

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING
April 19, 2023 – 5:30 p.m.
City Commission Chambers
10770 West Oakland Park Boulevard, Sunrise, FL 33351

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

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 MARCH 15, 2022 SUMMARY MINUTES

Motion was made and carried to approve March 15, 2022 Summary Minutes. Amber McCloud made a motion and Louis Feuer seconded. There was no opposition from the board.

E. OLD BUSINESS

a. Continue Discussion on Board’s Role in Helping Small Businesses

Michelle shared a spreadsheet she created with the Board. The document outlines the committee goals, what small business is defined as and focus areas.

The Board discussed how the city defines a small business. Lee suggested to get input from the City Manager’s Office with regards to how the city defines small business. Danielle explained that she is not aware of a citywide small business definition.

Lee explained that the Small Business Advisory Board was created because at the time small businesses were having issues related to permitting and code. Small businesses felt as though the Economic Development Advisory Board was not an advocacy to voice their concerns.

Danielle explained that the next Small Business Academy cohort is currently accepting applications and encouraged the Board to spread the word. The Academy does accept applications from startup businesses. Last cohort, the city received more applications from startups than actual businesses.

Amber suggested not to focus on franchises since they are managed by larger corporations that provide them with resources.

Lee explained that the problems that small businesses faced when the Board was first created, may not still apply to businesses today. The Board would benefit by being versatile with what small businesses need in today's time. Lee suggested for the Advisory Board goals and overview to be reevaluated annually to adequately represent all small businesses.

Louis questioned if there is a real concern to keep businesses open. Lee explained that the city is here has a resource and not here to keep businesses open. Michelle suggested for the City to provide a library of resources for small businesses. Lee explained that the list of resources will need to be managed and updated accordingly.

Shenika asked what the SBA duties would be if a small business had an issue that was brought to the Commission's attention. Lee explained that the Board would facilitate communication between the small business and the City. Overall, the Board had the ability to make recommendation.

Shari suggested for businesses to alert/contact the City with their issue before closing their business. Danielle asked how that can be communicated and Shari explained by raising awareness. Shari also explained that there needs to be a business retention program.

Steven's suggestion to get connected with basic cable to run ads and spread awareness.

Danielle explained that she is the point of contact for businesses that may have questions or need assistance.

Danielle's update – (a) Shop Sunrise – The gift card rewards program contract was negotiated and will hopefully be approved at the next Commission meeting. (b) Leisure Services will be in attendance at the next Board meeting. Danielle would like for the Board to express ideas for incorporating a small business

element into an existing event. Danielle encouraged the Board to brainstorm ideas.

Amber suggested to keep the focus on the two small business programs and drive more attention to them.

Lee suggested to build relationships with larger corporations by sending a notice to offer resources for their employees that are interested in starting a side business. Lee also expressed the need for a plan to target existing businesses in Sunrise.

Michelle explained that flyers and posters may not be the most effective marketing tool for small businesses. Lee suggested to offer a social media page for the Small Business Advisory Board.

Lee suggested to capture businesses that register with the city to explain the purpose of the Small Business Board. In the event of an issue with code enforcement, taxes, landlords etc. the Board may be able to assist with the resources they have.

Shari inquired about the Broward County Small Business Conference and asked if the City attended.

Lee asked if the city is advertising the Small Business Advisory Board to the Chamber of Commerce. Louis explained that Danielle comes to speak about the Shop Sunrise Program.

Michelle asked if there is a data base that contains all the business emails for them to opt into email notifications.

Lee expressed the importance of driving more traffic to the small business programs that exist and implementing along the way what is learned from small businesses and what they really need. The Board explained the importance for receiving and analyzing the surveys from small businesses.

To conclude the meeting, Lee encouraged the Board to email Danielle if they have any further thoughts on the discussion or continue to discuss at the next Board meeting.

F. NEW BUSINESS

G. BOARD MEMBERS DISCUSSION

H. ADJOURNMENT

Motion to adjourn by Michelle Coleman, at 6:42 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.