

## SUMMARY MINUTES

### SMALL BUSINESS ADVISORY BOARD MEETING

March 15, 2023 – 5:30 p.m.

City Commission Chambers

10770 West Oakland Park Boulevard, Sunrise, FL 33351

**A. CALL TO ORDER** BY: Amber McCloud

**B. ROLL CALL**  
Liron Offir  
Amber McCloud  
Shenika Bennett-Martins  
Louis Feuer  
Shari Nourick  
Michelle Coleman  
Steven Alpert

Danielle Lima – Economic Development Director  
Stephanie Joseph – Administrative Support

**C. OPEN PUBLIC DISCUSSION**

None.

**D. APPROVAL FEBRUARY 15, 2022 SUMMARY MINUTES**

Amber McCloud pointed out a typo under Board member discussion regarding Amazon. Motion was made and carried to approve February 15, 2022 Summary Minutes. Shenika Bennett-Martins made a motion and Amber McCloud seconded. There was no opposition from the board.

**E. OLD BUSINESS**

Danielle received great feedback from the Residents Leadership Academy (RLA) regarding the Economic Development presentation.

Sunset Strip Square – Two public meetings were held in regards to new housing development. One meeting was held with the East Sunrise Residents Associations (ESRA) regarding the 29 single family homes that are being proposed on a 3-acre site. A few residents had concerns regarding the traffic on Sunset Strip, traffic, density and height. A second meeting was held with the nearby neighborhoods.

The residents expressed their concerns which the City will try to address the best way possible. These concerns may delay the approval process.

Lee asked if there is a chance that the development won't go through. Danielle explained there is a chance if the Commission votes against it the approvals the project would not move forward.

Lee inquired about ways to boost the small businesses nearby and suggested a welcome package to be created. Danielle explained that a welcome package is already in the works for new residents which should be ready very soon.

Shari suggested to acknowledge the small businesses that are already in the neighborhood with a basket/package.

Shop Sunrise (gift card vendors). A gift card vendor was selected and an agreement is currently being negotiated. Danielle is hoping to bring this item to the Commission in April for approval.

## **F. NEW BUSINESS**

Louis suggested ways to keep businesses open in Sunrise. Louis presented five stages for business success.

1. The Pre-Opening Plan – Legal documents in order, inventory, staffing, logistics, initial marketing.
2. Creating a Sustainable Sales Plan
3. Developing Focused Market Strategies
4. Tasks and Strategies for Monitoring Your Business
5. Providing Quality Customer Service including return policies, complaint logs, how branding your business with consistency.

Danielle explained that the Small Business Academy was created for businesses in the city to help them grow and provide resources they may not already have.

Michelle explained that this program can assist on a larger scale to include more businesses as a one-day workshop.

Lee proposed a small business week event dedicated for small business vendors to offer their services. Each day will have a specific focus to advertise, celebrate and promote retention.

Shari expressed her concern on how to get the businesses to sign up for the program. Danielle explained that getting businesses to sign up for programs like the SBA is very difficult and takes a lot of work.

Michelle asked the committee what exactly is the Small Business Board focusing on? Shari explained that the city has no data to see what sector is struggling and having problems. Danielle explained that most of the data comes from the Business Tax License.

Lee explained that more of the focus should be bringing the attention to the available resources in Sunrise such as the Small Business Academy. Lee suggestion that advertising should be heavily invested into, to promote and grow the program.

Michelle suggested to collect data from the land lords regarding business retention and providing the educational material to build partnership.

Louis asked if the city is interested in collecting the business retention data. Danielle explained that in most cases, when a business decides to leave, it is already too late to convince them to stay. Danielle expressed the importance of getting the educational material to these businesses right away to reduce business closures.

Danielle explained that if the Board would like to propose a new event/program it would most likely have to be managed by the City Manager's Office because Leisure already has too many events.

Lee expressed that there should be a budget set for capturing data for the SBA. Danielle explained that data is being captured through social media and how many people sign up. Lee explained that the data is not being analyzed and used to encourage more businesses to sign up.

Shanekia was asked what would help her as a small business owner. She explained that she has been looking for event spaces in Sunrise which has been a very difficult process. Shanekia is currently looking in other cities for an event space for her business.

The Board discussed what is defined as being a small business.

## **G. BOARD MEMBERS DISCUSSION**

## H. ADJOURNMENT

Motion to adjourn by Liron Offir, at 6:34 P.M, seconded by Amber McCloud. 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.