

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING
September 20, 2023 – 5:30 p.m.
Everglades Conference Room (NEW CITY HALL)
10770 West Oakland Park Boulevard, Sunrise, FL 33351

A. CALL TO ORDER BY: Amber McCloud, Vice-Chair

B. ROLL CALL
Amber McCloud
Shenika Bennett-Martins
Louis Feuer
Shari Nourick – **Absent Excused**
Michelle Coleman – **Absent Excused**
Steven Alpert
Liron Offir – **Absent Not Excused**

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

C. OPEN PUBLIC DISCUSSION

D. APPROVAL AUGUST 16, 2022 SUMMARY MINUTES

Motion was made and carried to approve August 16, 2022 Summary Minutes. Louis Feuer made a motion and Steven Alpert seconded. There was no opposition from the board.

E. OLD BUSINESS

Danielle provided a sample of the Welcome Home packet which included Board member suggestions. The board expressed great feedback about the packet. The Welcome Home packet will be given to new residents when they set up their new utility account.

Reilly provided a Shop Sunrise SMART Goal worksheet for the Board. The worksheet will help clearly define where the program is going from an attainable perspective. At the next meeting, the Board will discuss the worksheet in more detail.

Reilly provided a Shop Sunrise update. Kevin Pickard (Leisure Service Director) provided a list of events that Reilly will be attending to help promote the Shop Sunrise program. The Marketing team created a Shop Sunrise coupon to hand out at the events to residents and visitors. The coupons will include a QR code which will lead you to the Shop Sunrise website to view the participating businesses and gain information about the gift card program. The gift card program will be launching on October 1st.

As far as engagement for the Shop Sunrise program, Reilly explained that there has been an increase month to month from visitors viewing the website. There is a total of 77 participating businesses and a few businesses pending. The city will also be sending out a Constant Contact to businesses to keep them engaged and aware of the program.

Louis suggested having a time frame for the businesses to sign up for the Shop Sunrise program. This will entice them to sign up quickly. Danielle explained that businesses that have signed up for the gift card program may be marketed on the Sunrise Instagram page.

Reilly explained that the first urgency that will be created through constant contact is the gift cards. Secondly, continuing to create urgency for businesses through in-person visits. Lastly, creating urgency through marketing by publishing Shop Sunrise information through the Horizon magazine.

Reilly also explained that he has reached out to the Sawgrass Mall marketing team to push the Shop Sunrise program to businesses at the mall. The Shop Sunrise flyer will also be included in their welcome packet for new businesses that come to the Sawgrass Mall. A Code enforcement officer is also going to small businesses and handing out Shop Sunrise flyers to spread the word.

Amber expressed the need to be a presence at Leisure Services events. Danielle will send the list of events that will have the Shop Sunrise booth. The Board will be able to volunteer and participate in the events. There will also be a laptop at the events to sign up businesses that are interested.

Steven asked what hook would be used to reel people to the booth. Reilly explained that Kevin Pickard suggested having a Shop Sunrise branded tent. Reilly also suggested having a PSA during the event to stop by the Shop Sunrise booth to attract more people.

Danielle explained that the deadline to apply for the Small Business Academy is September 20th. The first session starts on October 4th.

Amber inquired about the status of Liner Park. Danielle explained that the permits were submitted but are currently delayed due to the submission of the permits taking longer than expected.

F. NEW BUSINESS

The City will begin working on the Art Master Plan which will be presented to the Commission at the September 26th Commission meeting. The master plan will be the blueprint moving forward in terms of recommendations, style, and location.

G. BOARD MEMBERS DISCUSSION

H. ADJOURNMENT

Motion to adjourn by Louis Feuer, at 6:23 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.