

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING
July 19, 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 – **Absent Excused**
Louis Feuer
Shari Nourick
Michelle Coleman
Steven Alpert
Liron Offir – **Absent Excused**
- Danielle Lima – Economic Development Director
Kevin Pickard – Leisure Services Director
Stephanie Joseph – Administrative Assistant I
Reilly Bridgers – City Manager’s Office Intern

C. OPEN PUBLIC DISCUSSION

D. APPROVAL JUNE 21, 2022 SUMMARY MINUTES

Motion was made and carried to approve June 21, 2022 Summary Minutes. Steven Alpert made a motion and Louis Feuer seconded. There was no opposition from the board.

E. OLD BUSINESS

a. Events in Sunrise: How can we further integrate small businesses? - Kevin Pickard, Director of Leisure Services

Kevin introduced himself to the Board and opened the discussion up for ideas related to small businesses integrating with existing Leisure Services events.

Louis asked if there is a set fee for all the food trucks that participate. Kevin explained that vendor fees are set and approved by the City Commission. Kevin also explained that vendor fees may change based on the length of the event

and when you sign up for the event. There are events that the city does not offer vendor opportunities and vendor applications are generally event by event.

Michelle asked how would a small business know what the city does and does not do. Kevin explained that most businesses will reach out to the city. Kevin suggested that the board make recommendations to the marketing team to get that information out to residents.

Louis asked if there is priority/preference given to Sunrise businesses. Kevin explained that the city does try to give preference to Sunrise businesses but each business may not get preference for every event. The city determines vendors event by event. Kevin will get more information regarding vendor rates for Sunrise businesses.

Michelle asked how successful are sponsorships. Kevin explained that sponsorships could be more successful if the city was truly chasing them. In general, sponsorships are negotiable and flexible between the business and the city.

Louis suggested for restaurants that are affiliated with Shop Sunrise and do not have a mobile food truck to set up a tent and distribute items to the public.

Danielle suggested that Shop Sunrise participants attend one of the Tunes 'N Trucks events to promote the businesses affiliated with the program. There can possibly be an area designated for Shop Sunrise businesses.

Shari asked if Board members are able to represent the Small Business Advisory Board at Leisure events. Danielle will have to get more information. Kevin explained that there is an opportunity for members of the Board to promote certain programs related to Advisory Board business.

Kevin suggested including Shop Sunrise informational items at the City Hall Express booth which is set up at most events and contains all the programs that are currently happening in the city.

Michelle inquired about other opportunities outside of events. Kevin shared that at the youth athletics center, you can get your name on a banner placed on the fence for a few months, and your name can be placed on the back of a jersey. Banners are not placed in gyms or facilities.

Danielle asked if Leisure is having any trouble with filling vendor spots for events that do allow vendors. Kevin explained that Leisure receives a ton of vendor applications and does not have issues with filling vendor spots.

Kevin suggested providing a preference to Shop Sunrise businesses that will allow them to apply for certain events earlier.

Danielle explained to the Board, if they would like to move forward with a formal recommendation, the Board will need to create a feasible list of items for Danielle and Kevin to review and present to the City Manager.

b. Shop Sunrise Update

Shop Sunrise Update - Reilly provided an update on Shop Sunrise. The slogan that was selected for the program is “Unlock Saving and Rewards”. Reilly also provided a copy of the updated Shop Sunrise billboard which received great feedback from the Board members. Eight new businesses have been added to the Shop Sunrise program.

Gift Card Program – The gift card program will be up and running soon. Reilly and Danielle are working closely with the CEO of the gift card company to get the onboarding process started.

Website Feedback – Reilly asked the Board for feedback regarding the “Top ten reasons to shop Sunrise” which is an incentive to get customers to shop with the businesses. The Board went through a few of the reasons and provided their feedback and suggestions.

F. NEW BUSINESS

G. BOARD MEMBERS DISCUSSION

H. ADJOURNMENT

Motion to adjourn by Louis Feuer, at 6:30 P.M, seconded by Michelle Coleman. 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.