ECONOMIC OPPORTUNITY REVIEW COMMITTEE Room 400, City Hall Philadelphia, Pennsylvania Monday, June 19, 2017 10:00 a.m. **PRESENT:** IOLA HARPER, Executive Director, Office of Economic Opportunity, Chair STEVEN SCOTT BRADLEY, Chairman, African-American Chamber of Commerce ETHELIND BAYLOR, Vice President, AFSCME District Council 47 JENNIFER RODRIGUEZ, President and CEO, Philadelphia Hispanic Chamber of Commerce SHERMAN HARRIS, Assistant to the President of AFSCME District Council 33 - - -

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1 2 CHATRWOMAN HARPER: Good 3 morning. It is 10:00 a.m. and we're 4 going to get started. My name is Iola, 5 and just by way of introduction and 6 orientation, I'll share a little bit about the EORC Committee process. 7 In 2012, City Council 8 9 introduced an ordinance which called for the creation of this Committee, the Equal 10 11 Opportunity Review Committee. The work of this Committee includes a number of 12 things. One of them is to oversee and 13 14 facilitate a public review of the implementation, effectiveness, and 15 16 enforcement of Equal Opportunity Plans. 17 Another is taking public testimony related to diversity and 18 inclusion in the City and being 19 20 responsive to that testimony. 21 A third is facilitating public access to key information that will 22 23 enhance and enable minority, women, and disabled business owners to successfully 24 25 do business in the City of Philadelphia.

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2	And, finally, this Committee
3	this is the Committee that will make
4	recommendations to the City Council for
5	the adoption of resolutions calling for
6	appropriate remedial and legal remedies
7	where we see flagrant violation to the
8	inclusion commitments made by contractors
9	and subcontractors on City contracts.
10	These meetings are held on a
11	quarterly basis, and the dates for 2017
12	are available in the packets that most of
13	you should have in your hand. So we've
14	got two more for the year, I believe one
15	in September and another in December.
16	Transcripts of this meeting and all
17	previous meetings are available at the
18	OEO website, which can be found at
19	phila.gov/OEO.
20	I would like to also note that
21	the FY16 Disparity Study for the City of
22	Philadelphia is available and online, and
23	you can find that at phila.gov/commerce,
24	and on that page you will see a link to
25	click on to the FY16 Disparity Study if

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 you have not seen it yet. At this time, I'd like to ask 3 the members of the Equal Opportunity 4 Advisory Committee who are here and 5 6 present to introduce themselves quickly. 7 So if we could start with you, 8 Steven. 9 MR. BRADLEY: Good morning. My name is Steven Scott Bradley. I'm Chair 10 11 of the African American Chamber of 12 Commerce of Pennsylvania, Delaware, and 13 New Jersey. 14 MS. RODRIGUEZ: Good morning. Jennifer Rodriguez, President and CEO of 15 16 the Greater Philadelphia Hispanic Chamber 17 of Commerce. 18 MS. BAYLOR: Good morning, everyone. Ethelind Baylor, Vice 19 President of AFSCME District Council 47. 20 21 CHAIRWOMAN HARPER: And we're 22 missing one member, who I understand is on the way, but that's not going to stop 23 our forward movement. 24 25 So I want to thank the

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2	Committee for coming today, and now onto
3	the agenda, you will see we've got a
4	number of folks lined up to talk to us
5	today. If you are here and you'd like to
6	speak and your name is not on the formal
7	agenda, you can come forward and see
8	Michelle, and she will take your name and
9	if there's time at the end, you will have
10	an opportunity to come up and speak and
11	have your comments noted for the record.
12	So at this time, I would like
13	to ask really quickly, each of you
14	please make sure you limit your remarks
15	to eight minutes, and then there may be
16	questions from the panel.
17	So at this time, I'd like to
18	call up the Philadelphia Gas Works. I
19	believe Craig Campbell and Tony Mauro are
20	here to speak on behalf of PGW.
21	(Witnesses approached witness
22	table.)
23	CHAIRWOMAN HARPER: Good
24	morning.
25	(Good morning.)

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 CHAIRWOMAN HARPER: So if you state your name for the record and then 3 you can just get started. 4 5 MR. MAURO: My name is Tony 6 Mauro. I'm the Vice President of Supply 7 Chain, Philadelphia Gas Works. MR. CAMPBELL: Good morning. 8 9 My name is Craig Campbell. I'm the Supplier Diversity Program Administrator 10 11 for Philadelphia Gas Works, and I'll be 12 speaking on behalf of my Director, Erica Patterson, in her absence. 13 14 So I prepared some notes, so 15 I'll be brief. Okay? 16 CHAIRWOMAN HARPER: Yes. MR. CAMPBELL: So we are eager 17 18 to promote our diversity efforts and inclusion by enhancing our current 19 supplier diversity program. It will 20 allow us to have a more robust and 21 22 measurable program going forward. 23 To initiate the process with forward thinking, we have done the 24 25 following: established a well-structured

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2	supplier diversity program by
3	implementing a five-element structure to
4	diversify our supply chain practices,
5	establishing a framework, resources, and
6	tools; an example, we've added a sourcing
7	specialist as well as myself, the
8	Supplier Diversity Program Administrator;
9	data analysis, we've completed a
10	disparity study with Econsult and
11	Milligan.
12	Number two, develop strategies
13	and procedures for diversity and
14	inclusion. Part of that process is,
15	we're verifying certifications to make
16	sure that they're up to date and valid to
17	this day. We're pre-qualifying our
18	vendors. We have a robust reporting
19	system. We've also included a DBE
20	evaluation procedure for diversity and
21	inclusion from issue to award. Lastly,
22	we incorporated some compliance tracking.
23	Number three, building
24	strategic partnerships. Recently we
25	well, we already are a corporate member

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2	of EMSDC. Recently we've joined the
3	Hispanic Chamber of Commerce, the African
4	American Chamber of Commerce, and we're
5	looking to join the Asian American
6	Chamber of Commerce, and we're also
7	members of the Institute of Supply
8	Management, also known as ISM. Other
9	partnerships, we have a strategic
10	partnership with MBDA. We're committee
11	members of the EORC and OEO committee
12	officer. We also participate in various
13	diversity networking events and training
14	seminars.
15	Number four, communicating our
16	efforts, internally and externally. We
17	have quarterly meetings with OEO as well
18	as the Gas Commission and then we're
19	bringing awareness to PGW and outside
20	stakeholders as well as business
21	entities.
22	Number five, training and
23	awareness. We're learning more about any
24	certifications that we may need to help
25	better serve the diversity and inclusion

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2	process, and then we're also doing
3	sourcing and inclusion training on
4	diversity best practices, trends, et
5	cetera.
6	Some of our success stories:
7	February 2017, we hosted a PHL and SEPTA
8	Certification Matters event. This event
9	gave the opportunity for DBEs to see how
10	the certification process works, how to
11	do business with PGW, PHL, and SEPTA. It
12	also gave us an opportunity for some of
13	our primes to meet our new potential
14	subs. We also have representatives on
15	many panel discussions we've hosted by
16	MBDA, Show Works, The Enterprise Center,
17	Councilman K. Johnson's diversity event,
18	and ISM's vendor expo diversity yearly
19	event. We conduct meet-and-greets
20	meetings for our DBEs to meet PGW and PGW
21	to meet new DBE vendors and learn more
22	about our procurement opportunities as
23	well as their products and services. And
24	we're looking to partner with MBDA and
25	OEO for MED Week to host an event for

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6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 1 2 this October 2017. Lastly, the overall inclusion 3 effort is to bring awareness internally 4 and externally, and by doing so, PGW is 5 6 committed to the following: diversifying 7 and increasing our vendor pool to have a variety of DBEs in various areas of 8 9 expertise for sourcing and soliciting our goods and services; thoroughly examining 10 11 our outgoing procurement opportunities to 12 assign DBE participation targets for commitment and contract inclusion for all 13 14 our goods and services; and bringing 15 awareness to the community as it relates 16 to PGW's procurement opportunities from a 17 workforce and supplier diversity 18 perspective. 19 The vision of PGW as it relates 20 to diversity is to ensure that we have a 21 program that matches our diverse workforce and our customers and 22 residents. 23 24 CHAIRWOMAN HARPER: Thank you. 25 Are there questions from the

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 panel? I've got a few, but I'd like to open the floor up first. 3 MR. BRADLEY: My question, you 4 5 haven't shared your written report with 6 us yet, have you? 7 MR. MAURO: I believe we --CHAIRWOMAN HARPER: With OEO. 8 9 MR. MAURO: With OEO we have 10 sent copies. 11 CHAIRWOMAN HARPER: I can share 12 that with you. 13 MR. MAURO: We'd be happy to --14 or if you would like to forward it or we 15 can forward it. Either way. 16 MR. BRADLEY: I'm just trying 17 to get some understanding of the actual numbers compared to 2016 versus '17. Has 18 it increased, is it flat, the number of 19 20 contracts to minority firms, especially 21 in the professional services? 22 MR. MAURO: If you look at the 23 Disparity Study itself -- this was the first study that PGW did -- it 24 25 encompassed the last four years in total.

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 So it really looked at the last four years in aggregate, and that's really 3 what they based the utilization and the 4 disparity numbers on. So if we look at 5 6 our -- where we are at this point, we are 7 better than we were last year, but certainly nowhere near where we would 8 9 like to be, and what we're doing with the Disparity Study, right now it's in --10 11 we've given it to the OEO. We've given 12 it to the Philadelphia Gas Commission. We also gave it to the PFMC Board, who 13 14 manages PGW on the City's behalf. We're 15 waiting for feedback from them. 16 The Econsult and Milligan, who did the Disparity Study, is coming in 17 next week to do a presentation to the 18 PFMC Board. So after that, we'll have a 19 20 better understanding of any feedback that 21 we get from them. 22 We're also going to put 23 together our own -- the end result of the 24 Disparity Study is for us to come up with 25 an action plan, and professional services

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1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 is one area where we feel, at least from our initial look at the Disparity Study, 3 where there's more -- certainly a lot 4 more opportunity for us. That's an area 5 6 we're specifically going to target. 7 MR. BRADLEY: Thank you. MS. RODRIGUEZ: And what is 8 9 your timeline -- sorry. CHAIRWOMAN HARPER: 10 No. Go 11 ahead. 12 MS. RODRIGUEZ: I do apologize 13 for interrupting. 14 What is your timeline for 15 developing the action plan and will that 16 be made public? 17 MR. MAURO: Yes. We will provide -- we certainly plan to provide 18 the OEO with a copy of that action plan, 19 and that could be shared to this 20 21 committee too. We would expect by the end of our fiscal year, which ends August 22 23 31st, that we would have that action plan 24 in place so that we can go right into the 25 next fiscal year ready to go.

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2	MR. CAMPBELL: But we've
3	actually already started putting stuff
4	into action from our action plan, though.
5	It just hasn't been made out to everybody
6	yet.
7	MS. RODRIGUEZ: In your
8	statement, you mention a number of
9	activities that you are undertaking and
10	you have been reviewing. I'm not sure
11	that I heard anything about looking at
12	contracts and the size of the contracts
13	and whether you're looking at how to
14	really break down those contracts so that
15	more minority participation can be
16	achieved.
17	MR. CAMPBELL: So myself and
18	Erica, we actually do break down our
19	contracts, and we look at the contract
20	amount as well as the access of vendors
21	in that contract category, and then we do
22	set DBE participation targets based off
23	of that. So we actually do break down
24	the contracts.
25	CHAIRWOMAN HARPER: Can you

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share maybe your top two challenges that
you face when you're trying to fulfill
the participation goals that you set for
the contracts with PGW.
MR. CAMPBELL: Well, PGW has a
lot of we work with natural gas and
laying pipeline. So a lot of our
opportunities our specialty opportunities
and there's not a lot of DBEs that fit
those requirements. So that's probably
the number one challenge we face when
we're outsourcing, is just the specialty
of the work when it comes to natural gas.
CHAIRWOMAN HARPER: And so I
guess the follow-up question to that then
is, what are your thoughts on how firms
that are in that space but not in that
exact space of specialized work, how is
it that a firm like that might be able to
pivot slightly and begin to get some
capacity or competency in those areas so
that they then can become competitive? I
don't know if you've thought about this,
but it's just kind of a question that a

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 lot of our diverse firms are asking. MR. MAURO: That is something 3 we've been really discussing a lot 4 recently because, one, there's only a few 5 6 contractors who are in this area that can 7 or do lay natural gas pipeline. So we're really limited to maybe four or five 8 9 different companies that perform that work. None of them -- none of the prime 10 11 contractors are women or minority or disabled-owned businesses. So we look to 12 13 the -- in order to get into that, to be a 14 prime contractor in that area, it takes 15 access to certain capital, equipment, and 16 a certain gualification. So it's 17 operator gualification for the natural gas service. So they're the two areas 18 19 where if you are a woman or 20 minority-owned business, one, you'd have 21 to have the tools and the equipment to do 22 the job. So there's access to capital. 23 And then you would have to go through a 24 qualification process, and that's 25 something we're working now with the PFMC

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2	Board to figure out how do we get a woman
3	or minority-owned business engaged and
4	involved in that area as a prime.
5	So I don't have a real easy
6	answer for that right now, but that is
7	something that PGW is actively they're
8	trying to figure out how to do it.
9	CHAIRWOMAN HARPER: Thank you.
10	I think understanding these paths to
11	opportunity is really important, and I'm
12	glad that you guys are discussing it, and
13	it would be really useful for you to
14	share what you can share once you arrive
15	at something substantive that would be
16	helpful to our firms, because they're
17	locked out of some of these
18	opportunities, because frankly they just
19	don't have the access to learning these
20	new types of work and technology and
21	related things that go along with that.
22	So thank you for your due diligence
23	there.
24	I don't think I have any other
25	questions.

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6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 1 2 Anyone from the panel have 3 other questions? 4 (No response.) 5 CHAIRWOMAN HARPER: Thank you 6 so much. 7 (Thank you.) CHAIRWOMAN HARPER: I'd like to 8 9 welcome PIDC up now. We've got Thomas 10 Queenan and Sam Rhoads. 11 (Witnesses approached witness 12 table.) 13 MR. QUEENAN: Good morning, 14 everyone. My name is Thomas Queenan. I'm the Senior Vice President and Chief 15 16 Operating Officer of PIDC. 17 MR. RHOADS: Good morning. I'm Sam Rhoads. I'm the Executive Vice 18 19 President of PIDC. 20 So good morning, Ms. Harper and members of the Committee. We are here 21 22 today to provide brief background on PIDC 23 and our efforts with respect to development of opportunities for 24 25 minority, women, and disabled businesses

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2	in Philadelphia and our specific
3	experiences with implementation of
4	Economic Opportunity Plans.
5	By way of background, PIDC is
6	Philadelphia's public-private economic
7	development corporation. We were founded
8	in 1958 by the City and the Chamber of
9	Commerce. Our mission is to spur
10	investment, support business growth, and
11	foster development that creates jobs,
12	revitalizes neighborhoods, and drives
13	growth to every corner of the City.
14	Through our flexible financing
15	products, a targeted portfolio of
16	industrial and commercial real estate,
17	and decades of Philadelphia-based
18	knowledge, PIDC provides the resources
19	and expertise to help Philadelphia
20	businesses invest and develop and grow.
21	That's our mission.
22	We evaluate our promotion of
23	opportunities for minority, female, and
24	disabled individuals and businesses at
25	the level of our Board and staff

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2	composition, as well as through our
3	activities, which includes small business
4	lending and contracting and then finally
5	our conduit activity on behalf of the
б	City.
7	At the Board and the staff
8	level, PIDC has a full-time staff of 55
9	people, of which we have 33 percent of
10	minority participation and 71 percent
11	female. Of this total, we have a
12	10-member senior staff, of which four
13	members are minority and four are female,
14	40 percent each of the ten senior staff.
15	Our PIDC Board of Directors is
16	comprised of 30 people that are appointed
17	by the City and the Chamber of Commerce
18	and includes 37 percent minority
19	participation and 30 percent female
20	participation. And our paid Board, which
21	is only four members, of which two, or 50
22	percent, are minority and one, or 25
23	percent, are female.
24	Secondly, we look at
25	PIDC-directed activities, which include

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2	small business lending as well as our	
3	contracting opportunities.	
4	Focusing first on our small	
5	business lending, over the past five	
б	years, we've developed and implemented a	
7	strategic plan around small business	
8	lending that raised funds from private	
9	rather than traditional governmental	
10	sources and created financial products	
11	specifically aimed at investing in the	
12	City's small minority and women-owned	
13	businesses that don't otherwise have	
14	access to capital, to traditional bank or	
15	equity financing.	
16	Over the last four years,	
17	through 2016, PIDC has lent over \$88	
18	million to almost 300 small businesses,	
19	of which 41 percent are minority owned	
20	and 25 percent are women owned, for a	
21	combined total of women and	
22	minority-owned borrowers in excess of 60	
23	percent.	
24	We've been able to achieve	
25	these numbers largely by designing our	

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2	financial products carefully to meet the
3	community's needs and also through
4	proactively marketing them throughout the
5	entire City.
6	Secondly, PIDC and the
7	Philadelphia Authority for Industrial
8	Development has a number of contracting
9	opportunities. Over the course of the
10	year, these opportunities generally
11	involve professional consulting type
12	services in addition to work related to
13	our industrial land inventory.
14	Over the past four years,
15	through 2016, PIDC has entered into
16	contracts for over \$15 million, of which
17	12 percent were with minority-owned firms
18	and 26 percent were women owned.
19	Through the third quarter of
20	2017, PIDC and PAID have achieved a 14.7
21	percent minority participation and 11.6
22	percent female participation on contracts
23	that are under our control of
24	approximately \$2.1 million through this
25	current fiscal year.

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2	PIDC is also responsible for
3	operations and infrastructure at the Navy
4	Yard, and we track these activities as
5	well. Over the past four years, we've
6	achieved 12 percent participation for
7	minority firms in that activity and 23
8	percent for female firms on \$12 and a
9	half million of contracted work.
10	And, last, as I think this
11	Committee knows, PIDC frequently serves
12	as a conduit function for City-related
13	initiatives in which we ensure that
14	various City policies are met, including
15	specifically the requirements for
16	Economic Opportunity Plans. These
17	conduit functions include land sales on
18	behalf of the City where the land passes
19	through from the City to our organization
20	and out to the designated purchaser and
21	financing programs such as tax increment
22	financing, the Cultural and Commercial
23	Corridor program, the Water Department's
24	Stormwater Management program and so on.
25	Typically our role here is to

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2	be a fiscal agent to enter into the grant
3	or the loan or the real estate agreements
4	on behalf of the City and at their
5	direction with the clients and the
6	projects that the City selects and to
7	manage the financial aspects of that
8	activity. So, for example, we really are
9	tracking whether a loan gets repaid or
10	not and so on.
11	And, therefore, our role is
12	really to ensure, as a fiscal agent, is
13	really to ensure that the client and the
14	project identified by the City has a
15	signed EOP, Economic Opportunity Plan,
16	with the Office of Economic Opportunity
17	while the City departments working with
18	OEO set, track, and report on the goals
19	for these various programs.
20	For the Stormwater Management
21	program, for example, we collect
22	information on behalf of the OEO and then
23	help you collect questions and follow up
24	on questions as you direct.
25	So that really hopefully covers

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2	the waterfront of the different ways in
3	which PIDC looks at these different
4	opportunities, and we'd be happy to
5	answer any questions.
6	CHAIRWOMAN HARPER: Thank you.
7	A question. I made note of some of your
8	participation achievement, and I wonder
9	if you have internally set goals for
10	participation that are different than the
11	City of Philadelphia's goals. Do you all
12	set ranges or goals internally that you
13	shoot for as an agency?
14	MR. RHOADS: That's a great
15	question, because we don't. I would have
16	said our goal is always to do better.
17	So, no, we haven't set formal goals, but
18	it is something where we're always trying
19	to improve.
20	CHAIRWOMAN HARPER: Yeah. I
21	guess I'm wondering or hopeful that we
22	can have a discussion about getting
23	closer to the City of Philadelphia's
24	goals. I know I'm in this work every
25	day, so I'm aware of many of the

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2	challenges that all of the agencies face
3	in terms of trying to meet participation,
4	but I guess I wonder if you've got some
5	type of thoughts around strategy to
6	really begin to move you from the 12 and
7	13 percent MBE really closer to the 35
8	percent, which is the mandate of the
9	Administration.
10	MR. BRADLEY: Just to add on to
11	that, I think it's good while you're
12	going through that process to have some
13	incentives for management. So if you
14	don't have any goals, then there's no
15	benchmark. If there's some incentive or
16	management is rewarded for exceeding the
17	12 percent or reaching close to 35
18	percent, I think that might motivate some
19	people to really do some outreach.
20	MR. QUEENAN: We agree with
21	you, and we say that the spirit of what
22	PIDC has been doing for many, many years
23	with our small business lending programs,
24	project financing as conduits, sort of
25	managers or agents on behalf of the City,

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2	when you think about the composition of	
3	our Board and our senior staff, the	
4	spirit of inclusion and diversity is very	
5	important to us. And so we are	
6	evaluating just how we do more of that	
7	with regard to our own professional	
8	services for the overall operations of	
9	PIDC.	
10	So your point is well made. We	
11	are going to we are evaluating more	
12	formally what our own internal operating	
13	goals will be, and we certainly want to	
14	bring them into alignment with the City	
15	as well. So that is our objective over	
16	the next six to 12 months.	
17	MR. BRADLEY: Thank you.	
18	MS. RODRIGUEZ: So I was going	
19	to ask about timeline. So you are	
20	looking at it more formally. So do you	
21	expect to have some sort of document or	
22	resolution on this matter? By when	
23	should that be expected?	
24	MR. QUEENAN: Well, as I	
25	mentioned, we are in the process of	

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2	supposedly documenting more of the work	
3	that we do specifically for PIDC. And so	
4	we will in the next 12 months certainly	
5	make available our guidelines that we	
6	will be using internally with regard to	
7	professional services that PIDC utilizes	
8	for our service for the City of	
9	Philadelphia and on behalf of our own	
10	sort of mission and goals.	
11	CHAIRWOMAN HARPER: Thank you.	
12	I'll certainly loop back with you guys	
13	offline to talk a little more about it.	
14	Any other questions?	
15	MS. RODRIGUEZ: Sure.	
16	So land sales versus loans and	
17	financing, is lending the largest	
18	activity that PIDC undertakes or is it	
19	land sales?	
20	MR. RHOADS: By numbers of	
21	transactions, it's lending by far.	
22	MS. RODRIGUEZ: And does PIDC	
23	track land sales, those that you control,	
24	whether the land sale goes to a minority,	
25	women-owned or other demographics?	
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Page 29 1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 MR. RHOADS: Yes, we do have 3 that information. 4 MS. RODRIGUEZ: That would be 5 something I think that would be 6 interesting given the impact of land 7 acquisition and wealth creation and minority advancement. 8 9 MR. RHOADS: Yeah. We have that information. Keep in mind also for 10 11 land sales, frequently when we're acting 12 as a conduit for the City, we're not picking the buyer. So we're fulfilling 13 14 that function. 15 MS. RODRIGUEZ: Exactly. So I meant the ones that you control. 16 MR. RHOADS: The ones we 17 18 control, sure. 19 CHAIRWOMAN HARPER: Any other 20 questions from the panel? 21 (No response.) 22 CHAIRWOMAN HARPER: Okay. Thank you, gentlemen. 23 24 (Thank you very much.) 25 CHAIRWOMAN HARPER: I'd like to

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2	welcome up the Department of Housing and	
3	Community Development, Lynn Newsome.	
4	(Witness approached witness	
5	table.)	
6	MS. NEWSOME: Good morning,	
7	everyone. My name is Lynn Newsome. I'm	
8	the Compliance Director for the Division.	
9	It's the Division of Housing and	
10	Community Development.	
11	Maya DeRosa does compliance for	
12	the Philadelphia Redevelopment Authority	
13	and also the Philadelphia Housing	
14	Development Corporation.	
15	I've been asked to discuss	
16	tracking and reporting for diversity	
17	of our diversity goals for the	
18	preservation and production programs.	
19	The first thing we do when we start the	
20	monitoring/tracking process is, we meet	
21	with our contractors. We meet with them	
22	for briefings for PHDC and we also have	
23	pre-development and pre-construction	
24	meetings for PRA projects, and we talk	
25	about during those briefings and the	

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2	pre-development and pre-construction
3	meetings, we talk about the EO goals,
4	rules, regulations, and expectations of
5	participation goals.
б	At the beginning of a project,
7	the contractor sends a template of 12
8	spreadsheets, one for each month. That
9	mirrors our master spreadsheets. At
10	DHCD, we use a database and system
11	developed in-house specifically for
12	compliance made up of a series of Excel
13	spreadsheets to track and report our
14	diversity goals.
15	As the monthly spend comes in,
16	each month we record this information and
17	enter it into our master spreadsheet.
18	The system allows us to do a side-by-side
19	comparison of previous months, making it
20	easier for our analysts to see mistakes
21	such as redundancy; for example, if a
22	number is repeated from month to month,
23	or if a number is unusually high, higher
24	than either the supplies that they're
25	purchasing or the type of service being

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2	rendered. Unfortunately, this happens
3	frequently. However, the method allows
4	mistakes to be caught and corrected,
5	assuring the accuracy of the data. It
б	also puts our contractors on notice that
7	we are watching the numbers very closely,
8	and this prevents and cuts down on fraud.
9	One of the benefits of our
10	system is that the Compliance Unit is
11	responsible for monthly, quarterly, and
12	annual reports to various entities such
13	as HUD, which is our primary funder, City
14	Council, OEO of course, agency boards, as
15	well as numerous right-to-know requests.
16	Our spreadsheets allow us to give data
17	and reports in various formats; for
18	example, how many MBE/WBEs on a project
19	at a particular time or month; the
20	workforce on a project by race, gender,
21	ethnicity, and the same information by
22	Council district.
23	Our system also provides a look
24	at where the contractor is throughout the

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life of the project. In the case of PRA

25

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2	projects, the contractor is sending
3	monthly letters charting their progress
4	in reaching the participation goals.
5	This is important because it provides my
6	staff an opportunity to get in front of
7	any issues that may impede a GC from
8	attaining goals.
9	For example, if a contractor is
10	halfway through a project and the
11	participation is low, then we will have a
12	conversation with the GC on the reasons
13	why the participation is low, what steps
14	or plans are being made to reach the
15	goals before the end of the project. It
16	also gives us a heads-up on an MBE/WBE
17	that is not performing well on the
18	project.
19	It's important for PRA projects
20	to be completed on time so that the
21	sooner we detect a problem with an
22	MBE/WBE, the sooner we can do whatever
23	possible to correct the situation in
24	order to achieve maximum participation.
25	Another important thing to note

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 is, these are actual numbers, not projected. 3 The outcomes: PRA projects 4 5 historically reach between 20 to 25 6 percent MBE/WBE participation. PHDC 7 projects is around 40 percent, sometimes higher but rarely lower. 8 9 I would be remiss not to mention that although PHDC percentages 10 11 are much higher than the Redevelopment 12 Authority's, the dollar amount given to 13 MBE/WBEs from PRA projects are 14 considerably larger. For example, in Year 41, which is 2016, 5.9 million went 15 16 to PHDC's MBE/WBEs compared to 14.6 17 million to PRA's MBE/WBEs. So that's almost triple the amount that PRA gives 18 for MBE/WBE participation. 19 20 Our successes are due to the 21 relationships my staff has with contractors and subcontractors. 22 The time 23 spent explaining the purpose and benefits 24 of the program to our contractors is 25 rewarded with compliance. We often bring

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2	contractors and subcontractors in to hear
3	any work-related issues, and I find that
4	this hands-on practice makes for better
5	working relationships.
6	The challenges: The challenges
7	are the lack of MBE/WBE for PRA
8	large-scale projects. PHDC gets a higher
9	participation from having MBE/WBEs as
10	general contractors as well as subs. PRA
11	right now, we do not have any general
12	contractors that do the PRA projects.
13	The challenges, as I said, are
14	the fact that we don't have the larger
15	scale for the larger-scale projects
16	the MBE/WBE contractors. Therefore, a
17	mentorship program would be a great
18	benefit for the MBE/WBE program.
19	Given small business owners'
20	hands-on experience, from the planning
21	stage through financial progress,
22	including dealing with banks, obtaining
23	bonds and other insurances, obtaining
24	permits, to ground-breaking, would be a
25	very good benefit for a small the

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 smaller contractors. This hands-on experience would not only show the small 3 businesses what it takes to handle a 4 large-scale project, but it also would 5 6 serve as a benchmark as to where they are 7 as a business and what they need to do to grow their business. The mentor would 8 9 have to be given an incentive to engage 10 in this process. 11 MS. RODRIGUEZ: So you're 12 saying that PRA -- the amount of the 13 contracts are much higher than PHDC. Т 14 think that's just the nature. PHDC does a lot of rehab work. 15 16 MS. NEWSOME: Right. 17 MS. RODRIGUEZ: So one thing I would -- and this is a comment, an 18 observation, not necessarily directed at 19 20 you, but general, is if you look at the 21 numbers and the average contract size for 22 minority-owned businesses at the City, it 23 is about \$260,000 for Fiscal Year 2016. So for those entities that are looking to 24 25 increase the participation of

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2	minority-owned businesses in contracting,
3	the City has achieved about, what has
4	a level of around 30 percent or so, but
5	the contract amounts are around on the
6	average of \$260,000.
7	So, for example, at PGW that is
8	looking to increase participation rates
9	and if the contracts are mostly about
10	pipeline, of which are multi-million
11	dollar contracts, you can immediately see
12	how you're going to be challenged with a
13	multi-million dollar contract trying to
14	seek minority participation. So really
15	the way that your contracts are unbundled
16	become critical to your success in
17	increasing the participation rate of
18	minorities. So it may be that in a large
19	contract that is multi-million dollars,
20	you may need to separate the sidewalks
21	from the other you may need to look at
22	the concrete and dividing it in segments
23	so that you can more approximate the
24	capacity of the minority firms in the
25	City.

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 So these are things as -- you need to get down in the -- if you're 3 going to make this work, because it's 4 really hard to expect minority companies 5 6 to grow from a limited capacity to a 7 multi-million dollar project overnight. In fact, only 3 percent of Latino-owned 8 9 businesses generate revenues of more than a million dollars. That's a national 10 11 figure, right? So if you're going to 12 seek the higher participation of Latino-owned businesses, you need to take 13 14 into account that 97 percent of 15 Latino-owned businesses generate less 16 than a million dollars in revenue, right? 17 So the capacity to absorb a large contract is impaired significantly. 18 19 MS. NEWSOME: You're preaching 20 to the choir. I did compliance for the 21 state for many years before coming to Philadelphia in 2009, and the practice of 22 23 unbundling was one of the first things that I brought when I came down from 24 25 Philadelphia. So we do unbundle so that

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2	we have smaller contracts, but I think
3	the problem with PRA is not only I
4	mean, it's not the fact that the
5	contracts aren't unbundled; it's that our
6	prime contractors get up to a \$91 million
7	project. So there's a difference
8	between when you unbundle a contract,
9	it's different between the capacity to
10	wire, like if you're an MBE/WBE
11	electrician, to wire a building that is
12	maybe 17 floors versus one where PHDC
13	would have like just a house that they go
14	into. So we're talking about not only
15	we're not talking about the concept of
16	unbundling, but we're also talking about
17	capacity. So the smaller contracts don't
18	have the capacity to go into the larger.
19	Like we just got finished the Divine
20	Lorraine, and if we asked one of our PHDC
21	smaller contractors if they would do a
22	they might be able to do a couple floors,
23	but they would not be able to do that
24	whole building. So there's the problem
25	that I see that we actually need to try

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2	to have a program that helps them grow
3	into these larger projects so they
4	understand what it is to do a larger
5	project, whether it's the equipment,
6	obtaining more equipment, workforce,
7	knowing how to go to the bank, how to
8	have a business plan. They need to learn
9	all that, and the only way you can learn
10	that is through a mentoring process to
11	actually have that hands-on experience.
12	CHAIRWOMAN HARPER: I have a
13	couple of questions. I know you run a
14	tight ship. My first question, though,
15	is, how does the process that you
16	describe intersect with the oversight
17	process that's in place for a number of
18	these large projects? I don't know if
19	there was one for the Divine Lorraine.
20	That predates me. But like for the
21	Gallery, for example, you talked about
22	pre-notification when goals aren't being
23	met and you talked about a number of good
24	things that you have in place, and I'm
25	just wondering how that coincides with an

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 oversight committee, as an example. MS. NEWSOME: Well, I think our 3 process is similar to oversight because 4 we do watch the project from the time --5 from the beginning, from the 6 7 pre-construction when you're talking about the larger, from the --8 9 pre-development is the first meeting that we have with the contractors, and then we 10 have the pre-construction, and then every 11 month we have a conversation with them as 12 13 to where they are. We send out a letter. 14 Then we follow up with a conversation as 15 to where they are, and that's our 16 oversight. We're doing this on a monthly 17 basis. And as I said before, that process allows us to get in front of any 18 problems that may develop before the 19 20 closing of the project. 21 CHAIRWOMAN HARPER: Got you. 22 And I know Greg is not here today, but I 23 quess my comment is, I like that process, 24 but something is happening because with 25 the PRA projects, especially the large

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2	ones that aren't meeting the EOP goals,
3	that's why I asked kind of where your
4	process fits in with the oversight
5	process. And so I guess maybe that's a
6	question we can talk about offline a
7	little bit more.
8	MS. NEWSOME: But most PRA
9	projects do meet their participation
10	goals. The problem with PRA projects is
11	when we report out with the project. If
12	you have a project that is finished from,
13	say, in a year, then it's easier to
14	report that out because it's a smaller
15	amount of time and we can give you like
16	the beginning, like we do it
17	quarterly. Like they're reporting now
18	quarterly, but, however, PRA projects can
19	last anywhere from 18 months, some of
20	them are for 24 months. So most of the
21	participation on the larger projects come
22	on the back end when you get inside the
23	building after it's built. You go in,
24	you're doing the painting, you're doing
25	small electrical work and that way. So
	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 20 21 22 23 24

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2	if you asked me if a to report out on
3	a PRA project, say, at the 12-month
4	interval, you might get very little
5	participation.
б	So PRA projects do meet their
7	goals. However, it depends on when
8	you're asking for the report and when
9	we're reporting it out what those numbers
10	look like.
11	CHAIRWOMAN HARPER: Right. The
12	other thing I'd be interested in
13	exploring, though, is sometimes the MBE
14	or the contractor commitments, even
15	though the project might only be 30
16	percent complete, the contract
17	commitments are made through the
18	completion of the project. So when I'm
19	looking at oversight reports and I'm
20	seeing that it's 30 percent complete,
21	thinking I can exhale because maybe
22	they're not close to the goal, but then
23	sometimes find out that, yes, the work
24	hasn't started yet, but the commitments
25	have been made. And so I think maybe

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 sitting down, maybe I need to get a better understanding of the process, and 3 I'm happy to do that, but those are 4 concerns of OEO in terms of the PRA 5 projects at least that I'm aware of. 6 7 MS. NEWSOME: Yeah. I'm not 8 quite sure I'm understanding your concern 9 because they do meet their goals. However, the only way that I can 10 11 reiterate that if you ask in the middle 12 of a project, you're probably going to have -- those people that are not 13 14 familiar with PRA projects would look at 15 that. Even Greg, who is relatively new, 16 sometimes he'll look at the project or 17 he'll ask us for goals and we give it to them, and he says, Well, that's low. 18 We don't panic. I always say to him, When 19 20 Compliance panics, then you panic. So we 21 understand at the end of the project when 22 MBE/WBE participation is more prevalent, 23 then we'll get there, and if we don't 24 think that it's going to get there for 25 some reason, we will have a conversation

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6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 1 2 with the contractor. And sometimes keep in mind with 3 those larger projects, there are times 4 when they have a goal and they're on 5 6 track, but something happens. We've had instances where the MBE/WBE has walked 7 off a project because they're just 8 9 overwhelmed, and we have to be able to 10 make up for that some way. And sometimes 11 we have to give the general contractor in 12 the interest of finishing the project on 13 time, we have to give them permission to 14 go ahead and use whatever subcontractor 15 they can to get the project done. And that's the only time that I can say that 16 17 PRA projects have not come within the goal ranges, if there's a problem. 18 19 CHAIRWOMAN HARPER: Okay. All 20 right. And then my final thought, 21 because you actually talked about the 22 difference in contractor capacity for 23 PHDC projects versus PRA projects, and I 24 think there's some -- it's worth having a 25 discussion about bridging your

2contract3with a c4you're a5a captiv6how we c7assistan8mentorsh9some of10already11then can12of the P131414is that15MBE/WBES16that may17into a m18right no	NOMIC OPPORTUNITY REVIEW COMMITTEE ors. So you've got contractors ertain type of capacity that lready working with. You've got e audience, and looking at maybe an work together from a technical ce perspective or a ip/protege perspective to bridge those contractors that are on PHDC projects so that they graduate and maybe work on some
3with a c4you're a5a captiv6how we c7assistan8mentorsh9some of10already11then can12of the P13	ertain type of capacity that lready working with. You've got e audience, and looking at maybe an work together from a technical ce perspective or a ip/protege perspective to bridge those contractors that are on PHDC projects so that they
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6 how we consistent 7 assistent 8 mentorsh 9 some of 10 already 11 then can 12 of the P 13 14 is that 15 MBE/WBES 16 that may 17 into a m 18 right no	an work together from a technical ce perspective or a ip/protege perspective to bridge those contractors that are on PHDC projects so that they
7assistan8mentorsh9some of10already11then can12of the P131414is that15MBE/WBES16that may17into a m18right no	ce perspective or a ip/protege perspective to bridge those contractors that are on PHDC projects so that they
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14is that15MBE/WBES16that may17into a m18right no	RA projects.
15MBE/WBES16that may17into a m18right no	MS. NEWSOME: That's my hope,
16that may17into a m18right no	we can identify some of the PHDC
17 into a m 18 right no	that we think have done well and
18 right no	be able to fill that gap and go
	entorship program to grow. But
19 because	w we'll know a little bit more
	PHDC, as everyone knows, has
20 gotten t	hat \$60 million to increase
21 their	or eliminate the backlog on the
22 BSRP pro	gram. So those contractors now
23 will dou	-
24 they per	ble the work, and we'll see how
25 we'll kn	ble the work, and we'll see how form. If they perform well, then
24 they per	-

Page 47 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 1 2 would be better suited for them. CHATRWOMAN HARPER: So T'll 3 definitely loop back and we can talk a 4 5 little bit more about how we might be 6 able to work together on something like that. I think it's a tremendous 7 8 opportunity there. 9 MS. NEWSOME: I'm looking forward to that conversation. 10 11 CHAIRWOMAN HARPER: All right. 12 Thank you so much. Our final presenter today is 13 14 Nicholas Jann from my office, Office of Economic Opportunity, and he is going to 15 16 offer an update on our EOP dashboards, 17 where we stand overall with Economic 18 Opportunity Plans in terms of goal 19 attainment. 20 So, Nick, please. 21 (Witness approached witness 22 table.) 23 MR. JANN: Good morning. So as Iola said, my name is Nick Jann. I'm the 24 25 Director of Data and Policy for OEO. So

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 I oversee data collection and production within the office. I help to develop and 3 oversee Economic Opportunity Plans in the 4 private sectors. And for those who are 5 unfamiliar, an EOP is an agreement 6 7 between the City and either the prime contractor on a City-owned project or the 8 9 project owner on a private development to strive for certain levels of diverse 10 11 business and workforce participation on 12 the project. Since their inception in 2007, 13 14 OEO has drafted and executed over 970 15 There are currently 377 active EOPs. 16 EOPs being monitored by our office 17 encompassing City-owned projects, developments in the private sector, and 18 some administered by quasi-public 19 20 agencies like OHCD and the Redevelopment 21 Authority. 22 These projects in total 23 represent over \$5.5 billion in total 24 value, and on those projects, nearly a 25 billion dollars has been paid or

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2	contracted to minority and women-owned
3	firms. That total dollar amount is
4	equivalent to about 23 percent
5	participation of minority and women-owned
б	businesses, but this number factors in
7	many variables, and participation often
8	changes drastically over the course of a
9	project.
10	Conversely, on closed projects,
11	there has been an average minority and
12	women-owned business participation of 31
13	percent. If you're interested, more
14	information on EOPs is available in the
15	recently published FY16 EOP report
16	available on our website and the Commerce
17	website, as well as the FY16 Disparity
18	Study Economic Opportunity Plan analysis.
19	So up through FY16, OEO has
20	reported on EOPs cumulatively and that
21	we've looked at the number basically from
22	the inception of EOPs when we started
23	reporting and just added on each year,
24	each subsequent year when we reported.
25	Starting in FY17, we're going

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2	to report on the EOP data annually. So
3	we're going to start breaking out the
4	years and doing year-by-year comparisons.
5	We'll continue to calculate the
6	cumulative data and look at that as well,
7	but to get a more accurate sense and
8	provide better comparisons, we're going
9	to start breaking them out at least
10	annually and possibly eventually
11	quarterly.
12	Additionally, we'll develop
13	strategies this year to better track
14	spend on all City contracting rather than
15	only the larger public works and supplies
16	contracts that we currently track now
17	through the B2Gnow system. Our goal is
18	that the FY18 participation report will
19	fully include spend data in addition to
20	contracting.
21	So for those that are
22	unfamiliar, the participation report that
23	OEO publishes annually is a document that
24	tracks the commitments made by the City
25	to minority and women-owned businesses.

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 The EOP report that we produce annually documents the actual money that was 3 spent. But those two datasets aren't 4 5 necessarily the same. Like everything 6 that's in the participation report 7 doesn't necessarily have an EOP. So it's not like one to one. But we think that 8 9 the systems are in place that we can go through the participation report and not 10 11 only document the contracting but also 12 the actual dollars spent on those businesses, and it's our goal that when 13 14 we produce the FY18 report, that's what 15 we'll be doing -- or the FY17 report 16 rather. 17 So additionally, there are many

large projects starting in the next six 18 months that require EOPs in the private 19 sector. In the last two weeks alone, OEO 20 21 has executed seven EOPs that total over \$1.8 billion in project values at an 22 23 average of the 35 percent target participation. These projects alone 24 25 represent a potential \$630 million

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2	possibly spent with minority and	
3	women-owned firms. OEO will be convening	
4	oversight committees for nearly all of	
5	these projects.	
6	And I am happy to answer any	
7	questions related to EOPs or other data	
8	that you might have.	
9	MR. BRADLEY: What determines	
10	an OEO when is an OEO project? I	
11	mean, how do you determine which project?	
12	Is it based on the contract size?	
13	MR. JANN: For an EOP?	
14	MR. BRADLEY: Yes.	
15	MR. JANN: Yeah, it's the	
16	contract size. \$100,000 is the	
17	MR. BRADLEY: A minimum of	
18	\$100,000?	
19	MR. JANN: Yeah. So anything	
20	that's City owned, the trigger is just	
21	automatically \$100,000. If it's in the	
22	private sector, it has to meet certain	
23	criteria, like if it needs an action of	
24	Council or has public funding and then	
25	also the \$100,000 threshold.	

1 6/19/17 - ECONOMIC OPPORTUNITY REVIEW COMMITTEE 2 MR. BRADLEY: So you mentioned there's several recently announced. 3 Are you allowed to share that? Is that 4 5 public information? 6 MR. JANN: Honestly, the bulk 7 of that \$1.8 billion is the Liberty on the Water project on Columbus Boulevard, 8 9 which is a huge development on Columbus Boulevard from like Tasker, I think, all 10 the way down to like past Mifflin. 11 It's 12 going to be like a multi-use apartment building, and that's 1.4 billion of that 13 14 1.8. 15 CHAIRWOMAN HARPER: Thank you. 16 MR. JANN: Thanks very much. 17 CHAIRWOMAN HARPER: Are there 18 any others present that would like to offer testimony? 19 20 (No response.) 21 CHAIRWOMAN HARPER: Okay. 22 Well, thank you all for coming. I'd like 23 to adjourn the June 19th meeting of the Economic Opportunity Review Committee, 24 25 and I thank you all for coming.

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3	Committee concluded at 10:50 a.m.)		
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2	CERTIFICATE		
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7	foregoing matter, and that this is a true and		
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15	RPR-Notary Public		
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able 15:20	26:9	annually 50:2	available	44:3 47:2	35:19 36:7	55:3	52:20
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