



**M/W/EBE Development Committee  
Wednesday, March 15, 2023  
Virtual 6:00 PM**

**AGENDA**

**Google Meet joining information:  
Meeting ID link [meet.google.com/mea-wtxr-qzr](https://meet.google.com/mea-wtxr-qzr)  
Or dial: (US) [+1 864-719-2184](tel:+18647192184) PIN: 585 666 469#**

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**1. CALL TO ORDER/DECLARATION OF A QUORUM**

**2. APPROVAL OF MINUTES**

- A. Approval of the February 15, 2023 Minutes 3 - 4  
[MWEBE MINS 02-15-23.docxedit](#)

**3. GUEST INTRODUCTIONS**

**4. STAFF REPORTS**

- A. M/W/EBE and LEP Tracking Report 5  
[2023 MWEBE Tracking sheet](#)

**5. NEW BUSINESS**

- A. Rebuilding Exchange – Letter of Support (For Action) 6 - 7

**For Action**

[March 8 2023 CM Burns Letter of Support Rebuilding Exchange](#)

**6. OLD BUSINESS**

- A. **MBE Data and Draft MWEBE Compliance Form** 8  
[Vendor Affidavit of MWEBE Status Draft REVISED](#)
- B. **Anchor Procurement NLC Update**
- C. **MWEBE Committee Work Plan Updates** 9 - 13  
[MWEBE Committee 2023 WorkPlan UPDATED031323](#)

**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](http://www.cityofevanston.org/mwebecommittee). Questions can be directed to Tammi Nunez at 847-866-2935.

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

Wednesday, February 15, 2023  
6:00 P.M.  
Meeting Minutes

**MEMBERS PRESENT:** Councilmember Bobby Burns, Councilmember Kristian Harris, Jared Davis, Angela Pennisi, Ernest Noy, Kemone Hendricks, Bonaventure Fandohan, Michael McLean

**MEMBERS ABSENT:** Councilmember Devon Reid

**STAFF PRESENT:** Tammi Nunez, Purchasing Manager; John Gonzalez, Purchasing Specialist

**GUEST:**

**PRESIDING MEMBER:** Councilmember Bobby Reid

**1. Declaration of a Quorum**

With a quorum present, Councilmember Reid called the meeting to order.

**2. Approval of Minutes**

Councilmember Harris motioned to approve the January 18, 2023 minutes. Seconded by Michael McLean. All voted in favor of approving minutes unanimously.

**3. Guest Introduction**

**4. Old Business**

**A. For Action City Code 1-17-1 Amendment “adding Disadvantaged Business Enterprise”**

Committee member Ernest Noy motioned to approve, seconded by Bonaventure Fandohan. All voted in favor to move to council unanimously.

**B. MWEBE Committee Work Plan Updates**

No updates provided. Will be discussed during the next meeting on March 15, 2023.

**C. Anchor Procurement NLC Update**

Letter of intent has been signed. The first quarter cohort meeting has occurred. The next meeting will be in April, 2023. The next step will be applying for funding

between February 1<sup>st</sup> and March 31<sup>st</sup>, 2023. Registration with NLC for the funding application has been entered. Working on scheduling a one-on-one meeting with Bernard Johnson who is the subject expert for the Anchor Procurement project. Identifying the project has not been completed but the Northwestern Stadium construction project would be the project selected.

**D. Draft MWEBE Compliance/Data Form**

Discussed adding minority categories to the MWEBE vendor status form to identify the specific minority group for each vendor. Per Councilmember Burns, other agencies ask applicants to identify and if the city was to request this information, would it be a requirement or optional. This information would be used to determine which groups need to be reached out to for doing business with the city.

Committee members will discuss further during the March 15, 2023 meeting. Councilmember Harris motioned to table MWEBE Compliance/Data Form for the next meeting. Committee member Angela Pennisi seconded. All voted unanimously to table until March 15, 2023.

**5. Staff Reports**

**A. MWEBE and LEP Tracking Report**

RFP 22-53 Material Testing Services, \$200,00.00. Awarded to Interra, Inc. Currently, only Task 1 has been awarded which is for \$65,000. Interra is MBE and received full credit for the MWEBE goal.

Evanston Municipal Storage Facility Phase 1, \$717,550.00. Awarded to G.A. Johnson & Sons. This vendor is EBE and received full credit for the MWEBE goal. This project is also LEP eligible.

The Year to Date LEP Balance is \$77,596.75

**B. LEP 2022 Update**

No LEP updates.

**6. New Business**

**A. ELM Press Release Bryant O.C. Wallace**

Not discussed.

**7. Other Business**

**8. Adjournment**

Councilmember Burns motioned the meeting be adjourned, motion carried unanimously. Meeting ended at 7:24 P.M.





March 8, 2023

Dear Peter Braithwaite, Director of Procurement Diversity and Community Engagement, Dave Davis, Executive Director of Neighborhood and Community Relations, and Shayla Butler, Partner Relationship Administrator of Neighborhood Community Relations,

I am writing on behalf of the Minority-Owned, Women-Owned, Evanston-Based Enterprises (MWEBE) Committee to express our support for the Rebuilding Exchange's proposal to partner with Northwestern University (NU) on the Rebuild Ryan Field Project. As a committee that is committed to promoting the interests of Evanston's local, minority-owned and women-owned enterprises, we believe that this partnership would be an excellent opportunity to ensure that Evanston residents and local contractors, particularly those from underrepresented communities, are given access to jobs and contracts on the project and beyond.

We are particularly pleased to note that the Rebuild Ryan Field Project has set ambitious goals to create 2,900 jobs and award 35% of construction contracts to local, women, and people of color business enterprises. We believe that the Rebuilding Exchange is well-suited to help NU achieve these goals, given their experience and expertise in reusing building materials, reducing construction waste, and training individuals for careers in the building trades.

The Rebuilding Exchange's track record of providing access to affordable building materials, deconstructing homes to save materials for recycling and reuse, educating the community about the benefits of reuse, and training individuals for careers in the building trades is impressive. Every year, they save more than 3 million pounds of building materials from landfills, serve more than 10,000 customers, offer at least 100 workshops, and train and support 100 individuals in their careers. Their headquarters is in Evanston, making them a particularly strong partner for NU.

We are excited about the possibility of partnering with NU and the Rebuilding Exchange to create a model for how construction projects in Evanston can promote greater racial and gender diversity in the building trades workforce, and move more people out of poverty into living wage careers.

To that end, we support the Rebuilding Exchange's proposal to recruit more Evanston residents into their workforce training programs, expand certification programs, job readiness, and placement services to Evanston residents, and provide capacity building services to local minority and women-owned building trades contractors who need to build capacity to bid and win contracts.

The MWEBE Committee has committed committee and work group time to helping NU meet or exceed its commitment to work with MWEBE's on the new stadium project, assuming it moves forward. We believe that this partnership has the potential to make a significant difference in the lives of Evanston residents and local contractors, and we look forward to working with NU and the Rebuilding Exchange to make it a success.

Sincerely,

Councilmember Burns  
Chair, MWEBE Committee

### M/W/EBE Vendor Status Information

I am \_\_\_\_\_ of \_\_\_\_\_, and have authority to execute this affidavit on behalf of this firm. I \_\_\_\_\_ do hereby certify that:  
(Name of Vendor)

1. This firm has been certified as a (Check one Only 
  - Minority Business Enterprise (MBE) A firm that is at least 51% owned, managed and controlled by a Minority.
  - Women's Business Enterprise (WBE) A firm that is at least 51% owned, managed and controlled by a Woman.
  - Evanston Business Enterprise (EBE) A firm that is located within the Corporate boundaries of the City of Evanston and provides a commercially useful function.
2. If the firm is certified as a Minority Business Enterprise (MBE), the firm qualified for the MBE certification based on ownership by the following Minority. For the purpose of 35 ILCS 200/18-50.2: the following terms shall have the following definitions:

"Minority person" shall mean a person who is a citizen or lawful permanent resident of the United States and who is any of the following.

This firm is a (Check one Only ):

- American Indian or Alaska Native (a person having origins in any of the original peoples of North and South America, including Central America, and who maintains tribal affiliation or community attachment).
- Asian (a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, but not limited to, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam).
- Black or African American (a person having origins in any of the black racial groups of Africa).
- Hispanic or Latino (a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race).
- Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands).

3. This M/WBE is certified through one of the below agencies. Please attach certification:
  - Cook County                       State Certification
  - Federal Certification           Women's Business Enterprise National Council
  - City of Chicago                   Chicago Minority Supplier Development Council
  - I have a City of Evanston business license (EBE)

**COPIES OF ALL MBE, WBE OR DBE CERTIFICATIONS HAVE BEEN ATTACHED.**

## MWEBE COMMITTEE 2023 WORK PLAN

Purpose of this document: To provide previously discussed goals, example strategies, working group assignments and definitions for “**Strategies & Objectives.**”

Definitions: A **strategy** is the approach you take to achieve a goal. An **objective** is a measurable step you take to achieve a strategy. A **tactic** is a tool you use in pursuing an objective associated with a strategy.

Forbes article on the topic:

<https://www.forbes.com/sites/mikalbelicove/2013/09/27/understanding-goals-strategies-objectives-and-tactics-in-the-age-of-social/?sh=7bc83d404c79>

Assignment due by **November 16th, 6PM:** Meet with your working group partner to identify strategies and objectives that are most important to fulfill the selected goal.

**Goal #1:** Position Evanston’s MWEBE Committee as a leader in MWEBE advocacy in Evanston

**Working Group Members:** Angela & Jared & Kemone

**Example Strategies** (Bold items should be prioritized)

- Website with information about the purpose of the committee, past successes, current priorities and long term plans.
- Host in-person and virtual events connecting businesses with programs and opportunities to support their efforts.
- **Develop and maintain a MW/EBE directory**
- **Prepare status reports and an annual economic presentation to the Mayor and City Council that’s based upon actual and proposed MW/EBE participation and related cost factors.**
- **Identify and assess the needs of the MW/EBE community on a regular basis**
- **Review the economic development committee agenda, provide recommendations or send items to both committees**

### **Group #1 Output (March, 2023)**

**Goal 1:** Position Evanston's MWEBE Committee as a leader in MWEBE advocacy in Evanston.

**Strategy:**

1. In collaboration with community partners, develop and maintain a MWEBE directory that is accessible to the public.
  - a. Prepare and distribute an email form to gather directory information for MWEBE businesses
  - b. Aggregate available business registration information on MWEBE businesses
  - c. Seek input from and / or collaboration with the Black Business Consortium, Evanston Chamber of Commerce and other potential partners.

*\$\$ - This strategy will require budget for staff or contractor time to aggregate the data and collate the directory.*

2. Identify and assess the needs of the MWEBE community through a minimum of quarterly initiatives and outreach efforts
  - a. Survey businesses that identify as MWEBE through the business registration process
  - b. Host in-person and virtual listening events, including ward meeting attendance

*\$ - This strategy may require limited budget to attract attendees, such as a guest speaker or refreshments.*

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 MWEBE community.

*Free*

4. Seek opportunities to collaborate with community partners to provide networking and supportive programming for the MWEBE community.
  - a. Provide an MWEBE Committee presence at existing and planned networking events.
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 MWEBE community and supportive activities of the MWEBE committee.

**Group #1 Output (February 2023)**

**Goal 1: Position Evanston's MWEBE Committee as a leader in MWEBE advocacy in Evanston.**

## **Strategies**

1. In collaboration with community partners, develop and maintain a MWEBE directory that is accessible to the public.

### **Objectives:**

Aggregate the business registration information on MWEBE businesses

Seek input from and / or collaboration with the Black Business Consortium, Evanston Chamber of Commerce, and other potential partners.

2. Identify and assess the needs of the MWEBE community through a minimum of quarterly initiatives and outreach efforts.

### **Objectives:**

Survey businesses that identify as MWEBE through the business registration process.

Host in-person and virtual listening events, including ward meeting attendance

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 MWEBE community.

4. Seek opportunities to collaborate with community partners to provide networking and supportive programming for the MWEBE community.

### **Objectives:**

Provide an MWEBE Committee presence at existing and planned networking events.

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 MWEBE community and supportive activities of the MWEBE committee.

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**Goal #2:** Increase local firms that provide goods and services the City needs

**Working Group Members:** Bonaventure & Krissie & Devon

### **Example Strategies:**

- 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.

- Review and evaluate the City of Evanston's procurement and competitive bidding practices in order to maximize opportunities for MW/EBE businesses.

### **Group #2 Output**

**Goal: Increase local firms that provide goods and services the City needs**

**Objectives:**

1. WMEBE posting 10 days earlier to these vendors (similar to internal posting at other jobs) **based on the knowledge of the businesses in advance**
2. Create an assessment to know the city needs in term of services and work
3. Actively share opportunities with MWEBE businesses city procurement and

**All of these can happen simultaneously**

Target women and minority businesses through a bi-annual meeting to discuss their constraints and challenges in being able to participate in the city's procurements process.

Partner with workforce development organizations (schools, consultants, nonprofits) to provide training for M/W/EBE growth in Evanston.

Host open house programs that allows different vendors access to the procurement process with Q&A  
Reassess the procurement system that might allow businesses that have MWEBE requirements to have points towards the bidding system.

Set aside a certain percentage of work/bids to go to MWEBE (possible time frame)  
Encourage bigger companies to partner/sub contract with MWEBE for higher points in bid process.

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**Goal #3:** Increase local contractors that work as general contractors and subcontractors on major projects in Evanston

**Working Group Members:** Michael & Ernest

**Example Strategies:**

- Work on connecting Local MW/EBE contractors, consultants, and vendors to training and business opportunities with NU's \$800 million dollar new stadium project
- Help to launch a training center that will address the labor shortage by creating a pipeline for laborers into the trades

## Group #3 Output

### **Goal #3: Increase local contractors that work as general contractors and subcontractors on major projects in Evanston**

#### **Challenges:**

- 1) Lack of formally qualified and/or certified contractors which reside in Evanston.
- 2) No centralized system to keep active lists of qualified contractors.
- 3) Limited access to available training and education programs for those interested in forming or growing small businesses into qualified ones.
- 4) Cost of doing business in Evanston is higher than other communities. The “Evanston Mark-Up” is a real thing and limits our City’s ability to host contractors.
- 5) Municipal contracts may be out of reach for the current level of local small businesses.

#### **Potential Strategies:**

- 1) Increase access to existing resources to help small businesses grow.
- 2) Provide new resources to local small businesses that created greater access to education and training resources.
- 3) Consider the SBA 8A Mentor/Protégé program as a foundation for creating a regenerative business environment where local businesses mentor small businesses to gain access to greater opportunities within the government and other work.
- 4) Consider a permanent home for small business assistance program for Evanston based businesses aimed at clearing obstacles to growth and opportunities.
- 5) Increase work opportunities within Evanston for local small businesses by reevaluating our hiring criteria. (We might need Legal opinion on what can and can’t be done.)
- 6) Increase incentives for Real Estate owners to utilize local small businesses. Perhaps a tax incentive?
- 7) Continue to support the Rebuilder’s Warehouse as they expand their work in training a skilled labor force for local businesses to tap into.
- 8) Engage the High School to educate and promote small businesses and entrepreneurship, including training in the 8A program requirements.

#### **Potential Goals**

- 1) Launch a training center that will address the training shortage for tradespeople to transition from individual to business entity.
- 2) Increase employment options for individuals looking to take the next step.
- 3) Breakdown municipal contracts to smaller sizes to help small businesses qualify.
- 4) Create tax incentives for home owners and commercial property owners to utilize local businesses.
- 5) Work on connecting Local MWEBE contractors, consultants, and vendors to training and business opportunities with NU’s \$800 million dollar new stadium project.