



Summary Minutes

SMALL BUSINESS ADVISORY BOARD

August 21 2024 – 5:30 p.m.

Everglades 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 – **Absent Not Excused**

Steven Alpert

Liron Offir

Mark Lubelski – City Manager

Danielle Lima – Economic Development Director

Lisa R. Brown – Administrative Assistant I

Ashley Sambrun - City Manager Office Intern

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

B. Approval of July 17, 2024 Minutes

A motion was made by Steven Alter to approve the July 17, 2024 minutes. Seconded by Louis Feuer. The motion passed via unanimous consent.

C. Board Liaison Report

The Liaison provided a presentation highlighting the progress with various public art projects. The public art projects that have been completed include the traffic control box art wraps, butterfly mural, and city hall art wall projects. Projects in progress include the Flamingo linear Park Sculptures, the Parking Lot Sculpture, Interactive Upside-Down House, Art Plaza Entryway Sculptures, and the Historical Mural. There are also two other Murals in the selection process. Liron suggested that we find and work with more artists that are from Sunrise and have them recognized. Louis asked how can we highlight these artworks for people to notice. Mark mentioned working with Leisure and marketing to find ways to recognize and highlight the selected photographers for the City hall wall art

project who are based in Sunrise. Shenika discussed her experience in the Business Academy and suggested providing residents and visitors a tour of the City which would include showcasing the public art pieces. Liron also suggested using the tour to advertise local businesses surrounding the different artworks.

D. Old Business

1. Small Business Resource Guide – Continued

Louis reminded the Board that the resource page should be set as a guide for small businesses to refer to for guidance and resources to help businesses thrive. Shari suggested adding a disclaimer on the resource page clarifying that the goal of the page is only to provide helpful information to small businesses, and that City doesn't guarantee accuracy of other agency's resources and/or availability funding. Liron asked that the page be consistently updated to continue the flow of traffic for users and for the website to not lose credibility. Mark suggested the Business Resource webpage should be reviewed yearly by the Board so we can ensure that the page is being monitored and anything that needs to be edited will be taken care of. Amber suggested the resource page should be broader and not too specific to keep the page simple. Louis highlighted that Broward College provides a 5-week small business course that should be included on the resource page and try to find more organizations that provide things such as the courses for small businesses.

E. New Business

1. Barriers Facing Small Businesses

Current issues facing businesses are marketing and funding. Shari suggested hosting a workshop on a smaller scale aside from the Business Academy that will assist with new small businesses. Mark suggested working with the videographer on creating a short marketing tool for small businesses to get the word out on how to start a company and things to consider when establishing a business in the community. Liron discussed different stages for individuals who have small businesses and the city should create a plan to provide the how to steps to cater for each of these different stages. Danielle mentioned that it is hard to get people to sign up for the Business Academy, she explained that participants love the academy but getting people to sign up is difficult. Mark suggested sending out a survey to businesses who have completed the Business Academy to receive feedback.

2. Board Member Discussion

3. Adjournment

Amber McCloud adjourned the meeting at 6:41pm

Transcribed by: Ashley Sambrun, Board Secretary/ *Ashley Sambrun*

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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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