

# Minneapolis Small Business and Labor Standards Roundtable

August 9, 2022

# Introductions: find someone you don't know and have this conversation

- Name, pronoun, business/organization/agency
- What was your first job? What did it teach you?

# Small Business Challenges

- *why are you committed to serving the communities you serve*
- *what challenges do you face as a small business owner or someone supporting local economic development*
- *If you had your way, one solution that would make a critical change/ improvement for good jobs in Minneapolis what would that be?*

# Potential Solutions

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- What can we learn from elsewhere?
- What has worked?
- What hasn't worked?
- How do we apply these lessons to Minneapolis?



# What we know so far?



- Small businesses need a voice



- Support must be ongoing



- Community intermediaries must be involved



- Enforcement must be holistic and include support



- Government/Non-profit models cannot be one size fits all





# What has worked elsewhere?

- 1) Back Office Support
- 2) Enforcement: Promoting Compliance
- 3) On-going support, mentoring, and coaching



An illustration featuring several stylized human figures interacting with a series of interlocking gears of various sizes. The gears are primarily yellow and orange with blue centers. One figure stands atop the largest gear, another reaches up to touch it, and others are positioned around the gears, some appearing to push or support them. The background is a soft, light-colored wash with some green foliage on the left side.

# 1) Back Office Support

- Accounting
- Legal aid
- Point of sales
- Electronic Payroll
- Scheduling
- Community HR and Co-op models



## 2) Enforcement: Promoting Compliance

- Breaking down silos between agencies and the community
- Strategic enforcement = industry
- Community partnerships and co-enforcement



### 3) On-going support, mentoring, and coaching

- Rejecting the one-and-done service model
- Access to capital: the “not yet” instead of “no” model
- Proactive, systematic, and sustained outreach
- Reward good jobs development

### 3) On-going support, mentoring, and coaching



- Cuyahoga County Skill-Up Program (Cleveland, OH)
  - Combines mentorship with subsidized staff skills training
- The Birmingham Model
  - Immigrant small business owners and University partners designed marketing and networking programs for businesses

# 3) On-going support, mentoring, and coaching

## Training and Career Ladders

- Raises morale
- Raises productivity
- Builds the community
- It's often very cheap!





# Discussion:

- What ideas are most interesting or exciting to you?
- What ideas would you like to add?
- How do you imagine these ideas working in Minneapolis?



# The Roundtable Project Teams

- Business outreach team
- Pilot project team
- Business/government relations team

# Minneapolis Small Business and Labor Standards Roundtable Next Steps