



Charlotte Business INClusion Advisory Committee

Wednesday December 11th, 2024

9:00 –11:30 a.m.

Meeting Summary and Action Items

- I. **Attendance:** Ciara Lilly, Zahn Patin, Monica Kweman, Marjory Brifil, Candice Gaddy, Lakesha Womack, Joaquin Soria, Jason Deans, Kymberlyn (Kym) Gardner, Gary Beal, Jerome Marez, Raghu Kotha, Carolina Shoffer, Pacino Mancillas, Erlan Martinez, Lakesha Womack, Christina Jarret, Monica Kweman
- I. **Welcome:** Chairman Lilly welcomed everyone at 09:25 and called for a motion to approve the November 13th, 2024, meeting minutes. Zahn Patin made the motion and Kim Gardner seconded it; thereafter, Chairman Lilly accepted the meeting minutes.
- II. **CBIAC Leadership Announcement:** Carolina Shoffner's, heartfelt farewell, for now :) Jasmine will send out more information on Co-chair commitments to be discussed in January.
- III. **Manolo's Bakery:** Pacino Mancillas coordinated breakfast from Manolo's bakery. Noted that we want to continue to support Minority business. Ciara being online advocated to bring them back in January on behalf of the Chamber!
- IV. **Strategic Plan Framework:** Please see presentation (attached). 2025-2026. Share Feedback in January. We are striving for 3-4 initiatives to focus on.
 - A high-level overview of all the things that CBI is doing is needed to allow for committee to see where the Gaps are.
- V. **Subcommittee Recommendations:** Subcommittees own kPI's etc. Subcommittees will be in alignment with 3-4 strategic plan initiatives we decide to focus on.
 - **Outreach and Engagement – Chair TBD**
 - **Marketing** (Newsletter)
 - **Engagement/ retention/ surveys**
 - **Education** (CBI University)
 - **Accountability / Impact – Chair**
 - **Benchmarking/** (disparity study)
 - **Measures (data)-** (Contracting success stories)
 - **Sustainability**

VI. Annual Report:

- Please thoroughly review Annual Report and provide feedback (*An especially critical document for the accountability / impact committee)

VII. CBI Updates

- Steven shared gratitude for the committee and appreciation for Carolinas efforts! Enjoyed Latino Chamber & LGBTQ events. Encouraged folks to look at the Annual Report. This is the time for data collection. Data story telling is important. We have a CBI retreat coming up. Budget request will be going in today. – Contractor development program/ CBI University. Provided a more in-depth overview of CBI University. A lot on the horizon for 2025. Julius mentioned work that we are doing with Outreach. Charlotte is Open for Business. How can we attract them here!!!

- VIII. Open discussion:** We may need to connect with Economic development to outsource data. – People are motivated by money! Credit Karma is new to Charlotte they need diversity suppliers and we can potential support their needs. The creative class – Book. Elements to attract people that work with the minds to a city. The work we are doing aligns with that theory.
- IX. Agenda for next meeting:** Action Items
- X. Adjournment** The meeting adjourned at 11:22. Pacino Mancillas made the motion, and it was 2nd by Carolina Shoffner.

Dec 11th, 2024, CBIAC Meeting Summary submitted by:

Jasmine Timmons 12/11/2024