



Summary Minutes

SMALL BUSINESS ADVISORY BOARD

June 19, 2024 – 5:30 p.m.

Everglades Conference Room

10770 West Oakland Park Blvd, Sunrise, FL 33351

Welcome and Call to Order By Amber McCloud, Chair - 5:33pm

Roll Call
Amber McCloud
Shenika Bennett-Martins – **Absent Excused**
Louis Feuer
Shari Nourick
Sybille Guichard – **5:51 arrival**
Steven Alpert
Liron Offir – **Absent Excused**

Danielle Lima – Economic Development Director

Lisa R. Brown – Administrative Assistant I

Reilly Bridgers - Intern

A. Open Public Discussion No member of the public wished to speak.

B. Approval of May 15, 2024 Minutes

Motion by Louis Feuer to approve the May 15th 2024 Summary minutes, the motion was seconded by Steven Alpert. The motion passed via unanimous consent.

C. Board Liaison Report (3 minutes speaking, 5 minutes questioning)

Board Liaison Danielle Lima informed The Board that the Art @ City Hall installation was complete and ready for viewing. She invited The Board members to visit and informed them that they would need security badges to visit floors 2-5.

D. Old Business

1. Small Business Resource Guide – Continued

Board Member Nourick had questions regarding the specific direction and purpose of the Resource Guide, and wanted to clarify with the Board members. She stated that it was not her belief that the Resource Page is being designed as a portal for grant applications, or funding opportunities for small businesses nor has it ever been intended as such. She expressed concerns that the purpose of the Resource Page was being misconstrued. She reiterated her position that the Resource Guide is more educational/informational with a focus on providing small businesses with generalized resources rather than funding. Board Member Feuer disagreed, stating that the City is not responsible for providing links to funding sources – particularly those in the Private Sector (like FedEx or financial institutions like banks) and could potentially dilute the mission of the SBAB – which is to support existing businesses, not businesses seeking funding. Member Nourick indicated that private sector resources and links to grant applications should not be included on the Resource page as she was concerned that such links can easily expire – leaving the Resource Page without accurate information. She also mentioned that the inclusion of private entities may appear as an endorsement – which she and the Board unanimously agreed should be avoided. All members of The Board and Chair McCloud agreed that the Resource guide should not include groups that are in the private sector. They agreed that the page should include links to stable government programs with a proven track record of assisting small businesses, as well as nonprofits that operate in the small business sphere and have been vetted. Board Member Feuer agreed, but reiterated his position that the City is not responsible for providing funding resources for small businesses.

Board Member Nourick presented the Board with suitable options for links that she had researched. Board Chair McCloud and member Feuer agreed with the choices she suggested, as did the rest of the Board

Board Member Alpert suggested that providing one-on-one and group mentorship to small businesses through events sponsored by The City and the Advisory Board would be a good way to support Sunrise small businesses.

Chair McCloud asked the board to remain on task. She asked the Board to remain focused on completing the Resource Guide so that it can go live as soon as possible. Liaison Danielle Lima informed the Board that her office fields inquiries from small businesses seeking assistance regularly, and that having a Resource landing-page that she could direct people to would be of great help to businesses needing assistance. Board Member Feuer questioned the validity of the entire Resource page, and stated that he believed the SBAB and City's mission is to support existing

small businesses to help them grow, not provide resources to start-ups. He restated his assertion that there are more than enough resources available online and provided a list of examples. Chair McCloud and member Nourick reminded member Feuer that the Resource Page is a place for people to find general assistance – not just grants/funding.

2. SMART Goals Reviewed

Chair McCloud opened up the floor for new ideas for SMART Goals other than those previously discussed. Board member Feuer suggested that additional marketing tools be added to the Resource guide – such as opportunities to become a vendor at City sponsored events, and offering technical assistance. Board member Alpert suggested one-on-one mentorship opportunities and symposia. Board member Nourick questioned whether technical assistance falls under the purview of the SBAB. Board member Feuer suggested providing resources, support and information regarding marketing opportunities such as sponsorships of local events to small businesses. He also stated that Shop Sunrise could be a game-changer for small businesses and the entire board agreed. Chair McCloud agreed that sponsorship and marketing opportunities would be valuable for small businesses and agreed that the resources list should include such line items.

Liaison Lima summarized the Resource Page discussion – solidifying the Board’s consensus that it will **not** focus on grants or private companies, but rather it will be purely focused on resources for small businesses and will have the following categories - City Resources, County/State Resources, Federal Resources and Non-Profit Resources. Chair McCloud agreed and stated that the Resource guide needs to be simple so as not to overwhelm small business owners, and that limiting categories is a positive step. Liaison Lima stated that she has all of the links to resources that The Board provided and she will send out an email with all of the resources so that each board member can review them and the Resource Page can be finalized.

Board member Feuer wanted to know if there is a way to track usage of the Resource Pages as he believes that tracking will provide valuable data to The Board. Secretary Bridgers indicated that he will look into whether or not the page can support tracking software.

Board Member Nourick suggested an advocacy component as well – referencing a government organization called The Minority Business Development Agency which has offices in Miami-Dade and Orlando, but does not have a presence in Broward. She offered to reach out to them and find out why their resources are not available in Broward.

Board member Alpert suggested more one-on-one mentorship opportunities and workshops sponsored by The City. He believes that this hands-on approach is extremely effective and yields great results. Liaison Lima informed him that The City has plans on creating more in-person educational and networking opportunities for local businesses and she believes that they dovetail well with the goals of the SBAB.

3. Shop Sunrise Proposed Updates

Liaison Lima informed The Board that there is an upcoming City Commission meeting where changes to the Shop Sunrise program will be discussed by the City Manager. There will be an ARPA presentation that will include the program. She invited The Board to attend the meeting if possible and/or listen into the proceedings.

Liaison Lima outlined the challenges to the program as follows: Sticker-Shock for residents – there is a \$100 minimum to be eligible for bonuses. This may keep some people from participating. Inconvenience – residents are required to keep and submit receipts to participate in the bonus program, and this may prove to be a hassle for some people. Lack of awareness – residents are simply not aware that the program exists. She indicated that there may be a need for a marketing plan and budget. Restaurant options are lacking and need to be enhanced. Incentives to consumers' needs to be increased so that the residents receive more than they spend when they participate in the program. The Business Visit Requirement is currently too high and needs to be lowered or eliminated altogether.

Liaison Lima outlined the following solutions: Enhancing the receipt-based program by increasing the incentives – Spend \$25 at one business (with receipt submission) get \$50, spend \$50, get \$100, spend \$100 get \$200, etc. She also outlined a second option which eliminated receipts and creates a pre-paid option with an equal match gift card bonus from The City after residency verification.

Board member Nourick stated that she thinks that the program is great, but expressed concerns about raising awareness. Liaison Lima outlined possible marketing strategies, and suggested that word-of-mouth would be the best marketing tool available. Board members were unanimous in praising the potential of the program and its benefits to both businesses and residents. Member Alpert requested additional pamphlets to provide to local businesses.

Member Guishard had questions about the origins of the funding for the program. Liaison Lima informed her that the program is being funded by an ARPA grant that was provided to The City during the COVID crisis.

Board agreed to continue to discuss the details of the Shop Sunrise program at the next Board meeting.

E. New Business

1. Barriers Facing Small Businesses

F. Board Member Discussion

Board agreed to continue to discuss the details of the Shop Sunrise program at the next Board meeting.

G. Adjournment

Chair Amber McCloud adjourned the meeting at 6:38pm

Transcribed by: Lisa R. Brown, Board Secretary/ *Lisa R. Brown*

If a person decides to appeal any decision made by the board, agency, or commission concerning any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and, 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.

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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 or she will need a record of the proceedings, and that, for such purpose, he or she 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 based F.S.S. 286.0105.

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