

Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | November 16, 2023

1. ROLL CALL

City Manager Carmen Davis, Liaison, called the membership roll.

Member(s) Present: Erin Allen, Amy Gill, Sam Goodstein, David Mathews, Jacob Roedsens, & Camila Zavala

Member(s) Absent: Hannah Crawford

2. PLEDGE OF ALLEGIANCE

City Manager Carmen Davis "City Manager" led the Pledge of Allegiance.

3. APPROVAL OF MINUTES

a. October 19, 2023

Erin Allen motioned approval of minutes from last minutes. Amy second-motion passed 6-0

Guest Speaker: William Waters, Director of Community Sustainability

4. LIAISON REPORT

City Manager provided response on last minutes' members' ideas. She confirmed the Business Advisory Board "B.A.B" website is verified. Erin suggested empty storefronts can be kept aesthetic by using art created by kids in the community. William stated there is certain percentage of the window that cannot be covered. Erin suggested the CRA pays for window clogs if they are around \$100 to \$150.

As for the B.A.B. website, Erin suggests adding each of the B.A.B. members' contact information. City Manager confirmed liaison will be added to the website. William suggested an email to be created for the Business Advisory Board. City Manager stated she will check on emails for all boards.

Amy moves on to suggesting website accommodations like:

Better way of navigating it, making topics easier to find. David agreed on the website being difficult to browse. William stated categorizing the website might be hard to do as there are also other parties/organizations involved in the development of it. City Manager stated the website has basic info and she will note to consider enhancing the FAQ's.

Erin suggests a new business detailed checklist be added to the website. William stated the website is in process of getting updated.

City Manager suggested members partner with the NAPC. She also stated they are working on reviving the evenings on the Avenue.

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Jacob suggested businesses partnering up with other businesses- in a way that if they have space in their storefront window, to give that space to other businesses to advertise. William stated that by code, that is not allowed.

Murals on business properties to enhance the city were also suggested. William stated there is already a mural grant for businesses and that it works on a first come first served basis.

Having a monthly meeting on a local business was also a suggestion as well as featuring a local business every month on social media.

Sam suggested having all meetings recorded and uploaded to Youtube. City Manager stated they are.

Erin asked how to let people know the B.A.B. is here to help. William suggested bringing LULA and CRA in along with a press release. City Manager also suggested sending out information to the registered business owners. William stated emails are not kept on file. City Manager, instead, suggested adding a note to all business licenses stating the B.A.B. is there to help. She also suggested placing it on the City's newsletter, social media and press release, along with flyers in-office.

Finally, William explains in detail how the Lake Worth Beach Business License Application process works.

5. OLD BUSINESS

6. NEW BUSINESS

7. ADJOURNMENT

Respectfully Submitted By: _____


Camila Zavala, Secretary