioned for approval of the February 16, 2023 Business and Workforce Engagement Committee (BWEC) minutes, BWEC Member Karen Carter seconded.**

**Kaaren-Lyn Graves, Jesus Love, and Sam Wolo voted to approve. No members were opposed.**

**Nancy Quinn joined the meeting at 9:07 a.m.**

**3. Electric Vehicles Sector Presentation:**

City of Phoenix (COP) City Manager's Department Program Manager Karen Apple shared information about the growing electric vehicles (EV). She shared

COP infrastructure initiatives to support the growing number of EV in the Phoenix area. Initiatives include installing more chargers and adding EV to the city fleet. Karen shared different careers involved in the EV sector including manufacturing, careers involved in infrastructure support, and sales.

BWEC Member Sam Wolo shared his company's sustainability efforts in supporting the growing use of electric vehicles and he asked if Karen would be available to give presentations to businesses. Karen shared that she is available for outreach to companies and organizations. BWEC Chair Jesus Love asked if the PBWD Board should consider making EV a targeted sector. PBWD Board Executive Director LaSetta Hogans said that EV falls into the targeted sector of manufacturing and that coordinated EV efforts can fall under the manufacturing umbrella.

#### **4. Business Engagement Updates:**

Phoenix Business and Workforce Development (PBWD) Board Executive Director LaSetta Hogans introduced Samira Cook Gaines from A Purposeful World. Samira is conducting a small business/entrepreneurial project to find the resources in Phoenix and identify the business and workforce needs and the gaps in services. Based on the data that is collected through surveys, focus and listening groups, staff interviews, and business walks, there will be recommendations to support the small business and entrepreneurial efforts and a program roadmap.

A Purposeful World focuses on inclusivity around small business and entrepreneurship and institutionalizing equity, which involves a lot of policy conversations. They focus on outreach to youth women in marginalized communities and underestimated communities, which are communities that have not historically been counted in studies and find mentoring opportunities that value cultures and communities. She surveys the small business support that exists and then identifying the needs of small businesses and entrepreneurs, while keeping workforce needs and economic development needs businesses will need. Once gaps have been identified, recommendations will be made.

The small business focus areas are:

- Youth entrepreneurship (ages 14-24)
- Microbusiness/micro-enterprise (under 10 employees)
- Small businesses (under 200 employees)
- Entrepreneur High
- Growth, High-Value entrepreneurship
- Other: "sector-bending" between business and social sectors, emerging sectors

Samira shared the efforts made in the project thus far, including business walks at First Friday on Roosevelt Road and the Phoenix Farmer's Market to gauge the awareness of resources among small business owners and micro-entrepreneurships. During the environmental scan, A Purposeful World found 52 programs across 34 Entrepreneur Support Organizations (ESO). The small business survey included the business walks, staff interviews, and focus groups. The needs assessment and final recommendations will be complete during April and the final program roadmap will be completed in May.

**Nancy Quinn left the meeting at 9:50 a.m.**

**5. Business Engagement Updates:**

ARIZONA@WORK City of Phoenix Business Services Representative Christina Quijada shared that the Business Services team has made 54 visits to businesses and have hosted 55 career events.

**6. Bagels and Business Event Wrap-Up:**

BWEC Chair Jesus Love shared that 63 people attended the February 22, 2023 Bagels & Business Event hosted at Paradise Valley Community College. All participants of the event were sent a survey to gauge their experience of the event and the BWEC reviewed the results of the survey. Jesus shared that he and BWEC Member Sam Wolo are working with staff to plan the next Bagels & Business Event to be hosted at South Mount Community College. The event will be focused on construction.

**7. Committee Update Report:**

BWEC Chair Jesus Love shared he share information about the presentations on Electric Vehicles and share information about the next Bagels & Business.

**8. Matters for Future Discussion:**

Industry Labor Market Information Reports

**9. Call to the Public/Open Discussion:**

Kaaren-Lyn Graves shared that the Hispanic Chamber of Commerce received a grant from Comerica Bank to assist women-owned business with their entrepreneurial efforts.

**10. Adjournment:**

**BWEC Vice-Chair Kaaren-Lyn Graves motioned to adjourn the meeting, BWEC Member Karen Carter seconded.**

**Jeff Clark, Jesus Love, and Sam Wolo approved the motion, and the meeting was adjourned at 10:34 a.m.**