

# 2016 SBO/SBEAP Website Meeting

June 16, 2016 3pm Eastern Time

Virtual meeting:

<https://ksu.zoom.us/j/3166600104>

Or join by phone 1 415 762 9988 (US Toll)

Meeting ID: 316 660 0104

## MISSION

*To serve, support, and strengthen the Small Business Environmental Assistance Programs through virtual resources and collaboration*

## Notes

- **Roll Call:** Donovan Grimwood-TN, Genevieve Salmonson-HI, Hien Le-MN, Renee Baschel-WI, Sara Johnson-NH, Tony Pendola-NC, and Barb Goode-KS
- **General update summary:** brief overview of website edits since April meeting
  - ✓ Hosted a second website orientation and listserv training, April 28<sup>th</sup>
  - ✓ Annual Training page – ppt files linked to agenda, posted select bios
    - Liked the embedded links to video presentations
    - More likely to be viewed
    - Genevieve also noted that she liked the embedded videos as she could then save them directly to the computer for use in training.
  - ✓ Awards page
    - Was a question about how the Trade Assoc rec'd his award? A local ceremony? Nice photo. Nancy sent award to Gary Jones and he submitted the photo for the website. No ceremony.
  - ✓ Listservs – lots of updates due to subcommittee changes
  - ✓ Put out call to new or update subcommittee members – no responses, so list remains the same
  - ✓ Move subcommittee access to drop-down menu so can access with fewer clicks
    - Positive feedback, much easier to access than before
  - ✓ Compliance calendars – calendar covers are visually appealing
    - Will all calendars be posted? Answered that we don't want to clutter and overwhelm the pages. We are open to suggestions as to what calendars to use, but will limit the number posted.
  - ✓ Technical subcommittee page –
    - Liked the layout for the archived minutes
    - Search function will be good
  - ✓ Within in 10% of our proposed budget with 79% of the year one completed
- **Pending planned work**
  - Headshot photos – requested headshots for new NSC regional reps will go with their names on the NSC page
  - CAP page – Added additional CAPs; Plan to link the states without CAPs to their SBEAP or SBO contact
    - Good
  - State contacts – edits per request, changes to format consistency are planned in next few months.
  - Working with Promotions subcommittee on Twitter account use
    - Sara said it will go on the home page and they will be figuring out who to tweet, who should follow, what to tweet, and similar details
  - Working with the National Compliance Assistance Centers to share and cross-link resources
    - Barb showed where they created an SBEAP button that lead to our NSBEAP home page

- Committee was interested and pleased with this collaboration
- Wondered if on the NCAC state resources page, how much trouble is it to link to the associated state's SBEAP?
- Some outreach to SBA about sharing and cross-linking resources

- **Items for committee review**

- Date and time of subcommittee?
  - Discussion included quarterly, except when need to more often such as just prior to Annual Training, or after subcommittee chairs review their webpages
  - Thought it was better to have regular meetings scheduled, then cancel, rather than decide we want to meet sooner than quarterly and not be able to include everyone
  - The majority preferred to meet every other month starting in August, the second Thursday (Aug 11); 3 p.m. worked for everyone; Genevieve noted she could go as early as 1 p.m. Eastern (7:00 a.m. Hawaii time), if needed.
- Subcommittee pages
  - Technical Subcommittee: liked the layout for the archived minutes; Search function will be good
- Air quality “rules and tools” and featured tool of month or quarter? Think about for future.
  - A comment on the Collision Repair and Auto Body Shops page where the new info from Tony was added...Tony didn't intend the Word/pdf document be added as is. He thought it might be better to have those paint vendors linked directly from the webpage. Perhaps “6H petition for exemption resources” go to its own page with links to Akzo Nobel, Axalta, BASF, etc.
- Industry sectors – what do you have for my industry?
  - Tony noted (re: the previous two agenda items), if an autobody shop got on our website searching for resources for them, they most likely would click on Industry Sectors (it is explained as being the button to “find sector-specific resources for your business”). From there they would click “Automotive” then they would get a long list of websites. Can we link the environmental compliance information to the industry sector information?

- **Open agenda**

- Appreciated Nancy sending broken EPA collision repair link – Sara was able to forward to her web folks to correct
- Sara suggested each state be sure they are linked to the NSBEAP website. Maybe Nancy can send a reminder to the states.

- **Next meeting – August 11, 2016, 3 p.m. Eastern**

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# 2016 SBO/SBEAP Website Meeting

Aug. 11, 2016 3pm Eastern Time

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## Notes

- **Roll Call:** Donovan Grimwood-TN, Tony Pendola-NC, Nancy Crickman-PA, Erin Conley-IL, Genevieve Salmonson-HI, Hien Le-MN, Lisa Ashenbrenner-Hunt-WI, Renee Bashel-WI, Paula Hoag-EPA, LaRhonda Bowen-CA, Nancy and Barb-KS
- **General update summary:** brief overview of website edits since June meeting
  - ✓ State Contracts – reformatted, requests to states with > two contacts
  - ✓ Technical Subcommittee and NSC pages
  - ✓ Environmental Compliance (Compliance Assistance Centers)
  - ✓ Auto body
  - ✓ CAP page – Renee pointed out it is hard to find. **Maybe put it in State Contacts dropdown**
  - ✓ Industry sector work – reviewed and many updates in progress
  - ✓ What's New
  - ✓ Calendar updates with regard to subcommittees and other events

Comments: Hien and Donovan **like the feature rules to be at the top**

**Replace Annual Training with Committee**-drop down will list NSC and subcommittees; when annual training registration is open, can put it in What's New.

**Change order of top buttons – Home, About Us, State Contacts, Committees....rest the same**

### • **Items for committee review**

- Listserv – all committee members not on “main” added per NSC; **will be automatically added; check lists annually**
- Search of old national SBEAP website links – **will do outreach to entities to update**
- EPA budget allocation for year two – **incremental funding; still committing to full amount**
- Industry sectors – what do you have for my industry?
  - Tony noted (re: the previous two agenda items), if an auto body shop got on our website searching for resources for them, they most likely would click on Industry Sectors (it is explained as being the button to “find sector-specific resources for your business”). From there they would click “Automotive” then they would get a long list of websites. Can we link the environmental compliance information to the industry sector information?
    - In Industry Sector, **provide a new landing page that provides more direction to Environmental Compliance page**
- Do we want the entire list of Industry Sectors?
  - **General consensus to keep list**
  - **Re-look at the lists and cut**

- **Open agenda** –6W plating and polishing; Region V is doing an enforcement focus; working on new outreach resources; might be future featured rules/tools

- **Next meeting** – October 13, 2016, 3 p.m. Eastern – Nancy plans to share annual website milestone report with subcommittee

- **Action items**

- Add CAPs to dropdown menu under State contacts
- On top frame remove “Annual Training” and replace with “Committees”
- Change horizontal top frame order to “Home - About Us - State Contacts – Committees – EPA’s – Help”
- Industry sectors –
  - make new landing page with feature industries and links to “environmental compliance page”
  - Continue cleaning out sector links to include most important environmental focus resources
- Under Rules and Tools page move images to top
- Outreach to entities that still have old website link

# 2016 SBO/SBEAP Website Meeting

Oct. 13, 2016 3pm Eastern Time

**Virtual meeting:**

<https://ksu.zoom.us/j/3166600104>

Or join by phone 1 408 638 0968 (US Toll)

Meeting ID: 316 660 0104

## MISSION

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## NOTES

- **Roll Call:** Donovan Grimwood-TN, Genevieve Salmonson-HI, Harry Ching-NY, Paula Hoag - EPA, Renee Bashel-WI, Tony Pendola-NC, Erin Conley – IL, Nancy Larson and Barb Goode - KS
  
- **General update summary:** brief overview of website edits since August meeting
  - ✓ Menu bar – ordered changed
  - ✓ Replaced *Annual Training* button with *Committees*
  - ✓ Environmental Compliance – featured rules moved to the top of the page
  - ✓ Listserv – all committee members not on “main” were added per NSC; will check lists annually
  - ✓ Added a toll-free number
  - ✓ Completed search of former national SBEAP url and contacted websites to update
  - ✓ CAP page – list in State Contacts dropdown for ease in finding
  - ✓ Technical subcommittee page – updated layout of current posts, archives, key words
  - ✓ Met with NCAC on Aug 24
- Other?
  
- **Pending:** suggested website edits work in progress
  - Industry Sector
    - Provide a new landing page that provides more direction to Environmental Compliance page
      - Added a graphic that encourages clicking on it which leads to a compliance page
    - Re-look at the lists and continue to cut
  - Other?
  
- **First year report to EPA – grant started Aug 2015**
  - Quarterly reports are less detailed
  - Annual reports are detailed,
    - Nancy went through final report that addresses the four key goals, website is primary
    - Workgroup started to look at SBEAP reporting nationwide; data from these reports will be added to website reporting Outcomes
  - QAPP – Nancy reviewed the criteria for posting documents and asked if changes were needed. No changes recommended.
  
- **Tech subcommittee archived extra documents**
  - Limited the number of items requested to be posted
  
- **Posting EPA documents on K-State server**
  - Not allowed
  - Post EPA link

- Example – can't post ASBO small biz newsletter; therefore, link to <http://www.epa.gov/resources-small-businesses/small-business-epa-bulletin>
- **Twitter** – promotion committee developed guidelines for tweeting
  - Promotion subcommittee ask each subcommittee to provide a suggested tweet to Nancy each month. Nancy then coordinates the Tweets and releases at least one tweets per week.
  - Use #sbeap
  - Can refer to the social media webinar for instructions
  - Using Hootsuite to schedule tweets
  - Remember the audience is small biz, not State SBEAP
  - Paula suggested making the twitter button more evident
- **Open agenda**
- **Action Items or next meeting agenda suggestions**
  - Twitter layout
  - Suggest adding a twitter button; hard to find in the scrolling "What's New"
    - Discussion on "looks" vs "how to get the most use"
    - Possible places: bar at the bottom, upper right above "Program", under the What's New box;
  - Reminder that we haven't put FaceBook on our website because it is has internal info, not small biz oriented
  - FB seems to be less popular than Snap Chap and Instagram
  - Social media discussion next meeting: Linked In, Twitter, FaceBook, Snap Chat, Instagram
- **Next meeting** – December 15, 2016, 3 p.m. Eastern

## Current members

"Annette Fulgenzi" - <annette.fulgenzi@illinois.gov>

"Barb Goode" - <barblj@k-state.edu>

"Donovan Grimwood" - <donovan.grimwood@tn.gov>

"Erin Conley" - <erin.conley@illinois.gov>

"Genevieve Salmonson" - <genevieve.salmonson@doh.hawaii.gov>

"Harry Ching" - <harry.ching@efc.ny.gov>

"Hien Le" - <hien.le@state.mn.us>

"Jayne Deichmeister" - <jayne.deichmeister@dc.gov>

"La Ronda Bowen" - <laronda.bowen@arb.ca.gov>

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"Tony Pendola" - <tony.pendola@ncdenr.gov>

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