

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING
June 21, 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
Liron Offir – **Absent Not Excused**

Danielle Lima – Economic Development Director
Stephanie Joseph – Administrative Assistant I
Reilly Bridgers – City Manager’s Office Intern

C. OPEN PUBLIC DISCUSSION

D. APPROVAL MAY 17, 2022 SUMMARY MINUTES

Motion was made and carried to approve May 17, 2022 Summary Minutes. Louis Feuer made a motion and Steven Alpert seconded. There was no opposition from the board.

E. OLD BUSINESS

a. Board Members to Share SWOT Analysis led by Michelle Coleman, Board Member

Michelle explained that the information on the website is scattered and not organized. Some verbiage can be misleading and not accurate. Michelle also suggested that SHOP Sunrise be included in the Horizon Magazine and newsletters.

Michelle provided research on why businesses may leave or relocate to other cities. Plantation and Lauderhill has a very in-depth and well-organized FAQs

section for small businesses. Coral Springs does a “Share Your Story” segment where they interview small businesses and a business newsletter. Davie has a “let’s talk business” segment. Tamarac highlights its minority business section. Lauderdale also has a section for Google webinars and presentations on how to make your business more Google-friendly.

Louis shared 11 ideas for Small businesses to partner with existing Leisure Services events.

Danielle suggested that the Board continue to brainstorm ideas to meet with Kevin Pickard next month.

The Board expressed their concern for businesses not participating because there is not enough information to indicate the value of the program.

Michelle inquired about the Vendor workshop. Danielle believes that is done with the Procurement department.

Shari asked if vendors at the Taste of Sunrise event receive information about Shop Sunrise. Danielle explained that she speaks to the vendors at the Taste of Sunrise event individually before the event begins.

Shanekia suggested that a Shop Sunrise infomercial can be shown at the Movie Nights before the movie starts. Retractable banners with QR codes, moving billboards, and providing giveaways for small businesses (free vendor spot).

b. Shop Sunrise Update by Reilly Bridgers, Economic Development Intern

Reilly introduced himself to the Board and provided a brief background about his experience at FAU. Reilly provided a short presentation on a geographic information system for the Shop Sunrise program which will be accessible through the city website. Two different systems were presented to the Board for feedback. If the business were to change any information about their business, they would need to contact the city to update the information. Every business in Shop Sunrise will be listed on the map.

Steven asked who would be the user for the system. Reilly explained that people who are looking for discounts in Sunrise would be able to use the tool to assist with finding the correct business for their specific needs. This tool will be very user-friendly for everyone.

Reilly shared an updated Shop Sunrise Billboard sign that was created by Marketing. Michelle suggested to move the bag to the middle of the flyer. The Board brainstormed a few slogans for the Shop Sunrise billboard. Danielle encouraged the Board to send their feedback for the billboard within the next week.

F. NEW BUSINESS

G. BOARD MEMBERS DISCUSSION

H. ADJOURNMENT

Motion to adjourn by Amber McCloud, at 6:40 P.M, seconded by Michelle Cole.
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.