

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING

March 16, 2022 – 5:30 p.m.

Flaming Meeting Room
12855 NW 8th St, Sunrise, FL 33323

A. CALL TO ORDER BY: Liron Offir

B. ROLL CALL
Liron Offir
Amber McCloud
Cynthia Pedreros
Shenika Bennett-Martins – **Absent Excused**
Hernan Zapata-Rios – **Absent Excused**
Louis Feuer
Shari Nourick

Danielle Lima – Economic Development Director
Stephanie Joseph – Administrative Support IV
Mark Lubelski – City Manager

C. SELECTION OF CHAIR AND VICE-CHAIR

The Board selected member Cynthia Pedreros as Chair and member Amber McCloud as Vice Chair.

D. OPEN PUBLIC DISCUSSION

E. APPROVAL FEBRUARY 16, 2021 SUMMARY MINUTES

Motion was made and carried to approve February 16, 2021 Summary Minutes. Amber McCloud made a motion and Shari Nourick seconded. There was no opposition from the board.

F. OLD BUSINESS

Shop Sunrise -

The Board discussed new marketing ideas to get businesses to sign up for Shop Sunrise.

Shari asked if there is a tool in place to track measurements. Danielle explained that social media is currently the only tool used to measure and track the program.

Louis suggested a kick off for the program such as a Shop Sunrise weekend. The Shop Sunrise weekend should be held around landmark events such as Mother Day, Tax free weekend, or the week before school. Louis also suggested to promote the program at large events such as Tunes & Trucks or July 4th.

Danielle explained that small business week is May 1-7 and that might be a good opportunity to promote Shop Sunrise.

Mark Lubelski suggested to hand out flyers at the Chambers breakfast and encourage members of the Chambers to sign up.

Lee explained that the only way to keep businesses engaged is to show the return of the investment of the program. This can be done by keeping metrics of the customers. And the only way to keep customer is by making sure they are aware of the discounts.

Mark suggested to have the Board members create a list of ideas to submit to the Marketing team. Mark also suggested to encourage more people to follow the City social media page.

Cynthia suggested to create a welcome package for HOAs or Leasing offices to create more connections.

Danielle explained the ARPA dollars concept. If customers shop a certain amount of businesses and spend a certain amount of money, they will receive a cash reward. Which will help incentivize more people to engaged in the program.

Cynthia asked if a barcode can be created for customers to use to receive the discount. The barcode can also help track metrics. Lee also suggested to create a QR code for residents.

Shari explained that canvassing the plazas to encourage businesses to sign up is the best way. Mark explained that an easier way would be to partner with the Chamber.

Louis suggested to create a Shop Sunrise bag. The bag would be used for the businesses that are signed up to put items into the bag. The bag would be

delivered twice a year.

Lee suggested to send a monthly email to businesses that have signed up to send updates on how the program is going. Lee also suggested to create a package for landlords to provide to business owners. This will help drive businesses to the plazas.

Sunrise Small Business Academy -

Danielle provided a brief update on the Sunrise Small Business Academy (SSBA). The first cohort was completed. The graduation will be held on March 31st, 2022. A survey was completed after each session. Danielle will bring the comments and feedback to the next Board meeting.

Lee explained the opportunity to cross advertise the Small Business Academy and Shop Sunrise program.

G. NEW BUSINESS

H. BOARD MEMBERS DISCUSSION

Danielle encouraged the Board to attend the 2022 Broward and Beyond Business Conference taking place at Signature Grand on May 6, 2022.

Louis will be presenting a sales/marketing presentation for S.C.O.R.E Broward. Taking place every Thursday for the month of April.

Danielle and Mark provided a brief update on Baptist Health Hospital and Amazon.

a. Shanika Bennett-Martins will present a discussion topic

I. ADJOURNMENT

Motion to adjourn by Amber McCloud, at 6:40 P.M, seconded by Shari Nourick. There was no opposition from the board.

Transcribed by: Stephanie Joseph, Board Secretary/ *Stephanie Joseph*

If a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. F.S.S. 286.0105.