

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING
February 21, 2024 – 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, Chair

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

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

C. SELECTION OF CHAIR AND VICE-CHAIR

Louis Feuer made a motion to select Amber McCloud as Chair. Shari Nourick seconded the motion. There was no opposition from the board.

Shari Nourick made a motion to nominate Steven Alpert as Vice-Chair. Louis Feuer seconded the motion. There was no opposition from the board.

D. OPEN PUBLIC DISCUSSION

Mayor Ryan introduced himself to the Board. Mayor Ryan encouraged the Board to find where the city can do better to attract and keep small businesses in the city. The Mayor also encouraged the Board to review the Shop Sunrise program to encourage more businesses to sign up.

E. APPROVAL JANUARY 17, 2024 SUMMARY MINUTES

A motion was made and carried to approve the January 17, 2024 Summary Minutes. Shenika Bennett-Martins made a motion and Steven Alpert seconded. There was no opposition from the board.

F. OLD BUSINESS

a. Advisory Board Introductory Presentation

Danielle and Reilly continued the Advisory Board Introductory Presentation. Each Board member received a copy of the motions card, Small Business SMART Goal worksheet, and Small Business discussion topic list. Reilly instructed the Board to complete the SMART Goal worksheet to discuss at the next meeting.

The Board was also tasked with numbering the discussion topic list in terms of priority to discuss at future Board meetings. The topic list will help the Board prioritize what they would like to discuss and focus on for the remainder of the year under New Business.

Shari asked Danielle to elaborate on topic G. Targeted small businesses. Danielle explained that targeting small businesses means focusing on a specific type of small business, e.g. attracting more restaurants or international small businesses.

Louis explained that businesses who are just starting and thinking about bringing their business to Sunrise should be educated about the various topics related to small business. Shari disagreed and shared that an established business would also benefit greatly.

Shop Sunrise Update –

Danielle explained that the City is working on ways to make the Shop Sunrise incentives more attractive to residents. This will require bringing the program back to the Commission for their approval. Before bringing this item to the Commission, Danielle would like feedback from the Board.

The city is potentially looking into scheduling a virtual workshop with the practicing businesses that are a part of the Shop Sunrise program. This workshop will highlight a lot of key factors about the program and remind businesses to educate their employees about the Shop Sunrise program.

G. NEW BUSINESS

G. BOARD MEMBERS DISCUSSION

H. ADJOURNMENT

Amber McCloud adjourned the meeting at 6:37 pm.

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.