



Summary Minutes

SMALL BUSINESS ADVISORY BOARD

July 17, 2024 – 5:30 p.m.

Osprey Conference Room

10770 West Oakland Park Blvd, Sunrise, FL 33351

Welcome and Call to Order Amber McCloud, Chair - 5:32pm

Roll Call

Amber McCloud
Shenika Bennett-Martins
Louis Feuer
Shari Nourick
Sybille Guichard
Steven Alpert
Liron Offir

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 June 19, 2024 Minutes

Board Liaison Lima had to step out of the meeting. Motion by Member Steven Alpert to approve the June 19, 2024 Summary Minutes. The motion was seconded by Liron Offir. After approval of the minutes Member Liron Offir asked about the time allotted for the Board Liaison Report in the absence of the Board Liaison Lima, Board Secretary Bridgers attempted to clarify the change and informed the Board that the time limits were recommended by the City Clerk to ensure that Advisory Board meetings function smoothly. Member Offir stated that Secretary Bridgers was attempting to talk over him, that Secretary Bridgers is an intern and a guest of the City and is interfering with the operations of the Board. Member Offir then requested that Chair McCloud order decorum. Member Offir asked the Board if they had adopted the City Clerk's recommendation while he was not in attendance during the previous board meeting. Chair McCloud informed him that the Board in fact did adopt the new recommendation. Member Offir stated that the Board should not limit the time for the question/answer period with the Liaison as it may limit the Board's ability to get information about important issues. Board Chair McCloud stated that the time allotment is not meant to limit the Board, and if the Board needed more time for a question/answer period it would

be given. She further clarified that new time limit is simply a way to keep Advisory Board meetings on task and business moving forward in a timely manner. Secretary Bridgers was then recognized by Chair McCloud and explained that the Clerk's recommendation was presented to the Board during the initial Advisory Board meeting earlier in the year and the recommendations had been adopted by the Advisory Board. Member Offir objected to the recommendation and reiterated his decision to retract approval of the minutes, and moved to reconsider. No second was given for the motion to reconsider.

C. Board Liaison Report – Report waived

D. Old Business

1. Small Business Resource Guide – Continued

Board Liaison Lima returned to the meeting. Member Nourick shared additional resources with the Board that she compiled. She also informed the board that the Greater Ft. Lauderdale Alliance is not a resource for small business. She mentioned to the Board that the Resource Guide must avoid sending people seeking assistance to resources that are not designed to assist them. She also informed the Board that she does not believe that the Chamber of Commerce should be included in the Resource Guide. She requested that all of the suggestions for the Resource Guide be compiled and presented to the Board, she also stressed that the Resource Guide include organizations that target resources for minorities and women. Liaison Lima stated that while compiling the list of resources, she and Intern Bridgers determined that including hyper-specific resources could dilute the effectiveness of the Resource Guide. Member Nourick said that some targeted resources would be extremely helpful to many small businesses. Liaison Lima requested that the Board confirm the scope of the list, and any resource that they would like included so that she and Intern Bridgers can have it ready for review at the next meeting. Member Offir mentioned that most resources can be found in a Google search. Member Nourick reiterated that the Resource Guide is to be for information and education purposes, rather than a guide to funding. Member Feuer agreed that a broad set of resources would “open the door” for businesses to access additional resources for their specific needs, and would be on brand for the mission of the Resource Guide and the SBAB. He suggested that it be more of a ‘guide” to information. Member Nourick agreed, and suggested that the list be called a Guide. Liaison Lima informed the Board that renaming the list would be simple if that is what the Board decides. She informed The Board that she would provide a revised draft based for the Board to review at the next meeting. Board Member Bennett-Martins mentioned that she had additional resources that she would be sending for inclusion as well.

2. Shop Sunrise Proposed Updates

Liaison Lima informed the Board that the City Commission opted to discontinue the Gift Card program due to a lack of participation. The program simply did not gain the traction expected and the City is required to use the ARPA funds or

lose them. The Shop Sunrise discount program will continue and will remain live online. Applications are still being accepted from businesses that would like to participate in the program. The Gift Card program will be available until September 1st. Liaison Lima suggested that the program be removed from the SBAB agenda.

E. New Business

1. Barriers Facing Small Businesses

Member Feuer reviewed a few articles he read about the impact of COVID on small businesses and how it effected the entire business eco-system by shifting business from on-site, in-person to home-based and remote. He mentioned how remote work effected businesses, especially those that provide services for on-site workers – such as local restaurants that cater to the lunch crowds, dry cleaners, etc. He also mentioned the migration of businesses from brick and mortar to online, and how it has affected retailers both large and small. Member Nourick and Chair McCloud mentioned how many simply went out of business or truncated their businesses hours and models to cope with the shifts in their businesses. Member Alpert stated that not all businesses function well with remote staff and some have had to pivot back to on-site work, which is a challenge as well. Member Feuer pointed out that empty retail space isn't necessarily an indication of failed businesses since many businesses have shifted to home-based during COVID and never returned to retail spaces. Liaison Lima highlighted the point made regarding retail/office real estate and noted the increase in vacancy rates. Member Alpert pointed out that the dislocation may provide opportunities to reimagine the use of spaces as the gig-economy grows and co-working spaces are in demand. Member Alpert suggested that the Board may be able to help find some solutions. Chair McCloud stated that the adaptability of a business is highly unique and may be beyond the scope of the SBAB. Member Nourick agreed and also mentioned that funding and talent acquisition are major issues facing businesses in the Post-COVID business landscape. Chair McCloud asked the Board to try to focus on specific barriers that the SBAB can address.

2. Board Member Discussion

Chair McCloud inquired about the Art Plaza development and requested an update. Liaison Lima provided a quick update on Public Art and on the Art Master Plan. Member Nourick asked if the Barriers to Small Business bullet point on the Agenda is something that the Board would be tasked to address. Liaison Lima suggested that The Board use the topic as an opportunity to brainstorm and come up with new ideas to address the issues and keep abreast of new topics and challenges to small businesses. Member Nourick introduced the topic of co-working spaces.

3. Adjournment

Chair Amber McCloud adjourned the meeting at 6:38pm

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

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