

**SUMMARY MINUTES**

**SMALL BUSINESS ADVISORY BOARD MEETING  
October 18, 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 – **Absent Not Excused**  
Louis Feuer  
Shari Nourick  
Michelle Coleman  
Steven Alpert  
Liron Offir
- Danielle Lima – Economic Development Director  
Stephanie Joseph – Administrative Assistant I  
Reilly Bridgers – City Manager Office Intern

**C. OPEN PUBLIC DISCUSSION**

**D. APPROVAL SEPTEMBER 20, 2022 SUMMARY MINUTES**

Motion was made and carried to approve September 20, 2022 Summary Minutes. Louis Feuer made a motion and Shari Nourick seconded. There was no opposition from the board.

**E. OLD BUSINESS**

In regards to Shop Sunrise, Louis suggested including a disclaimer (at the beginning of the application) for residents, to inform them that proof of identification will be needed to complete the application.

a. SMART-Goal Worksheet

Reilly explained the goal of the SMART Goal worksheet to the Board which will include the board members' view on what they would like to see in the program. Establishing these specific goals is important to measure the progress of the

program overall.

Louis's viewpoint on the worksheet was based on the business's perspective. The Goal would be to increase customers to their business. Louis explained that the business would set the standard for what the program is.

Amber's Goal for Shop Sunrise is to attend local city events to promote the Shop Sunrise Program.

Shari's Goal for Shop Sunrise is to raise awareness for residents and businesses to get involved.

Liron's Goal for Shop Sunrise is to have 100 businesses and users for the program. Reilly believes that the program will reach 100 businesses by the end of 2023. Reilly explained a more specific goal would be to have 100% usage of the ARPA funds by the end of 2024.

Danielle explained that some of the ARPA funds can be used towards marketing the Shop Sunrise Program.

Shari suggested expressing the concern and urgency to residents that the funds will end by 2024. Danielle explained that the extension of the funds is not guaranteed past 2024. The resident can sign up for the gift card up to 4 times a year.

Liron inquired about the strategy for signing up users. Reilly explained that he would be attending city events on behalf of the Shop Sunrise program. Reilly will be handing out a Shop Sunrise coupon which will have a QR code that sends users directly to the website. ARPA funds will potentially be used to buy promotional items to hand out at events. The Shop Sunrise program will also be featured in the Horizon magazine.

Danielle explained that residents must provide a picture of their receipts when applying for the gift card. Liron expressed that submitting receipts for the program should be made easier for the residents. Danielle explained that receipts are required for the ARPA funds.

Michelle explained that there is not enough attention given to the relationship building of businesses with the Sunrise residents and its longevity. Michelle would like businesses to create ties with residents and the community to build a loyal

customer base.

Louis inquired about reaching the most people in the least amount of time. Reilly explained that the program is reaching the most people through the monthly utility bill inserts. Residents who receive their bills via mail will also receive a flyer for the Shop Sunrise program. Holiday theme social media posts and outreach will be used to tie into the holiday season to reach residents.

Liron inquired about targeting youth sports within the city. Reilly will reach out to the Leisure Services Department and connect with the appropriate person to target youth sports.

Reilly asked if there is a specific number of events that the Board would like a Shop Sunrise presence. Amber suggested that there be a Shop Sunrise presence at the biggest Sunrise events throughout the rest of the year. Danielle encouraged the Board to help promote the Shop Sunrise program at the city events. Reilly will email the Board with dates/times for the events that will have a Shop Sunrise presence.

Louis suggested creating a short slideshow for the Shop Sunrise program to send to other Sunrise Advisory Boards and Sunrise schools to help spread the word.

Shari asked if there was an initial goal for the program before going to the Commission for approval. Danielle explained that the initial goals of the program were not set. The general parameters of the program and funding were proposed to the Commission for approval.

## **F. NEW BUSINESS**

### **a. Meeting Date Change – November 2023**

The Board discussed changing the meeting date in November. The next Board meeting will be to November 8<sup>th</sup>. There was no opposition from the board.

## **G. BOARD MEMBERS DISCUSSION**

## **H. ADJOURNMENT**

Motion to adjourn by Liron Offir, at 6:22 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.