

Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | December 11, 2025, at 6:30pm

ROLL CALL

Present: Erin Allen, Sam Goodstein, Amy Gill, Jamie Brown, Interim City Manager; William Waters, Community Sustainability Director; Joan Oliva, CRA Executive Director

PLEDGE OF ALLEGIANCE

ADDITIONS, DELETIONS, RE-ORDERING

APPROVAL OF MINUTES

October 16, 2025 – Motion to accept minutes made by Hannah Crawford, second by Amy Gill. Passed unanimously.

OLD BUSINESS

a) Circuit - Marketing to Increase Ridership

Circuit representative Alana spoke on the 2 years' experience with Circuit. People are using it to go to Publix, Bennys, Lake Worth Towers, etc. 1600 LWB users, adding 80 new users a month. Good for town and environment. Friday and Saturday are the busiest days. Marketing with social media - rider survey.

Advertising on the Circuit - to be on the vehicles. Promos on connectivity with Tri Rail. Erin suggested window clings, other street signs, 14 x 8.5 poster in businesses to promote Circuit. Joan Oliva - comment cost per person is currently too high to be sustainable for users - 300 distinct users. Cost per rider is very expensive, \$70 per ride. Jon Faust - lots of discussion in town and with City on whether this is sustainable. Sam asked how many rides are missed. 20% do not get rides. Hannah suggested implementing a referral program where if you refer you get a free ride.

b) Empty Storefront Ordinance – Update from City on steps being taken to enforce the current ordinance governing signage for vacant properties downtown and any proposed revisions to the current ordinance.

William Waters commented code compliance can cite but can't MAKE anyone do anything. Basically they can cite but if people don't do anything then when someone wants to come in they either can't because of all the fines or the city has to forgive them to create a path to occupancy. So it's a losing situation.

New code along with vacancy registry program - would be taken to Council in January. Code cases go away when people put in a business

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There have been several promotional things put together that no one has responded to. Sam thinks we need to promote more new businesses.

Joan Oliva - CRA will work on marketing the City – they have hired a marketing firm - glad we have surveys in - marketing firm will present findings.

Shanon and Phil Materio, owners of McMow Art Glass, expressed that they are in the middle of the block of uncaring business owners - alley used for car repair place, house behind them puts dead cars in alley, homeless people in parking lot, garbage in alley, toilet bowls, need a plan for Dixie highway, asking for help from Business Advisory Board and the City.

NEW BUSINESS

- a) **Guest:** William Waters – Update on the revisions to the Major and Minor Site Plan Review Process.

Admin adjustments to minor and major site plan reviews coming in March. The reasons we have such high vacancies is tenants are unable to rent, pay TI, etc; we do not have an enterprise zone or other improvement districts, we have very high electric rates for commercial businesses, commercial insurance rates are high, millage is too high, no parking, the city lost its grant writer and economic director and the City Manager-- no one to help fix these items or to market for new.

MARKETING EVENTS

- a) *Evening on the A is rebranded as Sunset on the Ave and the first event is February 13.*
- b) *South J Street is holding block parties that do require purchase of a ticket.*
- c) *Leisure Services - ask for funding. We need to send letter and ask for marketing funding for street parties and Evenings on the Avenue-- Erin to do this.*
- d) *Jaime - events lots more expensive , lots of security*
- e) *Look at economic development comprehensive plan and give feedback.*
- f) *Link to Joan's calendar- please push this to everyone in social media world.*
- g) *How to get more people to come -business license renewals end of July we could send add with mailer*

PUBLIC COMMENT

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

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ANNOUNCEMENTS

The next BAB meeting will be February 19, 2026, at 6:30pm, at the Lake Worth Beach Library.

ADJOURNMENT

Respectfully Submitted By: _____
Amy Gill, Secretary

DRAFT