

## SUMMARY MINUTES

### SMALL BUSINESS ADVISORY BOARD MEETING

November 16, 2022 – 5:30 p.m.

City Commission Chambers  
12855 NW 8th St, Sunrise, FL 33323

A. **CALL TO ORDER** BY: Liron Offir

B. **ROLL CALL**  
Liron Offir  
Amber McCloud – **Absent Unexcused**  
Cynthia Pedreros – **Absent Excused**  
Shenika Bennett-Martins  
Louis Feuer  
Shari Nourick  
Michelle Coleman – **Absent Excused**

Danielle Lima – Economic Development Director  
Stephanie Joseph – Administrative Support IV

C. **OPEN PUBLIC DISCUSSION**

D. **APPROVAL OCTOBER 26, 2021 SUMMARY MINUTES**

Motion was made and carried to approve October 26, 2021 Summary Minutes. Louis Feuer made a motion and Shari Nourick seconded. There was no opposition from the board.

E. **OLD BUSINESS**

**Art wrap update** – The committee is going through the 3<sup>rd</sup> and final phase of the art wrap selection. The designs were selected and will go to the Commission meeting in December. Five boxes do have damages which the county is responsible to fix.

**Art Sculpture** – Sculptures were selected and now under contract with the artist. Fabrication will begin soon and the process may take up to a year to complete.

**Call to artists** (Old gas station on Sunset Strip) – There will be another call to artist to place a sculpture at that location. The church nearby does own the space but the city entered into a 30-year lease with the church to make improvements to the

property.

Shenika asked if there will be any sculptures at the new city hall. At the moment there is no plan for public art. Maybe in the future.

**Resident packet** – Danielle will provide a sample packet once it is complete.

**Shop Sunrise gift cards** – Danielle encouraged the board to spread the word. Danielle attended the tenants meeting at the Sawgrass Mall to provide information on the program. The city is working on a Request for Proposal (RFP) to obtain the gift cards.

Lee suggested to pair the intern with new members of Shop Sunrise for an introduction and discuss marketing tips. Lee explained that marketing is a key factor for the businesses to understand the program. By creating open enrollment twice a year, new members can join a leadership seminar that will go through the benefits of marketing and how to implement it.

Lee also suggested to tie the Leadership academy to Shop Sunrise. When businesses sign up for Shop Sunrise, they can also get a spot in the leadership academy. Lee explained that both programs can be combined together to be called “Shop Sunrise Leadership Growth Academy”.

Shari suggested to contact the businesses that are signed up and receive feedback in writing.

Louis suggested for businesses that are signed up to have informational flyers about Shop Sunrise at their business for customers. Louis also suggested to create “Ask me about Shop Sunrise” buttons for businesses to wear.

Louis also suggested to host zoom calls once a month with all the businesses to discuss Shop Sunrise. The zoom call would be the same information every month to explain the form, website and value of the programs. Businesses that are not able to attend can be emailed the information.

**Coffee Shop Interest** – There is a Request for Interest (RFI) out. There are no leads at the moment. Danielle encouraged the board to send her any coffee shop suggestions.

## **F. NEW BUSINESS**

The Board decided to cancel the December 2022 meeting. There was no opposition from the board.

**G. BOARD MEMBERS DISCUSSION**

**H. ADJOURNMENT**

Motion to adjourn by Shari Nourick, at 6:35 P.M, seconded by Shenika Bennett-Martins. 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.