

SUMMARY MINUTES

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

February 7, 2023 – 5:30 P.M.

Everglades Conference Room

10770 West Oakland Park Boulevard, Sunrise, FL 33351

A. WELCOME & CALL TO ORDER BY: MARIA RENEE DAVILA

B. ROLL CALL Annie Cohen Coles
 Roberta Block
 Maria Renee Davila
 Dionne Smith
 Vivian Rodriguez
 Christina Searles
 Vivian Rodriguez
 Adam Lustgarten

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

E. OPEN PUBLIC DISCUSSION

F. APPROVAL OF JANUARY 3, 2024 SUMMARY MINUTES

Motion was made and carried to approve the January 3, 2024 summary minutes. Annie Cohen Coles made a motion and Maria Renee Davila seconded. There was no opposition from the board.

G. OLD BUSINESS

a. Shop Sunrise Discussion

Danielle provided a brief background about the Shop Sunrise program for the new Board members. Danielle explained that the gift card component of the program was launched back in October 2023 and received very little interest from residents. The program is heavily advertised through social media pages, city events, and the city website.

The city will potentially make a few modifications to the program to make it easier for residents. These modifications will most likely have to be presented to the City Commission for approval. Funding for the program has to be allocated by the end of 2024.

Adam suggested utilizing city facilities, and city events to speak to residents in person to inform them about the program. Adam also suggested utilizing AI to help residents fully understand the program. Danielle explained that the Shop Sunrise website page may feel too cumbersome and will be revamped to make it easier for residents to understand.

Vivian explained that the threshold is a little too high for the program. Danielle explained that they are working on reducing the amount that residents will need to spend.

Christina suggested creating a promotion for the program for a limited amount of time.

Maria explained that residents are not interested in the program because the message is not easy to understand and the process of receiving the gift card is very difficult. Maria suggested increasing the advertising of the program.

Maria suggested allowing residents to use a card to track which businesses they visit to help facilitate the process. Reilly explained that the program is ARPA funded and receipts are needed if the city were to be audited.

H. NEW BUSINESS

a. Advisory Board Introductory Presentation

Each Board Member briefly introduced themselves and shared information about their background.

Danielle and Reilly presented the Advisory Board presentation. The Board received a motions guide and a SMART Goals worksheet.

Adam asked how early in advance before a guest speaker attends a meeting should the liaison be notified. Reilly explained that any topic or guest speaker suggestions should be sent a week before the meeting date. Danielle suggested discussing with the Board regarding any potential guest speakers if you know ahead of time.

Adam asked how the Board would organize having a guest speaker and handling other Board business. Danielle suggested allowing the guest speaker to be a priority for the meeting. Danielle would recommend to the Chair to defer the other items on the agenda after the guest speakers finish their presentation.

Maria suggested allowing a specific time frame on the agenda to ensure all

topics are covered during the meeting.

Adam suggested creating a visual roadmap regarding specific topics that the Board is working on.

At the next meeting, the Board will continue to discuss the goals for the year using the SMART Goal worksheet.

I. BOARD MEMBERS DISCUSSION

J. ADJOURNMENT

The meeting was adjourned by Maria Renee Davila at 6:36 P.M.

The next meeting will be on March 6, 2024.

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.