

**RICHLAND COUNTY**  
**OFFICE OF SMALL BUSINESS AD HOC**  
**COMMITTEE**

**AGENDA**



**TUESDAY JULY 23, 2024**

**3:00 PM**

**COUNCIL CHAMBERS**

# Richland County Council 2024



Derrek Pugh  
District 2  
Vice Chair



Jason Branham  
District 1



Gretchen D. Barron  
District 7



Yvonne McBride  
District 3



Paul Livingston  
District 4



Allison Terracio  
District 5



Don Weaver  
District 6



Overture E. Walker  
District 8



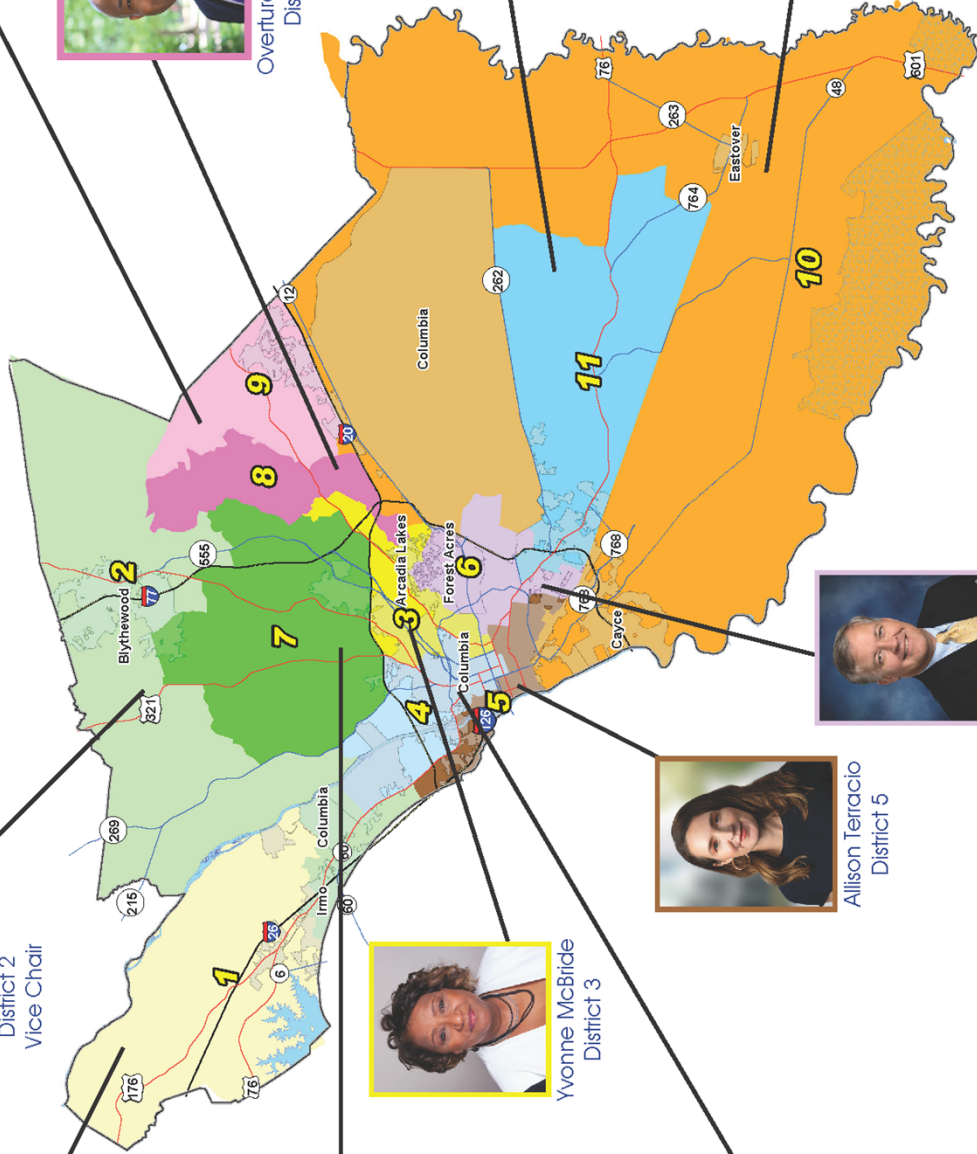
Jessica Mackey  
District 9  
Chair



Chakisse Newton  
District 11



Cheryl D. English  
District 10





**Richland County  
Office of Small Business Ad Hoc Committee**

**AGENDA**

July 23, 2024 03:00 PM  
2020 Hampton Street, Columbia, SC 29204

The Honorable Derrek Pugh, Chair	The Honorable Gretchen Barron	The Honorable Chakisse Newton
County Council District 2	County Council District 7	County Council District 11

- |           |  |                           |
|-----------|--|---------------------------|
| <b>1.</b> | <b><u>Call to Order</u></b>  | The Honorable Derrek Pugh |
| <b>2.</b> | <b><u>Approval of Minutes</u></b>  | The Honorable Derrek Pugh |
|           | a. July 16, 2024 <a href="#">[Pages 5-6]</a>                               |                           |
| <b>3.</b> | <b><u>Adoption of Agenda</u></b>   | The Honorable Derrek Pugh |
| <b>4.</b> | <b><u>Items for Discussion/Action:</u></b>                                 | The Honorable Derrek Pugh |
|           | a. Disparity Study Report [Executive Session] <a href="#">[Pages 7-15]</a> |                           |
| <b>5.</b> | <b><u>Adjournment</u></b>  | The Honorable Derrek Pugh |



Special Accommodations and Interpreter Services Citizens may be present during any of the County's meetings. If requested, the agenda and backup materials will be made available in alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), as amended and the federal rules and regulations adopted in implementation thereof. Any person who requires a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may request such modification, accommodation, aid or service by contacting the Clerk of Council's office either in person at 2020 Hampton Street, Columbia, SC, by telephone at (803) 576-2061, or TDD at 803-576-2045 no later than 24 hours prior to the scheduled meeting.



**Richland County  
Office of Small Business Ad Hoc Committee**

**MINUTES**

July 16, 2024 04:00 PM  
2020 Hampton Street, Columbia, SC 29204

COMMITTEE COUNCIL MEMBERS PRESENT: Derek Pugh, Gretchen Barron, and Chakisse Newton.

OTHERS PRESENT: Paul Livingston, Don Weaver, Jesica Mackey, Cheryl English, Anette Kirylo, Jackie Hancock, Leonardo Brown, Lori Thomas, Angela Weathersby, Ashiya Myers, Jennifer Wladiskin, Tamar Black, Margaret Jones, Pamela Green, Robert Squirewell, Susan O'Cain, Patrick Wright, and Dale Welch.

1. **Call to Order** -Councilman Derek Pugh called the meeting into order at approximately 4:00 PM.
2. **Approval of Minutes**
  - a. April 23, 2024 - Ms. Newton moved to approve the minutes as distributed, seconded by Barron.  
In Favor: Pugh, Barron, and Newton  
The vote in favor was unanimous.
3. **Adoption of Agenda** Ms. Barron moved to adopt the agenda as published, seconded by Pugh.  
In favor: Pugh, Barron and Newton  
The vote was unanimous.
4. **Items for Discussion/Action**

a. Office of Small Business Update:

Pamela Green, the Director of the Small Business Opportunity Office, provided the committee with several key updates and upcoming events. She announced that the office has recently hired Robert Squirewell as the new Program Coordinator, bringing fresh energy and expertise to the team. However, the office will see some changes as the Assistant Director position will be vacant starting in August. The search for a suitable candidate will begin soon. Additionally, the Certification and Compliance Specialist position will be open due to the upcoming retirement of Ms. Margaret Jones, who has been a valuable member of the team.

Ms. Green also shared information about recent and upcoming events designed to support and educate small business owners.

Business Cashflow Workshop: On April 24th, the office hosted a workshop focused on the critical role of cashflow in the success and sustainability of businesses. The workshop was well-received, and participants gained valuable insights into managing their finances more effectively. Due to its success, there are plans to continue offering similar workshops in the future.

Size Up SC Workshop: Held on June 6, 2024, this workshop garnered significant interest from local businesses. Participants had the opportunity to connect with the Size Up representative, fostering valuable relationships and gaining access to important resources.

Lastly Ms. Green shared about the Annual Engage Richland event scheduled for September 18, 2024, this event is being organized in collaboration with the City of Columbia Office of Business Opportunities (OBO). The event will feature a series of workshops that will provide attendees with updates and insights on regional developments at the state, county, and city levels.

Councilwoman Barron asked if businesses have the opportunity to learn how to do business with the City, the County, and the State. How to qualify for contracts etc.

Ms. Green stated that the OSBO office is planning on hosting more workshops to address this need.

Councilman Livingston shared the importance and the need for small businesses to work in collaboration with other entities and the importance for business owners to learn how to engage with other businesses, organizations, and entities.

**b. Current Funding Opportunities for Small Businesses:**

Mr. Pugh inquired about what funding opportunities exist for OSBO to present to constituents.

Ms. Green informed the Committee that there isn't currently a funding platform, but there is a need for it. And, shared information concerning the Funding workshop from the perspective of mobilization, fronting payroll, contract-based lending, SC Community Loan Fund, Community Works, and Climb Funding.

Ms. Barron requested that OSBO and administration research and present possible opportunities for business owners to learn how to do business in Richland County via procurement opportunities.

Ms. Green stated that there is a lunch panel that meets to discuss how to do business at the state, city, county, and federal level.

Ms. Barron stated that she appreciated OSBO's collaboration with the city and thanked Ms. Green for her forward thinking.

Councilman Pugh made a motion to direct the Administrator to find opportunities and create ways to find revolving loan funds for small businesses in Richland County, seconded by Barron.

In Favor: Pugh, Barron, and Newton  
The vote in favor was unanimous.

Ms. Newton asked for clarification purposes if this item would come back to the committee for review. Councilman Pugh responded in the affirmative.

Councilman Pugh thanked Ms. Green and Administration for sharing these updates which reflects the County's ongoing commitment to supporting small businesses through valuable resources, educational opportunities, and strategic collaborations.

**5. Adjournment – Ms. Barron moved to adjourn the meeting, seconded by Ms. Newton**

In favor: Pugh, Barron, and Newton  
The vote in favor was unanimous

The meeting adjourned at approximately 4:40 PM

**RICHLAND COUNTY  
ADMINISTRATION**

2020 Hampton Street, Suite 4069  
Columbia, SC 29204  
803-576-2050



**Agenda Briefing**

<b>Prepared by:</b>	Pam Green	<b>Title:</b>	Director
<b>Department:</b>	Office of Small Business Opportunity	<b>Division:</b>	Click or tap here to enter text.
<b>Date Prepared:</b>	July 17, 2024	<b>Meeting Date:</b>	July 23, 2024
<b>Legal Review</b>		<b>Date:</b>	Click or tap to enter a date.
<b>Budget Review</b>		<b>Date:</b>	Click or tap to enter a date.
<b>Finance Review</b>		<b>Date:</b>	Click or tap to enter a date.
<b>Approved for consideration:</b>	County Administrator	Leonardo Brown, MBA, CPM	
<b>Meeting/Committee</b>	OSBO Ad Hoc		
<b>Subject</b>	2024 Disparity Study Briefing		

**RECOMMENDED/REQUESTED ACTION:**

*Instructions: Using a complete sentence, briefly state the recommended and/or requested action.*

Griffin & Strong, PC, selected vendor for the 2024 Richland County Disparity Study, will virtually provide an overview of their findings and recommendations for Council's review of the draft report. Data collection period July 1, 2017-June 30, 2022.

Request for Council Reconsideration:  Yes

**FIDUCIARY:**

Are funds allocated in the department’s current fiscal year budget?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
If not, is a budget amendment necessary?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

**ADDITIONAL FISCAL/BUDGETARY MATTERS TO CONSIDER:**

*Instructions: Include any cost analysis and information as well as applicable funding sources and fund, cost center(s), & spend category(ies). Please ensure funding is adequate; if not, please address any shortfalls. This information is required.*

Click or tap here to enter text.

*Applicable fund, cost center, and spend category:* Click or tap here to enter text.

**OFFICE OF PROCUREMENT & CONTRACTING FEEDBACK:**

Click or tap here to enter text.

**COUNTY ATTORNEY’S OFFICE FEEDBACK/POSSIBLE AREA(S) OF LEGAL EXPOSURE:**

**REGULATORY COMPLIANCE:**

*Instructions: Include any/all applicable local, state, federal, industry, or professional compliance/regulations in this section.*

**MOTION OF ORIGIN:**

*Instructions: Include any documented County Council member’s motion (i.e. if Council approved a contract, any amendments thereto would refer to the original approval). Council motions are available via minutes posted on the County’s website. This area is **not** to request a specific motion. If there is no applicable Council motion, please type “There is no associated Council motion of origin.”*

Click or tap here to enter text.

Council Member	Click or tap here to enter text.
Meeting	Choose an item.
Date	Click or tap to enter a date.

**STRATEGIC & GENERATIVE DISCUSSION:**

*Instructions: The discussion should be in expository form and not in question/answer form. Use the questions below as a guide to formulate your paragraphs.*

The purpose of the Disparity Study was to assess whether disparities exists between the number of available minority and women owned firms within Richland County and the actual utilization of these firms by the County in the procurement process.

A. Basis of the Study

The goal of the disparity study will be to answer the following research questions:

- Is there is a statistically significant disparity in the relevant geographic and product markets between the percentage of qualified minority and woman owned firms (“M/WBE”) willing and able to provide goods or services to Richland County (“County”) in each of the category of contracts and the percentage of dollars actually expended to such firms by the County (whether as prime contractors/consultants or subcontractors/consultants)?
- If a statistically significant disparity exists, have factors, other than race and gender been ruled out as the cause of that disparity, such that there can be an inference of discrimination?
- Can the disparities be adequately remedied with race and gender-neutral remedies?
- If race and gender-neutral remedies are not sufficient, does the evidence from the Study legally support a race and/or gender conscious remedial program?
- Are the proposed remedies narrowly tailored to the strong basis in evidence from the disparity study?



**ASSOCIATED STRATEGIC GOAL, OBJECTIVE, AND INITIATIVE:**

*Instructions: Include any/all applicable strategic plan goals, objectives, and initiatives. Additionally, detail how the proposed/requested action meets/addressed those areas identified.*

Click or tap here to enter text.

**ADDITIONAL COMMENTS FOR CONSIDERATION:**

Click or tap here to enter text.

**ATTACHMENTS:**

1.



Richland County.  
July Status Report. 20

BLANK PAGE

# Richland County, SC Monthly Status Report

<b>Project Name</b>	Richland County, South Carolina 2024 Disparity Study	<b>Project Team Members</b>	<p>Michele Clark Jenkins - Project Manager                  Hanna Rowell- Deputy Project Manager                  Dr. Vince Eagan -Principal Investigator                  David Maher – Legal and Policy Review                  Susan Johnson – Director of Project Development                  Tereva Wilson- Data Analyst                  Dr. Gregory Price- Senior Economist                  Rodney Strong – Co-Project Executive                  Delmarie Griffin- Co-Project Executive                  Gloria Tanner- Subcontractor                  Diane Jones- Subcontractor</p> <p>Tamar Black- Assistant Director of Procurement and Contracting                  La’Sasha Breland- Office of Small Business Opportunity Business Development and Outreach Coordinator                  Pamela Green- Assistant Manager of the Office of Small Business Opportunity                  Lori Thomas- Assistant County Administrator                  Jennifer Wladischkin- Director of Procurement</p>
<b>Project Manager</b>	Michele Clark Jenkins Hanna Rowell	<b>Date of Status Entry</b>	July 15, 2024
<b>Period Covered</b>	July Progress	<b>Projected Date of Completion</b>	August 31, 2024

## PROJECT TASKS

Task	Status	Notes
Finalize Work Plan	Completed	
Kickoff Meeting/Virtual Data Assessment	Completed	Data Assessment meeting held on December 5, 2022
Plan for Data Collection	Completed	Data Collection plan, Requests, and Assessment Report sent to Erica Wade
Collect Quantitative Data	Completed	Data collection completed on 07/26/23
Policy Review	Completed	Chapter delivered on 05/16/23
Phase 1 Report	Completed	Report delivered on 09/22/23
Prepare Databases	Completed	Payment data with GL codes and Account Codes received on 07/14/23.
Conduct Case Law Review	Completed	Legal Review delivered 06/30/23
Informational Meeting & Launch Website	Completed	Informational Meeting 09/07/23. 35 community attendees. Website has been created on 07/27/23

Anecdotal Interviews	Completed	<p>40 interviews to be completed. Interviews commenced the week of 09/11.</p> <p>DESA has completed 30 interviews with 30 write ups in SharePoint. Jerrica is in the process of conducting the final 10 interviews.</p> <p>All 40 interviews have been completed. Redacted first pages of these 40 interviews were sent to the client as a deliverable with half the invoice amount for the Anecdotal chapter.</p>
Online Survey of Business Owners	Completed	<p>134 surveys completed and 45 incompletes as of 2/12/24. Survey scheduled to be up until reach goal of 200 completions.</p> <p>Survey stayed up until 3/1 with 166 completed surveys. The tables and survey output files are under internal review and the task will be completed 3/22.</p> <p>Task was completed 3/21 and tables with the invoice was emailed to client.</p>
Anecdotal Chapter	Completed	<p>Accumulating data from Public Hearings, Focus Groups, Survey, Organizational Interviews, and email comments.</p> <p>Public hearings were held on 11/07 with 23 participants and 11/09 with 30 participants.</p> <p>Calls for Focus Group participants started 1/16/24 for meetings the week of 2/5/24. 7 participants across the 2 focus groups.</p> <p>3 organizational interviews completed by HR.</p> <p>Anecdotal chapter draft is in progress with deliverable to client by 4/1/24.</p> <p>We have since had to push back this deliverable. The chapter is still under internal review and will be delivered to the client the week of 4/15.</p> <p>Chapter submitted to client 4/19. Held meeting with client to discuss chapter concerns/edits. These edits are in progress now and will be circulated to the client. Resent to the client 6/12.</p>
Private Sector Analysis	Completed	<p>Began with the receipt of the survey tables. The chapter draft is currently in progress with a slated</p>

		delivery date of 5/17. Completed 6/17 and should be delivered to client from Susan Johnson later today, 6/17.
Relevant Market Analysis	Completed	Prime data summary delivered on 09/29 with County to give comments returned on 10/05. Relevant Market determined as the CSA (Combined Statistical Area).
Utilization Analysis	Completed	<p>Prime tables are completed. Prime Vendor Questionnaire released the week of 1/22/24 to obtain information about subcontractors who are not a part of the SLBE program for transportation contracts. Completed PVQ date is March 8<sup>th</sup>. Total utilization slated for completion 3/22/24.</p> <p>PVQ having to stay up longer, will be coming down 3/29. Call campaign to Construction and A&amp;E firms began week of 3/11 and will continue through 3/22. PVQ completed and closed 3/29. Utilization now slated 4/12/24. Utilization complete.</p>
Availability Analysis	Completed	Slated for completion 5/17/24 following the Prime Vendor Questionnaire completion and utilization analysis completion. Completed 5/24.
Disparity Analysis	Completed	Will begin after completion of availability analysis. Slated for completion 5/20. Completed 5/28.
Statistical Significance Test/ Statistical Chapter	Completed	Completed and delivered to client 6/12.
Findings and Recommendations	Completed	<p>HR has begun gathering findings from each chapter writer. Findings and Recommendations meeting will be discussed with the client and hopefully put on the schedule for the second week in June.</p> <p>Findings &amp; Recommendations presentation to the client scheduled for 6/20 with draft slated to be delivered to the client on 6/26.</p> <p><b>Presentation to client on 6/20 and completed draft sent to client 6/27.</b></p>
Draft Report	Completed	<p>HR has begun to put together all of the parts of the complete draft report as elements are finalized. Slated to be delivered to the client 7/8.</p> <p><b>Word Document and PDF versions of the complete draft report were delivered to the client 7/10.</b></p>
County Staff Review	In Progress	

		<b>Richland County staff is currently reviewing the draft report and will provide their review/comments by 7/24 (two weeks from report delivery for review)</b>
Presentations/ Phase 2 Report	In Progress	<p><b>The final report/phase 2 report is slated for client delivery 8/9 and the executive summary 8/16.</b></p> <p><b>The first virtual presentation with the Richland County OSBO Ad Hoc Committee is scheduled for 7/23 @ 3pm. The Ad Hoc committee will be the determining factor of any further presentation.</b></p>
Schedule Notes		Hanna Rowell ( <a href="mailto:Hanna@gspclaw.com">Hanna@gspclaw.com</a> ) is the new Deputy Project Manager as of 01/01/24. An extension was needed for the project due to the Prime Vendor Questionnaire delaying further data analysis. This was discussed in 2/8 team meeting. Extension to July requested. Extension through August requested and granted by client.

# PROJECT SCHEDULE

Task Name	Status	Start	Finish	Original Start	Original Finish
Work Plan & Schedule					
Finalize Work Plan/Final Methodology	Complete	11/01/22	11/11/22	11/01/22	11/11/22
Kick off meeting and Virtual data assessment	Complete	11/14/22	12/09/22	11/14/22	12/09/22
Plan for data collection	Complete	12/05/22	02/03/23	11/14/22	11/30/22
Collect quantitative data	Complete	12/01/22	07/28/23	12/01/22	03/03/23
Policy review	Complete	01/02/23	05/16/23	01/02/23	03/31/23
<b>Phase I Report</b>	<b>Complete</b>	<b>07/24/23</b>	<b>09/22/23</b>	<b>04/01/23</b>	<b>04/28/23</b>
Prepare databases (Prime Data Summary completion)	Complete	05/22/23	10/06/23	03/06/23	05/26/23
Conduct case law review	Complete	05/29/23	06/30/23	05/29/23	07/21/23
Conduct Informational meetings & launch website	Complete	07/17/23	09/08/23	05/29/23	08/04/23
Collect and Analyze Anecdotal Evidence	Complete	04/17/23	04/19/24	06/27/22	12/09/22
Collect Anecdotal Interviews	Complete	07/17/23	02/16/24	06/27/23	09/30/23
Conduct online survey of business owners	Complete	07/31/23	03/22/24	08/28/23	10/20/23
Private Sector Analysis	Complete	03/18/24	06/17/24	10/23/23	12/01/23
Conduct relevant market analysis	Complete	07/31/23	10/06/23	08/07/23	08/07/23
Conduct utilization analysis	Complete	09/25/23	04/12/24	08/28/23	09/22/23
Conduct availability analysis	Complete	11/16/23	05/24/24	09/25/23	10/20/23
Conduct disparity analysis	Complete	04/08/24	05/28/24	09/25/23	10/27/23
Conduct statistical significance tests	Complete	05/27/24	06/12/24	12/16/23	12/16/23
Complete Findings and Recommendations	Complete	05/06/24	06/26/24	01/01/24	01/19/24
Draft Report	Complete	05/24/24	07/10/24	01/23/23	02/10/23
County staff review and revise to final report	In Progress	07/10/24	08/16/24	02/13/23	03/31/23
Presentations	In Progress	07/22/24	08/30/24	04/03/23	04/28/23
Contract Expiration Date: April 28, 2024. Extension through August. After presentation to Council 7/23 we will have info if we need contract extension through September.					