

SUMMARY MINUTES

SMALL BUSINESS ADVISORY BOARD MEETING
March 20, 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 – **Arrived at 5:31 pm**
Sybille Guichard – **Arrived at 5:31 pm**
Steven Alpert
Liron Offir – **Arrived at 5:38 pm**

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

C. OPEN PUBLIC DISCUSSION

D. APPROVAL FEBRUARY 21, 2024 SUMMARY MINUTES

A motion was made and carried to approve the February 21, 2024 Summary Minutes. Amber McCloud made a motion and Steven Alpert seconded. There was no opposition from the board.

E. BOARD LIASON REPORT

East Sunrise update – The Village Art Plaza is moving along really well. Construction for the Plaza should be complete by the beginning of the Summer. Both artists are moving along in the permitting process for the entryway sculpture and the up side-down house. A call to artists was put out for three murals that will go on the walls that surround Village Art Plaza.

The build-out of the brewery is moving along. Comments were addressed and resubmitted for the building permit which is going through the second round of review.

The coffee shop is in the initial phases of the design. Nothing has been submitted as of yet. The coffee shop will be coming later along in the process.

F. OLD BUSINESS

a. SMART Goals Worksheet

Shari goals for the Board would be to first provide resources (city, state, county, and federal) to all licensed or registered Sunrise Businesses. Not only providing these resources through the city website but also through e-blasts. Secondly, Shari suggested to raise awareness for the Small Businesses Advisory Board. Simply informing businesses that the City does exist and has a Board to help direct them to the right resources. Shari explained that her goals are achievable and can provide products. Shari also suggested for the Board to divide the work and come together to share the resources each Board member has gathered.

Reilly explained that he is currently editing a Small Businesses Resource Page on the city website. On the top of the page is "Sunrise Small Business Advisory Board". This page will include programs that the state, county, and federal level offers for businesses. Reilly suggests that the Board provide recommendations for the Small Businesses Resource webpage to add or remove.

Shenika goal for the Board is to include more community engagement initiatives. Shenika suggested becoming more involved with the community through outreach and word of mouth. Sybille would also like to engage more with the community through outreach.

Danielle explained that she receives multiple calls regarding grants for small businesses. The city does not have grants for small businesses but Danielle offers the Shop Sunrise program, Small Business Academy, and other organizations that can assist with funding. Danielle explained that grants for small businesses were available during COVID.

Liron asked if the city has any grant research or grant writing workshop opportunities. Danielle explained that SCORE has grant workshop opportunities for businesses. Liron suggested recommending a formal partnership between the city and SCORE, specifically geared toward the small businesses in Sunrise. Liron explained that the city should be pushing the SCORE program to businesses. Danielle explained that the Small Business Academy does cover the basic information for businesses.

A motion was made to continue the Small Business Resource Guide discussion to the April meeting. Steven Alpert made a motion and Shenika Bennett-Martins seconded. There was no opposition from the board.

b. Shop Sunrise Discussion

Shari asked what the outcome was after the discussion with Mayor Ryan. Danielle explained that she did reevaluate the program and drafted up some recommendations in terms of improvement for the gift card program. The general recommendation for the program is for the customer to spend less and gain a larger reward.

Reilly explained that there has been a discussion to dedicate a Shop Sunrise page in a future Horizon magazine publication.

Louis and Liron expressed their concern for the Shop Sunrise program. Danielle explained that the city staff is working hard to address the issues of the program.

G. NEW BUSINESS

H. BOARD MEMBERS DISCUSSION

Sybillie informed the Board that Phuse Cream ice cream shop grand opening will be held on March 21, 2024 at 7 pm.

I. ADJOURNMENT

Amber McCloud adjourned the meeting at 6:39 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.