

## SUMMARY MINUTES

### **SMALL BUSINESS ADVISORY BOARD MEETING**

**August 16, 2023 – 5:30 p.m.**

**Everglades Conference Room (NEW CITY HALL)  
10770 West Oakland Park Boulevard, Sunrise, FL 33351**

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

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

Danielle Lima – Economic Development Director  
Stephanie Joseph – Administrative Assistant I

**C. OPEN PUBLIC DISCUSSION**

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

Motion was made and carried to approve July 19, 2022 Summary Minutes. Amber McCloud made a motion and Louis Feuer seconded. There was no opposition from the board.

**E. OLD BUSINESS**

Danielle addressed the question from the last meeting regarding a discount for Sunrise business vendor fees for City events. Danielle explained that there is a 50% discount for Sunrise businesses that have a valid BTR operating in the City of Sunrise (except the 4<sup>th</sup> of July).

Danielle explained the next steps for the Board to take would be drafting a letter for Danielle, Kevin Pickard, and Mark Lubelski to discuss the recommendations from the Board for future implementation.

Shari asked why this topic for businesses has become so important, and if there have been previous feedback/comments from businesses regarding these

issues. Louis explained that businesses may not be aware of the opportunities and incentives that the City offers. Liron explained that the conversation sparked from the opportunity to see how Leisure Services events can benefit Sunrise businesses and promote Shop Sunrise. Danielle explained that the conversation started with what the City can do with the existing events that we have at the moment to better incorporate Sunrise Businesses/Shop Sunrise businesses. Over the last few months, there have been different ideas and suggestions for the businesses, which led to Kevin Pickard attending the last meeting. Shari recommended receiving input from the small businesses to see what exactly they need/want.

Danielle asked the Board what their end goal is with collecting data to guide the Board in the right direction. Danielle asked the Board if it would be to create an additional incentive to Shop Sunrise businesses, to obtain more Sunrise vendors, to incorporate an educational or business component to an existing event.

Shari suggested adding the 50% discount for Sunrise businesses to the website. Liron explained that the City is accruing more money from outside business vendors. Michelle suggested focusing on having a Shop Sunrise presence at the Tunes N Truck events to showcase more Shop Sunrise businesses.

Liron asked if there is a table already set for the City to display Shop Sunrise information. Danielle explained that the City has an express booth with all City-related information from all departments including Shop Sunrise information. Danielle suggested that if there were enough volunteers to man a separate Shop Sunrise booth by having a separate Shop Sunrise booth we could look into having one at some of the events.

Liron asked who is handling the Shop Sunrise program. Danielle explained that she and Reilly handle the Shop Sunrise program. Liron made a recommendation to employ someone specifically for Shop Sunrise.

Louis questioned where the funding is going to for the Shop Sunrise program and expressed that there is not enough funding going into marketing the program.

Shari asked regarding the ARPA funds, had there been a request for someone to assist primary for Shop Sunrise? Danielle explained that within the ARPA funding, there are a lot of compliance regulations. Danielle did suggest hiring an outside consultant for Shop Sunrise before the program began but that was not feasible.

Liron expressed the need to capture metrics for the Shop Sunrise program. Liron explained that in order for the program to be successful, it needs to be adequately funded and to have someone managing the operations of the program on a daily basis. Danielle explained that Reilly's primary focus is the Shop Sunrise program and that we do have metrics. Liron explained that the City

does not have the proper metrics to show the businesses the benefits that the program can offer.

Amber suggested having a Shop Sunrise appearance at the next largest City event to highlight the benefits and information for Shop Sunrise.

Liron suggested that the Board make a recommendation for Shop Sunrise to be a platinum-level sponsor for the Leisure Services events, giving the program the ability to be showcased.

Danielle explained that in terms of marketing, the program is listed on all social media pages and on the home page of the City's website. Louis suggested advertising the program at local schools to make parents aware. Liron suggested canvassing the plazas and high school students. Danielle explained that the City is focusing on marketing for businesses. When the gift cards launch, marketing for the residents will begin. For the last year, the priority for the program has been to enroll more businesses.

Louis suggested interviewing businesses 6 months after joining the program to get feedback regarding how helpful the program is and what percentage of growth has the business seen since joining the program.

Danielle explained that an email blast is sent out to participating businesses to get feedback on a monthly basis. Liron suggested getting feedback from businesses by phone calls, or in-person site visits to the business.

Michelle asked what is the purpose of Shop Sunrise. Liron explained to incentivize shoppers to shop within the City of Sunrise as opposed to other cities, to the extent that the discounts being offered incentivize shoppers to shop more.

Shari suggested having a Shop Sunrise presence through the rest of the year at City events to promote the program to residents and businesses and obtain feedback.

Louis asked when the gift card program would be launched. Danielle explained that the City is a couple of weeks away from enrolling businesses into the program. There will be a minimum amount of businesses that need to be enrolled in the gift card program before the City can start accepting applications from residents.

Shari asked if there are any examples of other cities that have had success with a similar program. Danielle explained that she is not aware of other neighboring cities with similar or comparable programs to Shop Sunrise. Steven suggested analyzing marketing data from other states that have a similar program.

Danielle explained the process of how businesses register for the gift cards which takes a few minutes. The gift cards will only work for the businesses that are registered. On the website, there will be a separate column to differentiate the businesses that are accepting gift cards.

Liron asked if the City has reviewed the user experience (website, app, easy-to-use). Danielle explained that the user experience is simple. By using federal dollars, copies of receipts and verifications are needed.

Regarding the longevity of the Shop Sunrise program, Liron's recommendations would be to fund a marketing plan, data analytics plan, and user experience plan. Louis also suggested using funds for a marketing plan.

Liron suggested continuing the Shop Sunrise discussion for the September meeting.

**F. NEW BUSINESS**

**G. BOARD MEMBERS DISCUSSION**

**H. ADJOURNMENT**

Motion to adjourn by Louis Feuer, at 6:38 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.