

**SUMMARY MINUTES**

**SMALL BUSINESS ADVISORY BOARD MEETING**  
**May 17, 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**  
Amber McCloud  
Shenika Bennett-Martins  
Louis Feuer  
Shari Nourick  
Michelle Coleman  
Steven Alpert

Danielle Lima – Economic Development Director  
Juliana Castro – Administrative Officer II

**C. OPEN PUBLIC DISCUSSION**

None.

**D. APPROVAL APRIL 19, 2022 SUMMARY MINUTES**

Motion was made and carried to approve April 19, 2022 Summary Minutes. Michelle Coleman made a motion and Shari Nourick seconded. There was no opposition from the board.

**E. OLD BUSINESS**

Danielle update – (a) Shop Sunrise Program – Giverrang’s agreement will probably have to go back to Commission, since they didn’t attach the Community Terms agreement as an Exhibit. Legal has to review the agreement. (b) Intern – City Manager’s office is hiring an intern that did a program very similar to the Shop Sunrise Program at FAU. He is the perfect fit and has the experience we need. Starting date has not been set. (c) Sunrise Small Business Academy launched. The program is offered online and in-person. The in-person attendance is better than online. The contents are going well and the attendees are enjoying the program. (d) Leisure Services Director will be in attendance in the July meeting to talk about the City’s event. Danielle emailed the City Events paperwork to the board for review.

Shari inquired about the small business conference. Danielle will be going as an attendee. The City does not have a table at the conference. The content is good and it's free to attend, anyone can register for it.

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

Michelle updated the Small Business Advisory Board spreadsheet. She reviewed some of the language, including the franchise word. While reviewing the City's website, she saw that the board reports to the Economic & Community Enrichment Manager. Danielle explained that was her old title. Michelle said there are some outdated information in the website, that the board can make suggestions on.

Michelle highlighted on her spreadsheet some information that the board can review and advise on, such as social media, website links review, verbiage and imagery of digital media suggestions. She recommends the board to brainstorm ideas of how to connect the businesses with other businesses from the City and identify & review data – if there's a way through the business license receipt to identify how many types of businesses there is, such as barbershops, restaurants, etc. Danielle explained that the business tax receipt is by industry category. Shari said we can use that data to see what types of businesses we are retaining, increasing and losing; trying to capture the trends.

Danielle explained to the board that after the Shop Sunrise program, the intern will help with the retention program. Shari said the City does a good job on attraction, but we need a program on retention. By doing an analyze we can see which segment we need to focus on retention.

Michelle asked the board to fill out the strengths, weakness, opportunities, and threats, so it can be discussed in the next meeting.

Shari said the shop sunrise billboards doesn't make the business want to call and sign up, she would like the bill board to be updated. Danielle explained that we can't put too much information in the billboard, since people are driving by it. Louis suggested adding a catch phrase like "Invest in Sunrise and Sunrise will Invest on you". Shari believes we need the word "card" on the bill board. Michelle said by adding the word "card", it will make business want to know about the "card".

Louis liked the idea of businesses participating in City's events, because they are reaching residents from Sunrise, Plantation, and all the nearby neighborhoods. Steven believes that the City should be doing TV marketing, which will reach a bigger group of people. Danielle explained that TV marketing might be too broad.

Danielle explained to the board that she goes to the the chambers luncheon, and talks about the Shop Sunrise Program.

Danielle asked the board to prepare questions to ask the Director of Leisure Services, Kevin Pickard.

Michelle asked regarding the disaster preparedness that fire rescue does. Danielle said that information might be outdated in the City's Website.

Shari asked if the City has a CERT. Michelle said that's more for residents, not business.

Louis wants to know why we don't tie in the CPR with the small businesses. Danielle explained that the business also needs to come, unfortunately we can't go out to all of the businesses.

Steven believes email is the best way to communicate with the businesses and for them to find out about the events. Danielle is curious to see how it will go when the intern start going door to door with the iPad.

Louis suggested putting a tent in front of the Publix for businesses to sign up for the Shop Sunrise. Shari suggested doing a competition with high school students, an ask them to go to the businesses and see how many businesses they can sign up. Danielle said both ideas has its challenges. The students would need training.

Michelle said businesses have to see the Shop Sunrise information at least 3 times to get into their head and make them want to sign up. Businesses needs to see it at billboards City events, etc.

Louis wants the data for the vendors that comes to the City Events. With the data it will possible to know why certain vendors are always coming back while others come once and never comes back.

**F. NEW BUSINESS**

None

**G. BOARD MEMBERS DISCUSSION**

None

**H. ADJOURNMENT**

Motion to adjourn by Louis Feuer, at 6:35 P.M, seconded by Michelle Cole. There was no opposition from the board.

Transcribed by: Juliana Castro, Board Secretary/ *Juliana Castro*

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.