

Small Business Council Meeting Minutes

April 21, 2016

Committee members present: Carla Schuessler, Julie Kopnicky, Peter Gasca, Elizabeth Howland, Wendy Parkman, Jamie Saunders, Wes Standish, Sarah Morrow, Josh Williams, Jeffrey Wisniewski, Lee Zulanch.

Committee members not present: Steve Kahn, O'Neil McCoy, Bernita Platt, John Sawyer.

Staff present: Diana Greene, Amanda Blomquist.

Others present: Kendra Hooks, Victoria Johnson, Esther Murphy, Barbara Ritter, John Mortimer, Denise Apple.

The meeting was called to order at 3:33 p.m.

Welcome & Introductions

Review Meeting Minutes

CCU Graduates

Barbara Ritter, dean of the Wall College of Business at Coastal Carolina University, told the council that there are students nearing graduation looking to stay in the area and students looking for internships that could be helpful to our members in their organizations. Ritter asked the council what skills our council members would be looking for.

Sarah Morrow said she's looking for people that can multitask, be adaptable and communicate. Jamie Saunders said she's looking for a level of professionalism from filling out applications to interviews.

Lee Zulanch asked about a hiring tool that could be put on a resume.

Elizabeth Howland said there are some tools like that that exist that she uses at Miller Motte Technical College. She said she is always looking for people that can think critically without always being told what to do and the ability to ask questions when they don't understand but not to ask the same question. Also showing initiative.

Carla Schuessler said she had good experiences with CCU interns. She said she needs people who know how to work and initiative and job ownership fall under that.

Howland also said social media awareness is important, particularly the understanding that privacy settings don't guarantee posts can't be seen/found.

John Mortimer told the council about their executives in residence program that brings professionals in the field to talk to the students to develop professionalism. There's an internship coordinator who is responsible for engaging students with employers in the internship program. Mortimer said there also are several boards that work with the community in engagement. He said if he captured the ideas of the group, it was largely professionalism, communications, initiative, dress and social media aspects of the working environment. But you also hit on the one that's number one nationwide on surveys which is the ability of your employees to do problem solving. He said that's something CCU focuses on. CCU is rolling out a

SEL program in the fall that will develop portfolios of the top tier students. The college also has the Wall Fellows program that involves institution training, a foreign trip and domestic trip.

Lee Zulanch said the university in general is basically talking white collar jobs, but our needs is we need 10 workers for every manager/white collar person. I don't know if you'd be able to help that way. But doesn't that count for 90 percent of the jobs in our area?

Mortimer said the HRTM program might have a good fit for you, but they can also post job openings on campus for people looking for fulltime support to get through school.

Ritter said the hospitality students are required to work three internships.

Saunders said hospitality students might not mind working at a bakery or restaurant because it would probably count toward their internship. She said she takes students from the culinary program from HGTC.

Ritter said Zulanch might find the CoBE (Community & Business Engagement Institute) helpful.

Peter Gasca (director of CoBE) explained that CoBE uses high quality undergraduates (typically freshman and sophomores) and teach them how to be management consultants. Services are offered to businesses for a fee.

Solid Waste Authority Presentation

Esther Murphy thanked the council for letting the SWA present, and introduced recycling coordinators Kendra Hooks and Victoria Johnson.

Hooks told the council about recycling efforts for hotel/motels. She said the SWA is asked all the time about where to recycle by tourists. She said sometimes they track them down and ask for tours of the landfill.

239,529 tons of refuse were disposed of in Horry County's only landfill in 2015. "When the landfill fills up, we get the question a lot, where is it going to go? I don't know."

She said the landfill has plans through 2040.

Hook said the SWA has found tourists actually want to recycle when they come to town.

Saunders asked how she could get a box for recycling at her restaurant.

Hook said it's a service SWA offers, all she has to do is call.

Saunders said she has to call for extra trash pickup because recyclables fill up her garbage bin and she's paying them more.

Jeffrey Wisniewski, said when he was at the Arcadian they cut the waste management bill by 2/3 when they added recycling.

Hook recommend recycling options for food services, public areas and in-room recycling for hotels.

Carla Schuessler asked if the SWA ever visits businesses to make recommendations.

Hook said yes. That it's typically scheduled a week or two in advance so people have time to save trash because they want to see what is being thrown away.

Morrow asked if they go into schools.

Hook said yes, they do education in the public elementary schools.

South Carolina Bathroom Bill

Diana Greene said we think the chamber will eventually be asked for an opinion on the proposed bathroom bill in South Carolina.

She asked the council if they had an opinion on it.

For those that didn't know what it was, Greene explained that it is a proposed law that would require people to use the bathroom of their biological sex and would prohibit local governments from passing nondiscrimination rules that would allow transgender individuals to use the restroom of their choice.

Howland said we have a transgender student that chose MMTC because they didn't have such rules in place.

Gasca said he wrote an article on it and said the research he found said states that have passed such laws have lost business because of the law and there has been major backlash. He said it could mean bad press and could even be bad for tourism.

[His article can be found here: <https://www.entrepreneur.com/article/274335>]

Josh Williams said he wanted to add the Charlotte has had to pump a lot of money into countering the bad press from the law in North Carolina.

Membership Survey

Amanda Blomquist said our survey went out on April 1. We have 200 responses. Blomquist asked the council members to fill it out if they haven't already.

She explained it was emailed to our email list of more than 6,000 people plus sent to all of our councils.

Standish said it seemed more complicated this year.

Greene said we will bring the survey to you once it's closed. She said we use it every year and make changes based on the responses.

Committee Ideas for Projects

Saunders said last year we talked about social media programs and asked if anything came from it.

Greene said we did a lot of education classes.

Saunders said to keep those classes going as long as there is interest.

Williams asked about the Facebook event. Blomquist said we were cosponsors. Williams said based on the success of it, we might try to get a big speaker in on that kind of subject.

Saunders said the need is out there for small businesses to learn more about how they can improve their social media presence.

Saunders spoke about the Champion Autism Network and Surfside Beach becoming the first autism friendly town. She asked about education for business to know what autism is. She said the autism awareness push on her Facebook has been huge. She said she didn't do it for business, she did it because her son is autistic and wanted people to be aware of autism and what it is.

Zulanch said Surfside Beach's autism friendly status has been a boon for his business (located in Surfside Beach) too.

The meeting adjourned at 4:55 p.m.