

SUMMARY MINUTES

SMALL BUSINESS

May 15, 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 5:31pm

B. ROLL CALL
Amber McCloud **-Present**
Shenika Bennett-Martins **-Present**
Louis Feuer **-Present**
Shari Nourick **-Present**
Sybille Guichard – **Absent Excused**
Steven Alpert **-Present**
Liron Offir **-Present**

Danielle Lima – Economic Development Director
Stephanie Joseph – Administrative Assistant I

C. OPEN PUBLIC DISCUSSION

There was no member of the public wishing to speak.

D. APPROVAL APRIL 17, 2024 SUMMARY MINUTES

A motion was made and carried to approve the April 17, 2024 Summary Minutes. Louis Feuer made a motion and Steven Alpert seconded. There was no opposition from the board and the motion passed unanimously.

E. BOARD LIASON REPORT

Danielle Lima began her report. She provided an update to the Small Business Academy. She had presented at SBA and said that the program continues to go well.

Danielle provided an update on public art. The Village Art Plaza Selection Committee was reviewing submissions for three murals to be placed in the plaza. Board Member Offir asked if there were ways to incorporate small businesses into the reveals of the art pieces. Danielle said there may be opportunities to do so and that she was open to the idea.

F. OLD BUSINESS

a. Small Business Resource Guide –

Board Member Feuer had a few recommendations for the resource guide and said he had done research related to providing financial resources to businesses. He said he had identified seven (7) points of interest.

1. Application fees for small businesses
2. Verify due dates
3. Funding orgs may no longer exist
4. Each org has funding limits
5. Orgs require a business plan
6. Some funding sources are loans and some are grants
7. Best place to start is the bank

Board Member McCloud did research as well, she found a link to US Grants and there is a way to register in the State of Florida. She was able to filter out information that is not relevant to Florida.

Board Member Offir asked if what the board was being discussed to put on the website has been approved by legal. Danielle responded and said that the board had just started working on the idea and not developed the idea enough yet to be reviewed.

Board Member Albert wanted to add elements to the guide that expanded beyond grants and loans. Danielle added that the board could focus on each resource topic and work to expand.

Board Member Offir was concerned that the guide would not increase grant applications from Sunrise Businesses. Board Member Shari Nourick said that it was important to still have a simple quick-start guide, especially for those new to the area, and that grants were just one layer to the guide.

The Board discussed Business Retention and Expansion Plan (BR&E). The board discussed the merits of a BR&E and the difficulties based on the city in creating one. Board Member Feuer brought up how 80% of small businesses in the United States do not have any employees. He mentioned that small businesses are the back-bone of the economy but lamented that big businesses get all the credit.

Chair McCloud asked the board to stay on task. She said that it was important to stay focused on specific targets related to the Small Business Resource Guide. Danielle said that businesses call her office on a consistent basis and that she would share the resource guide with inquiring businesses and that it would be incredibly helpful to existing businesses.

Board Member Feuer had concerns on whether the board should spend time creating the guide when the information can be found by searching online for these resources. Board Member Shari Nourick said that is important to have at least a redirection on the City's site since businesses often search through the City to find information. Board Member Feuer suggested adding a disclaimer to any external resources.

b. SMART Goals Worksheet

G. NEW BUSINESS

H. BOARD MEMBERS DISCUSSION

The board asked for updates regarding the Shop Sunrise program. Danielle said that they are exploring adjusting the program and that the partners are over 100 businesses. The Shop Sunrise team held an information session for all Shop Sunrise businesses.

I. ADJOURNMENT

Amber McCloud adjourned the meeting at 6:33 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.