



**MINORITY, WOMEN, DISADVANTAGED & EVANSTON BUSINESS ENTERPRISE
DEVELOPMENT COMMITTEE**

**Wednesday, April 16, 2025, 6:00 P.M.
Lorraine H. Morton Civic Center, 909 Davis Street, 3rd Floor**

AGENDA

	Page
1. CALL TO ORDER/DECLARATION OF A QUORUM	
2. GUEST INTRODUCTIONS	
3. APPROVAL OF MINUTES	
A. <u>Approval of the March 19, 2025, Minutes</u> MWDEBE MINS 03-19-25	3 - 4
4. STAFF REPORTS	
A. <u>LEP Projects Tracking Updates</u> LEP Report04162025	5 - 7
B. <u>MWDEBE Tracking Updates</u> 2025 Final MWEBE Tracking sheet	8
C. <u>Waiver Request/ Updates</u>	
5. OLD BUSINESS	

A.	<u>MWDEBE Award Proposal</u> 2025.03.Proposal MWDEBE Award	9 - 11
B.	<u>Work Plan + MWDEBE Resolution 74-R-97</u> 71R97 MWEBE (1) WorkPlanUpdatedApr2024	12 - 21
C.	<u>MWDEBE Small Business Survey</u> MWDEBE Small Business Survey	22 - 26

6. NEW BUSINESS

7. OTHER BUSINESS

8. ADJOURNMENT

Order & Agenda Items are subject to change. Information about the Minority, Women & Evanston Business Enterprise Development Committee (M/W/EBE) is available at: www.cityofevanston.org/mwebecommittee. Questions can be directed to Tammi Nunez at 847-866-2935.

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**MINORITY, WOMEN, DISADVANTAGED & EVANSTON BUSINESS ENTERPRISE
(M/W/D/EBE)
DEVELOPMENT COMMITTEE**

Wednesday, March 19, 2025
6:00 P.M.
Meeting Minutes

MEMBERS PRESENT: CM Bobby Burns, CM Devon Reid, Jared Davis, Bonaventure Fandohan, Lenice Levy, and Michael McLean

MEMBERS ABSENT: CM Krisse Harris, Tawana Johnson, Angela Pennisi, and Rachel Williams

STAFF PRESENT: Tammi Nunez, Purchasing Manager; Lara Biggs, Bureau Chief - CIP/City Engineer; Alexandra Ruggie, Corporation Counsel; Daniel Biss, Mayor; Steve Ruger, Deputy City Manager; CM Clarie Kelly, Liza Roberston-Young, Chief Legislative Policy Advisor; Joseph Fields, Workforce Development Manager

GUEST: Jeremy Esparza, Robert Piani, Nadia Hernandez

PRESIDING MEMBER: Councilmember Bobby Burns

1. Declaration of a Quorum

With a quorum present, Councilmember (CM) Burns called the meeting to order at 6:06 PM.

2. New Member Introduction/ Public Comments

- A.** Lenice Levy – New Member representing the Evanston Chamber of Commerce
- B.** Robert Piani discussed prevailing wage jobs in Illinois, emphasizing the importance of paying carpenters the established union rate and highlighting issues with contractors who underreport hours or use inferior materials.
- C.** Jeremy spoke in favor of the Responsible Bidder Ordinance (RBO), highlighting the need for reputable contractors and the importance of standards in the bidding process.

3. Approval of Minutes

CM D. Reid motioned to approve the March 19, 2025, minutes, seconded by J. Davis. The motion passed, and all voted in favor of approving the minutes.

4. Old Business

A. Responsive Bidder Ordinance Discussion Included:

Excessive Pass-Through Prohibited:

- Discussion on setting a percentage for general contractors to perform work directly. Suggestions included scaling based on project size and including a clause for added value by contractors.

Apprenticeship Training Program:

- Debate on the requirement for contractors to be affiliated with a USDOL-certified apprenticeship program. Concerns were raised about the feasibility for non-union contractors to comply.

- **Near Business Enterprises (NBE):**
- Consider reducing the 15-mile radius for NBE to potentially 5 miles or focusing on businesses with Evanston roots.

Projects of Similar Size and Scope:

- Contractors must submit documentation of similar projects completed in the past five years. The committee discussed the implications for new businesses and the potential need to adjust the threshold amount.

Waiver Process:

- The committee considered the possibility of creating a city-run apprenticeship program in partnership with unions to address training needs and support local employment.
- Consider a waiver similar to the LEP program, though concerns were raised about incentivizing non-compliance.

Committee Recommendations

- Scale excessive pass-through requirements based on project size.
- Explore flexibility in apprenticeship requirements, possibly involving city-union partnerships.
- Re-evaluate the NBE radius to better capture local economic benefits.
- Consider raising the threshold for project documentation requirements.

Next Steps

- Consider the implications of the ordinance on local contractors and provide input at the APW meeting.
- The ordinance will be forwarded to .
- Further research and collaboration with staff and legal teams to refine the ordinance before the next APW meeting.
- A motion was made to move the ordinance to the Administration and Public Works (APW) Committee with the committee's feedback and recommendations by CM D. Ried; seconded by B. Fandohan. No further discussion was requested. The Committee approved the motion.

B. MWDEBE Small Business Survey – Item held

5. Staff Reports – Items held

A. LEP Projects Tracking Updates

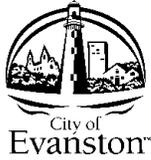
B. MWDEBE Tracking

6. New Business

7. Other Business

8. Adjournment

The meeting concluded with a motion to adjourn at 8:07 PM.



Memorandum

To: MWDEBE Development Committee

Cc: Councilmember Bobby Burns, Committee Chair

From: Jessica Cooper, Workforce Development Coordinator

Subject: Local Employment Program Recommendation, Bid 22-70 Evanston Animal Shelter Compliance for Project Closeout

Date: March 26, 2025

Recommended Action

The Workforce Development Division is seeking a final determination of compliance for Bid 22-70 Evanston Animal Shelter.

Committee Action

For Final Determination

Summary

The purpose of this memorandum is to address the outstanding compliance for the Contractor on this project. The Project Manager (at the time) initially met with the former Workforce Development Manager in October 2023 to discuss the local employment opportunity for this project. A verbal agreement was established to create a position as Superintendent for one (1) community member and would count towards compliance for the Local Employment Program.

This verbal agreement did not align with the LEP Ordinance's statutes and was addressed in 2024. The Project Manager (at the time) was made aware of this and informed that further determination was to be made by the MWDEBE Development Committee. The following is the sequence of events regarding discussion on this request:

- March 2024 - Topic was introduced to [MWDEBE Development Committee](#)
- May 2024 - discussed with Legal; received incompliant determination
- July 2024 - Project Manager provided payroll documentation to date for Superintendent Position; discussion and initial decision made by [MWDEBE Development Committee](#)

- September 2024 - Subcontractor reached out with interest in employing community members; hired [one (1) community member] on to work 10.83% of total project hours (74 hours of 683 total subcontractor hours). The compliance rate towards the general project calculates to 0.50%.
- February 2025 - Contractor provided final payroll documentation for Superintendent position; *worked a total of 2,432 hours at a \$24.04 hourly rate.*

The options for final determination to close out the LEP portion of this capital improvement project are as follows:

	Option 1	Option 2	Option 3
Penalty Type	Full Penalty based on Ordinance	Partial Penalty based on Verbal Agreement	Partial Penalty as percentage of full penalty based on Verbal Agreement
Compliance Rate	0.50%	14.44%	14.44%
Penalty Amount	\$68,493.09 - \$72,343.29	\$2,556.88 - \$2,700.61	\$9,890.40 - \$10,446.37
Notes	1% of Total Project Value (TPV) - includes only construction-based work	Regular compliance calculations for partial payments (includes Superintendent work)	14% of full penalty at \$68,493.09 - \$72,343.29

**Penalty ranges shown are dependent on the final project invoice total.*

Attachments

- [Final Compliance Report for Bid 22-70 Evanston Animal Shelter](#)
- [Assistant Superintendent Offer Letter](#)
- [Contractor Letter, Assistant Superintendent Report](#)
- [Assistant Superintendent Roles & Responsibilities](#)
- [Exhibit F, LEP Compliance](#)



Bid #	LEP ELIGIBLE Project Name	Project Manager	Contract Award	LEP Eligible	Project Status	LEP Compliance Status	Completion Rate (%)	Compliance Rate % (TD)	Assumed Penalty % (at 1% TPV)	Penalty Assessed?	Actual Penalty Collected (\$)	Date Penalty Collected	Resident Employment Count
Complete Projects													
1	2024 Sidewalk Improvement 2-year renewal option (2022)	Bridget Nash	\$1,087,092	Yes	Finished	Not Compliant - Penalty Assessed	100.0%	0.0%	\$10,870.92	Yes	\$3,000.96	10/15/2024	0
2	2022 Tennis Court Resurfacing Project at James Park	Bridget Nash	\$621,017	Yes	Finished	Not Compliant - Penalty Assessed	100.0%	0.0%	\$6,210.17	Yes	\$6,210.17	9/19/2024	0
3	23-XX Water Treatment Plant (WTP) - Roof Improvements	Paul Moyano	\$963,603	Yes	Finished	Not Compliant - Penalty Assessed	100.0%	0.0%	\$9,636.03	Yes	\$9,636.03	7/12/2024	0
4	24-04 CIPP Sewer Rehabilitation	Paul Moyano	\$571,431	Yes	Finished	Not Compliant - Waiver Requested	100.0%	3.7%	\$5,714.31	No	\$0.00	N/A	1
5	24-03 Service Center Building D 2024 Parking Garage Restoration	Shane Cary	\$542,680	Yes	Finished	Compliant	100.0%	19.5%	\$5,426.80	N/A	N/A	N/A	1
6	22-70 Evanston Animal Shelter Renovations	Shane Cary	\$6,849,309	Yes	Finished	Not Compliant - Penalty Assessed	100.0%	14.0%	\$68,493.09	Pending			2*
7	24-XX 2024 Roofing and Envelopes Repair	Anil K	\$671,152	Yes	Finished	Not Compliant - Penalty Assessed	100.0%	0.0%	\$6,711.52	Yes	\$1,729.38	1/14/2025	0
8	23-56 Sidewalk/Streetlight Improvements - Hartrey and Greenleaf Sidewalk and Streetlight Improvement Project Greenleaf Street and Hartrey Avenue	Rajeev Dahal	\$483,271	Yes	Finished	Not Compliant - Waiver Requested	100.0%	0	\$4,832.71	N/A	N/A	N/A	0
9	24-26 Sidewalk and Streetlight Improvement Project Greenleaf Street and Hartrey Avenue	Rajeev Dahal	\$1,181,222	Yes	Finished	Compliant	100.0%	16.8%	\$11,812.22	No	N/A	N/A	2
Active Projects													
1	23-09 Oakton Corridor Traffic Calming Improvements	Rajeev Dahal	\$4,156,960	Yes	Active	To Be Determined	80.0%	2.3%	\$41,569.60				1
2	23-55 Ecology Center - Renovation	Shane Cary	\$2,318,999	Yes	Active	To Be Determined	12.0%	TBD	\$23,189.99				TBD
3	24-20 Renovations at Bent Park Field House	Shane Cary	\$806,180	Yes	Active	Not Compliant - Penalty Assessed	100.0%	0	\$8,061.80				1
4	24-05 2024 Water Main Improvements	Bridget Nash	\$4,578,387	Yes	Active	To Be Determined	90.0%	14.1%	\$45,783.87				5
Projects Not Started													
1	24-34 West Dessicant Dehumidification Replacement	Tom Sweeney	\$247,786	Yes	Not Started	Awaiting Project Commencement							TBD
2	25-NPN Fire Station 5 Metal Panel Replacement	Shane Cary	\$418,260	Yes	Not Started	Awaiting Project Commencement							TBD
3	25-01 2025 CIPP Sewer Rehabilitation	James Knuth	\$751,302	Yes	Not Started	Awaiting Project Commencement							1
Projects in Bid Phase													
1	25-08 2025 Water Main Improvements and Street Resurfacing Project	Bridget Nash		Yes	In Bid Phase								
2	25-09 Sidewalk Improvement Program	Bridget Nash	\$292,730	Yes	In Bid Phase								

2025 MWDEBE Goal Compliant																
Dept.	Date	RFP/Bid #	Project Title	Total Project Amount	% MWEBE	Name of MWEBE	M BE	W BE	E BE	D BE	Subcontract Amount	MBE Group	M BE	W BE	E BE	D BE
PWA	1/13/2025	No Proj #	Topographic Surveying Services	\$25,040.00		Christopher B. Burke Engineering, Ltd.					\$25,040					
					25.0%	Christopher B. Burke Engineering, Ltd.			X		\$25,040				\$25,040.00	
PWA	1/13/2025	RFP 24-56	Water Plant Revetment Rehabilitation	\$183,900.00		SmithGroup, Inc.										
					25.0%	Infrastructure Engineering Inc.	X				\$46,500.00	Black or African American (C)	\$46,500.00			
CMO/ED	1/27/2025	RFP 24-64	Business District Gateway Signage	\$570,980		Design Group Signage Corp.										
					25.0%	Design Group Signage Corp.		X			\$530,732.40				\$530,732.40	
PWA	1/27/2025	RFP 24-61	Cartwright, Fitzsimons, Grey Parks Renovations Project	\$287,723.00		Upland Design Ltd. (LEP Eligible)										
					9.0%	Upland Design Ltd.		X			\$198,132.00				\$198,132.00	
					69.0%	Environmental Design International, Inc		X			\$25,920.00				\$25,920.00	
January Total				\$1,067,643.00												
Total to Date				\$1,067,643.00			1	3	1	0	\$826,324.40					
PWA	3/10/2025	No Proj #	Roofing and Envelope Repairs Contract	\$2,240,837.00		Garland/DBS Inc., (LEP Eligible)										
					15%	Futurity 19, Inc.		X			\$337,933.00				\$337,933.00	
					39%	Kedmont Waterproofing Co., Inc		X			\$865,800.00				\$865,800.00	
March Total				\$2,240,837.00							\$1,203,733.00					
Total to Date				\$5,308,480.00	61%		1	5	1	0	\$2,030,057.40					

2025 MWDEBE Goal Waived																
PWA	1/13/2025	Bid 24-65	\$90,000.00	AFSCME Uniform Clothing Purchase	Woolen Wear, Co. Prospect Heights, IL	Commodity Purchase										
ADM	1/13/2025	RFP 24-39	\$76,076.00	Armored Car Services	Davis Bancorp, Chicago, IL	Precludes subcontracting opportunities										Complexity of contract, the firm must be entirely liable for the security& content deposits & canisters &ensure proper standards & industry-specific security controls are in place to met. Firm's liability for the loss of any shipment is \$3.0 million and must carry appropriate Asset Protection insurance as approved by COE.
PRCS	1/27/2025	RFP 24-12	\$55,000.00	Recreation Management Software	Amilia Technologies USA Inc., Wilmington, DE	Precludes subcontracting opportunities										RFP scope proposals, they would be a uniquely specialized product, and firms would require a self-contained environment to meet the RFP outcome.
PWA	2/10/2025	Bid 24-37	\$54,316.00	600 Amp Generator Quick Connect Switchgear	Advanced Power Technologies, Lafayette, IN	Commodity Purchase										
CM/ED	2/24/2025	RFP 25-02	\$900,000.00	Putting Assets to Work Innovative Finance & Asset Concession	Propviser, Salt Lake City, UT	Precludes subcontracting opportunities										The U.S. Department of Transportation Build America Innovative and Innovative Finance and Asset Concession Grant Program
PWA	2/24/2025	BID 25-01	\$751,302.00	2025 CIPP Sewer Rehabilitation	Hoerr Construction, Inc., (LEP Eligible)	Precludes subcontracting opportunities										Cured-in-Place Pipelining (CIPP) is the sole trade on the project and will be self-performed. Ctical nature of this work
ADM	3/31/2025	RFP 24-60	\$969,823.00	Installation of a Parking Access Revenue Control System in Three City-Owned Garages	Revcon Technology Group, Itasca, IL	Self-perform the work; installation and warranty (3-year) work directly to maintain high quality and warranty standards										Manufacturer Warranty/Quality standard requirements
PRCS	3/31/2025	BID 25-07	\$95,000.00	Mechanical Dredging at Church Street Boat Ramp	Kovlic Construction Company, Inc., Franklin Park, IL	Self-perform the work										The process of dredging in an environment such as Lake Michigan requires the knowledge and experience of operating an excavator in water of varying depths and currents.
ADM	3/31/2025	RFP 24-57	\$71,600.00	Website Redevelopment and CMS Migration	Revize LLC, Troy, MI	Precludes subcontracting opportunities										Staff knew that when preparing the RFP scope proposals, they would be a uniquely specialized product, and firms would require a self-contained environment to meet the RFP outcome.

Award Proposal

To: Minority / Women / Disadvantaged / Evanston Business E
Enterprise Development Committee

Initial Proposal From: Angela Wilson Pennisi
Kemone Hendricks
Ernest Noy

Current Subcommittee: Angela Wilson Pennisi - MWDEBE
Jared Davis - MWDEBE
Angela Shaffer –Central Street
Brittany Wright – Evanston Chamber of Commerce
Laura Brown – Downtown Evanston
Katherine Gotsick – Main Dempster Mile

Date: March 16, 2025

The purpose of the M/W/D/EBE Development is: *To identify and assess the needs of the M/W/D/EBE community on a regular basis, develop a program to address the established needs of the M/W/D/EBE community and the City of Evanston’s vision is Creating the Most Livable City in America.*

Establishing two awards that highlight the community contributions of M/W/D and Evanston small businesses supports both this vision and the purpose. We want more companies contributing to the livability and vibrancy of Evanston, and highlighting the contributions of a M/W/D and Evanston businesses provides an avenue for promoting all nominees, encourages continued contributions to Evanston by these businesses, and allows the nominees and winner to promote their business through this recognition.

Eligibility Criteria:

The subcommittee seeks clarification from the MWDEBE Committee on the purpose of the award. We discussed that there is more than one way to be a valued community business and propose that businesses be eligible in multiple ways. We welcome additions to this list, but initial ideas include:

- The business provides contributions to the community / history of initiatives for "giving back"
- The business demonstrates in tangible ways its commitment to its employees / "great place to work"
- The business contributes to or promotes a sense of community for hte residents of Evanston
- We debated the benefits of awards focused on community contributions of Evanston businesses versus awards highlighting valued and appreciated Evanston businesses and would like the committee's input on what qualities we wish to recognize in this process.

We recommend two awards, one recognizing an Evanston-owned M/W/D business and another recognizing an Evanston-owned and based business without requiring M/W/D ownership.

Utilizing a standardized nomination form, the committee would determine the eligibility of the nominees, including consideration of Small Business Administration eligibility requirements:

- The business must be in operation and operate for profit
- The business must not exceed the SBA definition of "small", referencing the [North American Industry Classification System guidelines](#) related to sales and number of employees
- The business must not be a type of [ineligible business](#)

We recommend collaborating with the business districts, Special Service Area organizations, and [Enjoy Evanston](#) to promote the award. Once the committee has established the eligibility of the nominees, members of the community would vote online to determine the winning businesses. The awards would be presented during the Evanston Mayor's State of the City Luncheon, typically held in March of each year.

While the subcommittee appreciated the suggestion of an in-kind business promotion package prize, the subcommittee also considered Rachel Williams' recent suggestions and agreed that all businesses may value a monetary grant. The committee could provide agreed upon options for use of the grant, which both ensures that the grant promotes long-term sustainability of the recognized business as well as accountability for the use of city / taxpayer funds.

Next Steps:

In addition to proposing additional criteria for nominating businesses for this recognition, the subcommittee recommends that a Request for Proposals be prepared for a vendor to:

- Generate names for the award
- Finalize the criteria for nomination
- Detail a campaign strategy for publicizing the award and ensuring that the process drives interest in and support for our local businesses
- Collect the nominations, vet nominees and manage the voting process

8/28/97

71-R-97

A Resolution

To Reorganize the Minority
Business Enterprise Advisory Committee
of the City of Evanston

WHEREAS, it is the goal of the City of Evanston to maximize the opportunities for Minority, Women and Evanston Business Enterprises in its procurement process; and

WHEREAS, a Minority Business Advisory Committee was originally established by the City Manager's office in 1991 to serve the City Manager's Office in an advisory role; and

WHEREAS, Resolution 63-R-94 provided for the funding of a Disparity Study for the sole purpose of determining the basis of a Minority, Women and Evanston Business Enterprise Program; and

WHEREAS, the City Council approved on August 18, 1997 a recommendation to reconstitute the Minority Business Enterprise Advisory Committee formed by the City Manager's office in a manner to make it a full Committee of the City Council to review said Disparity Study, evaluate the recommendations therein, and advise Council on the development and implementation of an M/W/EBE program for the City of Evanston;

NOW, THEREFORE, BE IT RESOLVED that the Mayor, with advice and consent of the City Council, shall appoint a Minority, Women and Evanston Business Enterprise (M/W/EBE) Development Committee within sixty days of the effective date of the

resolution and whose authority and responsibilities shall include, but not be limited to:

1. identifying and assessing the needs of the M/W/EBE community on a regular basis.
2. developing a program to address the established needs of the M/W/EBE community.
3. reviewing and evaluating the City of Evanston's procurement practices in order to maximize opportunities for the M/W/EBE community.
4. designing a training program in conjunction with the local Small Business Development Center and other sources for the purpose of increasing the capacity of local firms to provide the goods and services the City needs.
5. identifying additional technical and financial assistance resources for the M/W/EBE community.
6. proposing realistic goals for addressing under utilization of M/W/EBEs in the City of Evanston's procurement process.
7. preparing an economic impact presentation to Council that's based upon actual and proposed M/W/EBE participation and related cost factors.
8. addressing job training and employment on City construction projects.
9. defining Bidder good faith efforts in complying with the M/W/EBE program as they may relate to a determination of "responsiveness" in the procurement process.
10. proposing appropriate contract language relative to the M/W/EBE program.
11. researching and establishing a Mentor/Protégé Program between M/W/EBEs and established firms.
12. developing and maintaining a M/W/EBE Directory for the firms' inclusion on the City's bidders list.
13. determining the basis for confirming the status of a firm as either Evanston based or owned by Minorities and/or Women, for participation in the City of Evanston's program.

- 14. preparing status reports and an annual presentation to the Mayor and City Council.
- 15. reviewing and evaluating a Local Preference policy.

BE IT FURTHER RESOLVED, that the M/W/EBE Development Committee shall consist of nine people, including a Housing and Community Development Committee representative, an Economic Development Committee representative, an Evanston Chamber of Commerce representative, four members from the local business community, and two citizens at large. All appointees shall serve terms of two (2) years or until their successors are appointed and confirmed; provided, however, that initially, four (4) members shall be appointed for terms of one (1) year and five (5) members shall be appointed for terms of two (2) years. Members shall not serve more than two (2) full terms.


Mayor

ATTEST:


City Clerk

Adopted: September 8, 1997

MWDEBE Committee Work Plan	Status	Next Step	Timeline
Goal 1: Position Evanston's MWDEBE Committee as a leader in MWDEBE advocacy in Evanston.	Working Group Members: Angela & Jared & Kemone		
Strategy 1: In collaboration with community partners, develop and maintain a MWDEBE directory that is accessible to the public.			
Tactic 1: Prepare and distribute an email form to gather directory information for MWDEBE businesses	Economic Development staff is updating the business registration process to include this information; MWDEBE committee has provided input	Launch new business registration process	7/2023
Tactic 2: Aggregate available business registration information on MWDEBE businesses to create a directory	Will be able to proceed as businesses register in the new system	Await new business registration process	7/2023
Tactic 3: Seek input from and / or collaboration with the Black Business Consortium, Evanston Chamber of Commerce and other potential partners.			
Strategy 2: Identify and assess the needs of the MWDEBE community through a minimum of quarterly initiatives and outreach efforts.			
Tactic 1: Survey businesses that identify as MWDEBE through the business registration process	Initial survey questions being collected	Finish survey and distribute to any businesses we currently have information for	Survey approved March 20, 2024; Send out to registered businesses on file prior to Apr 2024 meeting
Tactic 2: Host in-person and virtual listening events, including ward meeting attendance	Inaugural contracting fair held	Plan follow up events	
Strategy 3: Collaborate with the Economic Development Committee to facilitate discussion of their agenda items, allowing the MWEBE Committee to provide an assessment of impact on the MWDEBE community.	MWDEBE liaison serving on Economic Development Committee	Active engagement with agenda and full MWDEBE committee input	
Strategy 4: Seek opportunities to collaborate with community partners to provide networking and supportive programming for the MWDEBE community.			
Tactic 1: Provide an MWDEBE Committee presence at existing and planned networking events.			
Strategy 5: Prepare an annual report to the Mayor and City Council, summarizing actual versus proposed MWEBE participation in city budget items and related cost factors, as well as the assessed needs of the MWDEBE community and supportive activities of the MWDEBE committee.			
Goal 2: Increase local firms that provide goods and services the City needs	Working Group Members: Bonaventure & Krissie & Devon		
Strategy 1: Create a Supplier Diversity Program at the City that may include designing a training program for the purpose of increasing the capacity of local firms to provide the goods and services the City needs.			
Strategy 2: Review and evaluate the City of Evanston's procurement and competitive bidding practices in order to maximize opportunities for MWDEBE businesses.			
Tactic 1: Include questions about procurement and the procurement process in surveys, focus groups and biannual town hall meetings assessing the needs of the City's MWDEBE community			
Tactic 2: Post procurement opportunities 10 days earlier to the MWDEBE community			
Tactic 3: Actively advertise opportunities and recruit MWDEBE contractors for participation in the procurement process, including open houses featuring differnet vendors			
Tactic 4: Create a self-assessment and hold Q&A sessions to help MWDEBE businesses prepare for participating in the City's procurement process			
Tactic 5: Partner with workforce development organizations to provide training for MWDEBE growth in Evanston			
Tactic 6: Specify percentage of work/bids to be awarded to MWDEBE through contracting and subcontracting processes			
Tactic 7: Breakdown municipal contracts into smaller sizes to increase accessibility for small businesses.			
Goal 3: Increase the number of local contractors that work as general contractors and subcontractors on major projects in Evanston	Working Group Members: Michael, Ernest & Rachel		
Strategy 1: Provide training, networking and business opportunities for MWDEBE businesses connecting them to major projects in Evanston, such as the NU stadium project			
Tactic 1: Launch a training center to create a pipeline for laborers into the trades, as well as supporting transtion from tradespeople to business owners			

MWDEBE Committee Work Plan	Status	Next Step	Timeline
Tactic 2: Create a directory of active contractors			
Tactic 3: Re-evaluate hiring criteria to increase work opportunities			
Tactic 4: Incentivize real estate owners with a possible tax incentive to utilize local small businesses			
Strategy 4: Increase access to small business training resources			
Tactic 1: Consider the SBA 8A Mentor/Protégé program to support a regenerative business environment in which local business mentor small businesses to gain greater access to opportunities			
Tactic 2: Consider a permanent home for small business assistance program for Evanston businesses, aimed at clearing obstacles to growth and opportunities			
Tactic 3: Engage with the high school to educate the promote small business and entrepreneurship, including training in the 8A program requirements			

Jared Davis Notes:

Survey Feedback:

- I think that questions #7,#8,#9 need to have mult. choice added for clarity.
- #10. CDFI? Maybe that's just abbreviated for our purposes and will be spelled out on the actual survey, but I don't know what that means.
- Additionally, would your firm be interested in or could it be beneficial for you to be listed as a local marketplace vendor.

Questions / Comments for the Committee and City:

Generally speaking, how do we (MWEBE & COE) get to a place where the "Business Case for Diversity" is to our advantage and not to our detriment? Diverse board leadership diverse management, diverse workforces all are proven to produce better outcomes. Municipals, orgs and companies who don't figure this out soon, will find themselves in a regulatory quandary, an employee shortage and a PR nightmare.

Yet it seems at every significant turn we try to make in the interest of our most vulnerable population, we are essentially penalized in a number of ways that are not seen by the untrained eye.

How do we not only figure out sustainable solutions internally, but help existing and potential partners of COE figure this out as well?

- Why are we (COE) not a desirable municipality to work with on bids for the projects we have available?
- How is it that we can't demand the requirements we desire as it relates to affordable housing and other major projects with developers?
- Why can't we manufacture / create/ produce and grow our own collective of developers who will not only abide by our requirements but who see it as an opportunity to partner with us to do what's right?
- We like to promote how we are examples to other communities and how we are "the first to (insert accomplishment here)". Wouldn't this be an amazing story we can all continue to (truthfully) tell about our little nimble community on the North Shore, that is taking matters into its own hands to help combat these critical, very solvable issues facing every community in the U.S.?
- Can we be creative with our Economic Development to foster conversations with our largest retailers, to help solve some of the existing and future mutual issues? Things like homeless persons in front of their stores affecting business and foot traffic and workforce development for employment in these stores. Surely this can be seen as an additional way to highlight their "good corporate citizenship", if nothing else in their eyes.
- Engaging our largest employers to partner on the initiative - for NU; this is an education equity issue, for Endeavour Health Syst; this is a health equity issue, for Hagerty Consulting; this is an equity issue regarding consulting in the areas they specialize in, for Underwriters Laboratories; this is equity based on their own mission statement "working for a safer world" - , Byline, BMO, Chase and Wintrust Banks; this is a financial services equity issue. And the list goes on.

This is not a request to just throw money at these issues and requests. **All of these entities have the human capital investment they can make at essentially no cost to them** - a Community engagement component, an investments arm, a strategic planning component and boards of directors consisting of

individuals who have created, adopted and nurtured effective ideas into well executed strategic plans on small and large scales.

We (the City of Evanston) offer a myriad of attractions to existing and potential partners from tech & innovation opportunities, to lakefront access, to multimodal transportation opportunities, to youth engagement, career pathways, access to a large manufacturing sector, world class arts & entertainment and incentives I am not even mentioning here.

There has to be someone(s) on the COE payroll (or at some school at NU) who can help us come up with a creative video or tiktok presentation series, to drive these points home in a creative, succinct and effective manner to help tell our story and get us on not only the right track, but on the right side of history.

Award Proposal

To: Minority / Women / Disadvantaged / Evanston Business Enterprise
Development Committee
From: Angela Wilson Pennisi
Kemone Hendricks
Ernest Noy
Date: March X, 2024

The purpose of the M/W/D/EBE Development is *To identify and assess the needs of the M/W/D/EBE community on a regular basis, develop a program to address the established needs of the M/W/D/EBE community* and the City of Evanston's vision is *Creating the Most Livable City in America*.

Establishing two awards that highlight the community contributions of M/W/D and Evanston small businesses supports both this vision and the purpose. We want more companies contributing to the livability and vibrancy of Evanston, and highlighting the contributions of a M/W/D and Evanston businesses provides an avenue for promoting all nominees, encourages continued contributions to Evanston by these businesses, and allows the nominees and winner to promote their business through this recognition.

Eligibility Criteria:

We debated the benefits of awards focused on community contributions of Evanston businesses versus awards highlighting valued and appreciated Evanston businesses and would like the committee's input on what qualities we wish to recognize in this process.

We recommend two awards, one recognizing an Evanston-owned M/W/D business and another recognizing an Evanston-owned and based business without requiring M/W/D ownership.

Utilizing a standardized nomination form, the committee would determine the eligibility of the nominees, including consideration of Small Business Administration eligibility requirements:

- The business must be in operation and operate for profit
- The business must not exceed the SBA definition of “small”, referencing the [North American Industry Classification System guidelines](#) related to sales and number of employees
- The business must not be a type of [ineligible business](#)

We recommend collaborating with the business districts, Special Service Area organizations, and [Enjoy Evanston](#) to promote the award. Once the committee has established the eligibility of the nominees, members of the community would vote online to determine the winning businesses. The awards would be presented during the Evanston Mayor’s State of the City Luncheon, typically held in March of each year.

We recommend a monetary award or grant for each recipient, ranging from \$2,000 to \$5,000, to either support their business’ work in the community, encourage continued contributions to the City of Evanston, or simply to recognize excellence.

Angela Wilson Pennisi

Award Proposal

To: Minority / Women / Disadvantaged / Evanston Business Enterprise
Development Committee
From: Angela Wilson Pennisi
Date: January 12, 2024

The purpose of the M/W/D/EBE Development is *To identify and assess the needs of the M/W/D/EBE community on a regular basis, develop a program to address the established needs of the M/W/D/EBE community* and the City of Evanston's vision is *Creating the Most Livable City in America*.

Establishing an award that highlights the community contributions of a M/W/D/EBE business supports both this vision and the purpose. We want more companies contributing to the livability and vibrancy of Evanston, and highlighting the contributions of a M/W/D/EBE business provides an avenue for promoting all nominees, encourages continued contributions to Evanston by these businesses, and allows the nominees and winner to promote their business through this recognition.

I would recommend collaborating with an existing Evanston awards event, such as the Evanston Chamber of Commerce or the Evanston Community Foundation to present the award. We could consider seeking nominations from each of the business district associations in Evanston to include businesses from all neighborhoods in the city. The nomination and award process itself could generate enthusiasm and excitement by providing a public voting process that the businesses could engage in with their customers and clients. The award could include a cash grant to support their work and encourage continued contributions to the City of Evanston.



Memorandum

To: Councilmember Bobbie Burns, MWDEBE Chair
 MWDEBE Development Committee

From: Tammi Nunez, Purchasing Manager

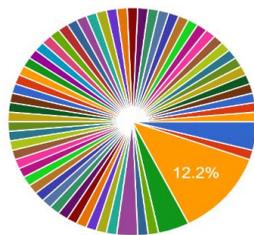
Subject: City of Evanston M/W/D/EBE Evanston Business Survey

Date: July 17, 2024

The City of Evanston M/W/D/EBE Evanston Business Survey link was live on the City of Evanston website and sent to Economic Development Evanston Business Owners and various city lists on April 17, 2024, via email. We had a total of 74 Business Owners respond to the survey. The survey results are as follows:

1. What stage of business are you in? 74 responses
 - 2% Seed & Development
 - 8% Startup
 - 41% Growth & Establishment
 - 19% Expansion
 - 31% Maturity

2. What types of services are offered by your firm?
 74 responses



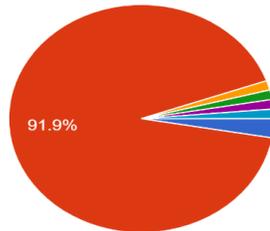
- Architecture, Engineering & Land Surv...
- Construction & Maintenance
- Consulting
- Equipment, Materials, Supplies
- Equipment Rental or Leasing
- Furniture and Office Supplies
- Machinery, Electrical and Electronic E...
- Office and Building Leasing

▲ 1/9 ▼

12.2%		Consulting
4.1%		Equipment, Material, Supplies
4.1%		Architecture, Engineering & Land Survey
2.7%		Retail
1.4%		Construction & Maintenance

3. Is your firm currently performing any contracts in Evanston or for the City of Evanston?

74 responses



- Yes (please include estimated contract value below in "Other" Field)
- No
- We are currently doing very little with the city, but we are maintaining the libraries website
- 2,500,000.00
- 250,000
- Approx. \$10,000 (two large & some smaller local projects)

4. Is your firm certified as a DBE, MBE, or WBE? 73 responses

16% Yes 84% No

5. If your firm is certified as an MBE or WBE, please check the boxes that apply to your work in connection with local contracts. 55 responses

80% non-Applicable
9% We directly bid or compete for work.

6. Is your firm interested in being certified as a DBE, MBE, or WBE? 71 responses

52% Yes 48% No

7. Of which city services or business support are you currently aware? 37 responses

43% Storefront Modernization
16% Entrepreneurship Support Grant
5% Lending for Evanston and Northwestern Development (LEND)
35% Small Business Recovery Program

8. What city services or business support have you taken advantage of in the past? 14 responses

21% Storefront Modernization
29% Entrepreneurship Support Grant
14% Lending for Evanston and Northwestern Development (LEND)
36% Small Business Recovery Program

9. Which city services or business support would you like more information about? 42 responses

33% Great Merchant Grant
10% Storefront Modernization
26% Entrepreneurship Support Grant
12% Lending for Evanston and Northwestern Development (LEND)
19% Small Business Recovery Program

10. What is the biggest challenge for the growth of your business at this time (Please circle all letters that apply)?

70 responses



19%		Limited network for building business relationships
17%		Access to capital or funds for operational costs
17%		Inflation of other business costs, including costs of borrowing
11%		Inflation of wages
9%		Lack of qualified applicants for hiring or turnover

11. In what areas are you least confident in running your business (Please circle all letters that apply)? 65 responses

- 10% Understanding contracts, leases, liability, and insurance
- 19% Accounting and bookkeeping
- 9% Human resources management
- 14% Technology
- 31% Marketing
- 2% All other categories were less than

City of Evanston M/W/D/EBE Evanston Business Survey

12. What can anchor institutions and agencies do to collaborate with banks and alternative lenders, such as CDFIs and mission-based lenders, to support contracting by providing better access to capital?	13. How significant are bonding and insurance requirements as they relate to being financial obstacles for your businesses? What has your organization done to circumvent this requirement, if applicable?	14. What are the topics you are most interested in?	15. As a business owner, what is an immediate action you think can take that will increase your success in contracting?
32 Responses	44 Responses	38 Responses	44 Responses
Unsure; cannot say; None; I have no ideas on this; This question doesn't make sense to me.; I'm not sure what this means.	N/A; cannot say; None; I don't know; Not sure...	Unsure; In regards to what?; N/A; Cannot say; Any you have to offer	N/A/ Not interested in this. Unsure/
Help small businesses flesh out business plans and growth strategies.	N/A (I am a sole proprietor and no employees) I pay for Liability Insurance required by the state at rate of \$265. per year.	Contracts with Evanston and the State	Staffing; I'm a very busy sole proprietor that needs to add staff for growth.; Hiring quality personnel
Secure lower interest rates; Low interests SBA loans; Grant development; City	These are not obstacles; Not an obstacle	New developments and city projects requiring architectural or interior design services	Lower property taxes so we can compete with china; Eliminate the very high contract amount; lower businesses costs and eliminate red tape; Capital
Language access so we can share	The Cost of insurance;We have insurance; Liability insurance cost has increased substantially (69% increase this year).; We've been able to secure the insurance we need.	Collaborations; How to use social media.; How to connect with interested clients	Making it easier for shoppers by not giving somnys parking tickets. We loose many customers because of the parking regulations; Parking
lend capital earlier, with less personal guarantees, match grants with equity	Our trade association provides some of this for us.	How the city can help us sell food to events where they are a purchaser.	ED: We need to attract more potential buyers/renters to our space.
would not need if you would lower property taxes, what do we get for our taxes????	We have not circumvented it	How to become a WBE and how to work with the city as a contractor; aid in becoming MBE certified and help in securing and managing larger contracts.	We need more inquiries.; identify an information source to stay informed
Expand who qualifies for their services.	They are expensive but not yet obstacles.	Marketing and funding for startups.; grants, marketing and sales; Marketing and building a network of small businesses that are similar to my own.; Business development; Employee retention & Technology	How to Do Business with COE: More opportunities to work with the city. I think Local Business Entity should be just if not more valuable than some of the other classification entities.; Identifying and connecting with decision makers
Intuit, us bank	significant	How to access and qualify for municipal photography contracts.	To be honest, I haven't done anything because I didn't think there were any. Contracts we would qualify for. So I need to take a minute a loom into this.
I am not sure I understand not am I qualified to answer that question. Not my scope of practice. I have zero	Not significant. I have high professional costs; Not a problem; Not significant; insignificant	Would love to get local press interested on helping promote local businesses and using them as subject experts	As a business owner focused on operational optimization for nonprofits and cooperatives, an immediate action I can take to increase my success in contracting is to enhance my networking efforts with local nonprofits and community-based organizations. By actively participating in community events and workshops, and engaging more with local business groups, I can build stronger relationships that may lead to more contracting opportunities. This approach not only expands my professional network but also aligns with my mission of empowering community-focused organizations through improved operational strategies.
Provide workshops where we can receive assistance to apply for capital.	We can obtain the insurance we need to operate.	Signage and wayfinding consulting and design; I'd love to know how to make my office handicap accessible and if any grants are available	Business Networking; Start promoting my capabilities and market my skill.; More outreach to potential customers; Networking; Advertising; Do more sales calls; Build awareness of my business and website; jackweissassociates.com; I could use an updated web site.; step up networking, update marketing materials; Getting the word out across my network that I am open for business.; Joining one of the many business networking clubs (rotary, chamber of commerce, etc)
I wish I knew. Kicking-off my business this year has led to some unforeseen capital costs that could be offset with a small entrepreneurship loan. The obstacle at present is not having an income stream to serve as collateral.	Not an issue for my business as currently structured (B2B); We do not have this issue; They present no real barrier.	How to get Evanston to GROW Up and quit funding illegal immigrants through sanctuary city designation. We are being property taxed out of Evanston. I am on board with supporting our poor and unhoused. I am NOT on board with funding the housing and education of the world's poor. We are going to have to leave due to the majority "progressive" wing in Evanston.	Getting rid of the city's policy of lowest bid. We produce in Evanston and employ Evanston residents. We lose bids to companies they produce out of the city at a lower cost and therefor can undercut us. Evanston sends its dollars out of the city instead of supporting businesses that produce here in Evanston.
Engage in development through specific projects.	bonding should be eliminated from MBE, DBE, and WBE companies	Understanding the hiring process and correctly classifying employees vs ICs, technology use in my area of business	Smaller scale projects opportunities, a place where small business can find subcontracting opportunities if you are Evanston based, assistance with bids and marketing assistance. Workshops, centralized bidding for small contractors, creating a compliance process for us to be work ready with the City and its large contractors would be great. Many of us have the skills and documentation to work but projects are very large scale an unattainable for small businesses.
N/A - self funded; I have never borrowed money for my business	Workman's comp has really increased!	Access to capital and securing business with the City; Small business lending/support. City/county/state service contract opportunities.; Starting and running a business	

12. What can anchor institutions and agencies do to collaborate with banks and alternative lenders, such as CDFIs and mission-based lenders, to support contracting by providing better access to capital?	13. How significant are bonding and insurance requirements as they relate to being financial obstacles for your businesses? What has your organization done to circumvent this requirement, if applicable?	14. What are the topics you are most interested in?	15. As a business owner, what is an immediate action you think can take that will increase your success in contracting?
I have no idea; I don't know enough to answer this.; I don't know	None, we have had insurance since we started. It's a hard cost but necessary to doing business in my line of work.	Justice, Equity, Inclusivity, and Diversity issues, anything related to sustainable business and doing good business, and culture/community engagement innovation programs; Our client base is aging out, how do we get younger clients to know us	
Hold them accountable. CDFI's and CDI's are mandated by the government to lend to social and economically disadvantaged communities but they are not at the levels we need them to. How many lending products are going to truly BIPOC, veteran, women-owned businesses across these institutions? We know they aren't because of a myriad of systemically racist systems, but the organizations aren't moving to remedy this balance. Evanston can be a solution to this challenge by partnering with experts in the business community that are training these institutions to be more inclusive to meet their business goals to lend more. TOBY Agency is also a small disadvantaged business that has to jump through several hoops to get a business loan or line of credit, government contracts, or grants to operate my business. Never mind, I've served my country for over 20 years I still am required to go through 1000 certifications, trainings, to say I actually qualify for the disadvantage programs because of who I am and who my company supports. If other community organizations or lending to businesses without the many hurdles that the large ones aren't why aren't we raising voices to get those government resources removed from institutions that aren't being accountable and into the hands of those that want to do the right thing.	I haven't run into this issue yet, I'm sure it will be a constraint financially because it's a required out of pocket business expense for an entrepreneur that's more than likely fully self funding their company. If it's a requirement to even submit a proposal to an RFP or RFA then it will more than likely affect minorities from applying. Where would they get the budget expense to cover this required cost. As a person that spent 10 years working in federal government contracting for the US Department of State, I know the 100's of requirements we put into the listings to deter certain businesses from even applying (i.e. \$1m annual revenue, etc). That's the systemic racist structures I'm referring to. I've dedicated my company to being a solution to these systems. I am a part of a national corporate business coalition made up of CEO's from more than 3200 companies that have pledged DEI in their companies and working together to end systemic racism in business.	1. Digital Marketing Trends for Small Businesses: Covering the latest tools and strategies in digital marketing, including social media, content marketing, and SEO, to help small businesses enhance their online presence. 2. Effective Cash Flow Management: Essential tips and tools for managing cash flow, including budgeting, forecasting, and cash management strategies to keep businesses financially healthy. 3. Customer Relationship Management: Best practices for using CRM systems to improve customer relationships, increase customer retention, and drive sales growth. 4. E-commerce Optimization: Strategies for maximizing e-commerce platforms to increase sales, including website optimization, customer experience enhancements, and conversion rate optimization. 5. Remote Work and Team Management: Tips for managing remote teams effectively, including tools for collaboration, maintaining productivity, and building a remote work culture. 6. Cybersecurity for Small Businesses: Essential cybersecurity practices to protect sensitive business and customer data from cyber threats. 7. Local SEO and Community Engagement: Strategies for improving local SEO and engaging with community networks to drive local business and build brand loyalty.	
To address the challenge of accessing capital without relying solely on traditional loans, anchor institutions and agencies could foster partnerships that directly enhance deal flow for small businesses like mine. One creative approach could involve these institutions setting up a business matching system where small businesses are paired with larger companies or government agencies that require their services. This system would not only provide direct business opportunities but also help in building a reliable client base. Additionally, these anchor institutions could facilitate the creation of a cooperative fund. This fund would be managed by a consortium of small businesses, allowing members like myself to invest collectively and draw upon these resources when needed to cover operational costs or invest in growth opportunities. This reduces dependency on external funding sources and enhances our collective bargaining power and sustainability. Another innovative solution could be the development of micro-grant programs that target specific needs of small businesses undergoing pivots, such as mine. Grants could be awarded based on the potential impact or innovation level of the business model, helping to fuel growth without the burden of repayment. Moreover, anchor institutions could advocate for and support the implementation of legislation that incentivizes larger businesses to contract with local small businesses, thereby directly boosting deal flow. These policies could include tax breaks or subsidies for companies that demonstrate a consistent commitment to engaging with small businesses in their operational ecosystem. Implementing these initiatives would provide businesses like mine with the vital support needed to thrive without becoming dependent on traditional loan structures, aligning with my goal to bootstrap through enhanced deal flow and strategic partnerships.		How to bid on city projects, can the city scale down projects to give small businesses opportunities to bid on work or ensuring large contractors reach out to us or let us know how to subcontract from them. Emails like these from contractors who are looking for subs would be great. I personally and looking for work opportunities more than anything.	
		We have a vacant property at 2822 Central that we've been trying to sell or lease for over two years. The taxes continue to scare away prospective buyers/renters, as well as difficulty accessing capital.; Lower my property taxes.	