

Georgia First Commission

Meeting Minutes

June 14, 2019

Call to Order

- The meeting was called to order by Executive Director, Scott Hilton.
- Scott Hilton provided the tentative agenda for the meeting, which includes:
 - Dean Benjamin Ayers, Terry College of Business
 - Allan Adams, State Director Georgia SBDC Program
 - James Whitley, Co-Chair, Georgians First Commission
 - Governor Brian P. Kemp
 - Scott Hilton, Executive Director – Commission Updates
 - Presentations
- Dean of UGA Terry College of Business, Dr. Ben Ayers, welcomes commission members, and provided a brief description of UGA's new Entrepreneurship Center:
 - Named Studio 225, after its West Broad Street address
 - Recently opened in March, 2019
 - Funded entirely by private donors
 - Provides assistance to those interested in beginning their own small business
- James Whitley, co-chairman of Georgians First, provides introduction to keynote speaker, Gov. Brian Kemp.

Guest Speaker

- Governor Kemp addressed Georgians First Commissioners, thanking them for their dedication to ensure Georgia remains the number one state for small business, and discussed the following:
 - The need for entrepreneurship centers in rural areas to assist those who would like to learn more about beginning a small business.
 - Efforts on behalf of the federal government to improve occupational licensing in the workforce, as well as protecting small businesses.
 - Companies and plants in need of additional employees, such as the Duracell Battery location in LaGrange.
 - Unemployment rate in the state is the lowest it has been in eighteen years.
- Executive Director Scott Hilton thanked private sectors, commission members, as well as the governor's policy team for their cooperation and support.

Presentations

- Accenture - Chris Young
 - Occupational licensing

- The Secretary of State's office is responsible for licensing over 500,000 working Georgians.
- Since 2015, there have been thirty-five bills proposed in the House of Representatives regarding occupational licensing.
- The state of Georgia's licensing regulations are unlike those in any other state.
- Michael Sullivan, President and CEO, American Council of Engineering Companies of Georgia
 - Shared concerns with how license fees are collected and allocated in state budget
- Salesforce
 - Paul Tatum, executive Vice President
 - Public sector systems engineering team
 - Aims to modernize and simplify the process of government through policy, law, and technology.
 - Salesforce is implemented in all federal cabinet agencies, forty-five of fifty states, in over 1,000 government agencies.
 - The Customer Success Platform
 - High-impact government engagement
 - Transformation begins and ends with the customer
 - One integrated platform
 - A series of steps are included in beginning a business, such as:
 - Acquiring a business license
 - Applying for a permit for construction
 - Paying taxes / fees
 - Applying for a trademark for a company logo
- Mark Horn
 - Using data to drive performance and accountability in state government
 - Six hallmarks of great customer journeys:
 - Define journey metrics and governance system to continuously improve
 - Use customer journeys to empower front line
 - Innovate journeys, including digital and design thinking
 - Define clear customer-experience aspiration and common purpose
 - Develop deep understanding of what matters to customers to inform journey redesign
 - Use behavioral psychology to manage customer expectations
 - Ford Motor Company case study
 - State of Georgia Office of the Governor Business Plan Review
 - Department of Revenue – David Curry
 - Mission statement; the mission of Department of Revenue is to administer the tax laws of the State of Georgia fairly and efficiently in order to promote public confidence and compliance, while providing excellent customer service.
 - The advantage of best practices

- Jabian
 - In order to support the Georgians First Commission, Jabian is dedicated to executing a customer experience strategy by interfacing directly with both the business owner community and government agencies.
 - Will gather insight that will inform actionable recommendations to the Governor's Office for implementation with goals such as:
 - Minimizing or streamlining regulations
 - Boost budget savings and economic activity
 - Drive national small business ranking
 - Drive equity in government interactions for all impacted small businesses.
 - Small business owners
 - Obtain data to understand how small business owners navigate the various systems and processes within the state.
 - Conduct workshops across industries such as healthcare, technology services, and agriculture
 - Primary business owners / government agencies
 - Understand high-level interactions government agencies have with small business owners and get their hypothesis on the most common issues small business customers face.
 - Interview government agencies such as the Department of Labor, Department of Revenue, Secretary of State Office, etc.
 - Project Plan (Weeks 1 -10)
 - Template Prep
 - Interview Prep
 - Interviews / Workshops
 - Customer Experience Journey Mapping
 - Discussion topics

Open Discussion – Recommendations:

Commission members unanimously approved the following recommendations for implementations:

- Develop single-sign on portal for Georgia small businesses to utilize as they interact across agencies
- Establish a small business award goal within DOAS's procurement spend
- Create an Emerging Technology Commission to establish Georgia as a leader in a specific technology sector
- Create and assign a lead State call center position focused on improving customer call center response times across multiple agencies
- E-Notary Legislation
 - Online remote notarization has the potential to make this process smoother, cheaper, and more secure.
- Military Occupational Licensing Reciprocity

Meeting adjourned at 1:10PM