

Black, Indigenous, and People of Color (BIPOC) Business Advisory Committee

October 18, 2021 Meeting

4:00 – 5:00 p.m.

BIPOC Business Advisory Committee Recommended Reading:

- [City Small Business Programs Overview](#)
- [Economy Section of Envision Cambridge](#) (page 115)
- [MassINC – Entrepreneurs of Color Report](#)
- [Boston Foundation/Coalition for an Equitable Economy – The Color of Capital Gap](#)

Committee Members Expectations:

Committee members should treat each other with respect, listen to each other, work cooperatively, and allow all members to voice their opinions.

Agenda

1. Welcome & Introductions – tell us about you, your organization, and one thing you would like to see the Committee address this year (4:00 – 4:15 pm)
2. Discussion on the Committee’s structure and schedule (4:15 – 4:25 pm)
 - a. Meeting monthly – determine final meeting schedule
 - b. How early do Committee members need meeting materials to be sent out in advance?
One week work?
3. Meeting Discussion: Assessing Business Needs (4:25-4:45 pm)
 - Goal 1: Conduct a Citywide BIPOC Business Survey to understand how many BIPOC owned businesses are in Cambridge and what are their needs.
 - Review Draft Survey Questions (what’s missing? Are the questions easy to understand?)
 - Discuss survey outreach (conducting in person and online)
 - What are the best ways to reach out to business owners about the survey?
 - Any recommendations on ways to capture home-based business owners?
 - How long should we keep the survey open? 2-weeks?

Next meeting, we will review the survey findings and receive an overview of Cambridge demographics.
4. Upcoming meeting topics (4:45 – 4:50 pm)
 - City’s Small business programs – overview of small business grant and technical assistance programs and current outreach methods
 - Procurement

- Access to capital
- Marketing

5. General Business (4:55-5:00 pm)

6. Adjourn

PLEASE NOTE: Meetings will be held remotely in accordance with Section 20 of Chapter 20 of the Acts of 2021, signed into law on June 16, 2021. Members of the public can attend the meeting virtually through Zoom Webinar. Members of the public can also provide comments in writing or via email before the meeting.

To register for the Zoom webinar, click the following link and enter your information:

https://cambridgema.zoom.us/webinar/register/WN_nVZTASqKReyR5woiq9HFOW

The City of Cambridge will provide reasonable accommodations to people with disabilities upon request. Please make requests for alternative formats as soon as possible by contacting the staff listed below.

General information about the BIPOC Business Advisory Committee can be found on the following webpage: <https://www.cambridgema.gov/CDD/econdev/smallbusinessassistance/bipocbusinessadvisorycommittee>

For further information, please contact Pardis Saffari, Senior Economic Development Manager with the Cambridge Community Development Department, at 617-349-4654 or psaffari@cambridema.gov.