



Business Advisory Board Meeting
Lake Worth Beach City Hall
Large Conference Room

Thursday, December 11, 2025, at 6:30 PM

AGENDA

1. **ROLL CALL**

2. **PLEDGE OF ALLEGIANCE**

3. **ADDITIONS, DELETIONS, RE-ORDERING**

4. **APPROVAL OF MINUTES**

October 16, 2025

5. **OLD BUSINESS**

- a) **Circuit** – Marketing to Increase Ridership: Update from the City and Jason Bagley of Circuit on ways to market Circuit to increase ridership.
- b) **Empty Storefront Ordinance** – Update from the City on steps being taken to enforce the current ordinance governing signage/coverings/displays for vacant properties downtown and any proposed revisions to the current ordinance.

6. **NEW BUSINESS**

- a) **Guest:** Joan Oliva, CRA Executive Director - CRA
- b) **Guest:** William Waters, Community Sustainability Director – Update on the revisions to the Major and Minor Site Plan Review Process.
- c) **Marketing Events**
 - 1) Update from City on Evening on the Avenues and the 2nd Friday of the Month Block Parties
 - 2) Evening on the Avenues Budget (Amy Gill)
 - 3) Rebranding of Evening on the Avenues to “Sunset on the Avenues” or “Love Lake Worth Beach”

- 4) What can businesses do to promote these events
 - 5) Better communication of information to the merchants regarding what is happening downtown so they are aware and can promote the events. Establishing a central communication vehicle for dissemination of information.
 - 6) Ask the City's Public Information Officer, Rebecca Seelig, to attend the February meeting to see how we/businesses can partner to promote the businesses.
-
- d) **Survey to Businesses** – Consider creating a survey to be sent to the businesses to find out what is important to them, what they would be willing to help with, ideas in general.
 - e) **BAB Meetings Adjustments** - Consider having every other BAB meeting in the morning to accommodate businesses that are unable to attend a night meeting (mostly restaurants).
 - f) **Camila Zavala** – Update on discussions with the city information officer revisions to the BAB FB page.

7. **PUBLIC COMMENT**

*Public comment limited to 3 minutes per person on each item.

8. **REMINDERS**

- a) Email: BAB email is LwbBusinessAdvisoryBoard@gmail.com.
- b) The next BAB meeting will be February 19, 2025 at 6:30, venue to be determined.

9. **ADJOURNMENT**

Mission of the Business Advisory Board - To promote business development and support and sustain existing businesses within the city by identifying business opportunities and act as a liaison between the owners of businesses within the city and the city commission.