

Business Gateway Initiative

Governance Board Meeting

SEPTEMBER 30, 2004

Meeting Facilitator:

- Cameron Hogan

Knowledge Agent:

- Michelle Lally

Meeting Participants:*Members:*

- Karen Hogan DOC
- Julia Laws DOI
- Melanie Pustay DOJ
- Jeffrey Koch DOL
- Steve Lott DOT
- Dan Matthews DOT
- Kim Nelson EPA
- Charles Havekost HHS
- Steve Galvan SBA
- Jerry Williams SBA
- Tom Hughes SSA

Others

- Charles Cervantes DOD
- Harry Feely DOD
- Constance Downs EPA
- Bruce Borzino GSA
- Mary Mitchell GSA
- Keith Thurston GSA
- Deborah Burris HHS
- Donna Eden HUD
- Kelly Wong HUD
- Don Arbuckle OMB
- Shivani Desai OMB
- Tim Wang OMB
- Emmett Clark SBA
- Mardel Hall SBA
- Justin Van Epps SBA
- Mary Kay Rau SBA PMO
- David Holyoke SSA

Meeting Location and Time:

SBA (Administrator's Conf Room), 1-2:30 PM

Review of Governance Board Roles & Responsibilities:

- The Business Gateway Governance Board is composed of senior executives, primarily CIOs, responsible for:
 - Oversight & decision making

- Designating an agency point-of-contact to serve on the Advisory Group
- Dedicate resources where needed

Project Highlights:

- Redesigned User Interface: The approved Business.gov User Interface was applied to the Forms Catalog for the October release to create a consistent experience for the user.
- Forms Processing
 - RFI for Alternatives Analysis closed on September 20. GSA awarded the RFP for Alternatives Analysis to LMI. The work will be performed in the first quarter of FY 2005.
 - The RFI for Forms Processing closed September 27.
- Harmonization
 - Analysis of lessons learned emphasized the need for a rigorous process to identify and select harmonization opportunities.
 - The PMO will produce a white paper to document the verticals' lessons learned findings.

Funding Allocation:

- The scope and priorities of the Business Gateway Initiative were reviewed in coordination with OMB. Funding was reconfigured to focus on five key areas – Outreach and Marketing, Compliance, Content Management, Harmonization, and Forms Catalog.
 - A Go/No Go decision will be made on Forms Processing after analysis of the Forms Engine solution is completed – anticipated in FY 05.
 - The funding algorithm – which was approved by Business Gateway governance – did not change. Without the Forms Engine factored into funding, the bottom line number decreased.
 - When the funding charts reference 'budget,' they are referring to the discretionary budget.
- Also in FY 05 a Go/No Go decision will be made by on COMPASS Profiler.
 - Both the Advisory Group and Governance Board will be involved in the Profiler decision.
- The project team will provide the Governance Board a spend plan for the \$2M earmarked for marketing and outreach.
 - Dan Matthews, on behalf of DOT, said he would not support that amount of spending for marketing and promotion.
 - The contractor who will be developing the marketing and promotion, Edelman, is currently producing marketing plans for three e-Government initiatives.
- The project team needs to coordinate with other e-Gov initiatives to ensure that there is consistency across the initiatives and that all resources are leveraged appropriately.
- A preview of the October release of Business.gov was presented. The Governance Board will receive the links to view the site in staging.

- Currently, the website is in a staging environment, ready to be pushed to production pending final approval.
- Navigation on the site is available by business phases and by topic.
- Content from businesslaw.gov, business advisor, and the business tab on First.gov, as well as the content submitted by the Business Portal Work Group members was incorporated into the October launch of Business.gov.

Action Items/Next Steps:

Action Item List			
#	Description	Owner	Due Date
1	Provide Governance Board a spend plan for the \$2M allocation for Marketing & Outreach	PMO	
2	Send Governance Board members links to view Business.gov in staging	PMO	
3			