

Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | April 18, 2024

1. ROLL CALL

All members were in attendance with the exception of Hannah and Jacob. Keith (please add last name and role) is present. In addition, two community members attended.

2. PLEDGE OF ALLEGIANCE

Facilitated by:

3. APPROVAL OF MINUTES | (Date of Previous Meeting)

Mathew motioned approval of minutes from last minutes. Erin seconded motion; motion passed 5-0.

4. LIAISON REPORT

Erin Allen goes over 5x7 flyer discussed on last meeting to make sure we get feedback on it. She also mentions the windows & clings are on hold until William is available again. FAQ on website is also discussed, mentioning the website has been revamped and in the process of being updated, however most FAQ's are there. Also mentioned current and future construction projects will be added to the website under FDOT.

We discuss how can we collect FAQ's from the community- Camila suggests through Social Media by the use of Stories, Posts and Polls/Question Box. Commissioner Malega proposes a 30 second video promoting the use of the FAQ's on the website. As per Keith, It seems there is already a video for this that might need to get posted out again so the community can reach out to it either on YouTube or Social Media.

Within a few minutes of the meeting a community member joins, Roxana, with concerns regarding the fact that she has not been able to get any response back from anyone in the city, regardless of her bouncing around from department to department, call to call. She explains how she invested in promotional signs for a well-known car wash in the community and that within a few weeks the city made her put them down as they were not following the code. When she approaches the city to see what the codes and enforcements are, no one can get back to her yet she is being charged a fee on a daily basis.

Camila proposes an electronic kiosk where people can get information from to avoid going back and forth within departments. Erin suggests comparing different website municipalities to ours to see what we could be missing as we some are more developed than others. Sam brings up the fact that there is more bad talk than good talk in the city and this influences decision making such as investing in it. Ask how we can get reviews for the city themselves. Camila suggests perhaps a QR Code on every clerk's desk redirecting to the city's Google review page.

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As for the website, Erin proposes a top home page banner with images or videos of the city, making it more welcoming and interactive to the user. Mathew proposes beautification projects to welcome more people to visit and invest. Perhaps more murals.

Amy Gill also mentions her concern on how the city requests many documents to be notarized, making the process to open a business much more complicated. Erin suggests confirming what really needs to be notarized and what does not.

5. OLD BUSINESS

6. NEW BUSINESS

7. ADJOURNMENT

Erin Allen moved to adjourn the meeting, Camila and Mathews second. Motion passed 5-0