

# Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | February 15, 2024

---

## ROLL CALL

Erin Allen, Chairperson call the membership roll.

Member(s) Present: Erin Allen, Amy Gill, Jacob Roedsens, Sam Goodstein, David Mathews, Hannah Crawford

Member(s) Absent: Camila Zavala

Also Present: Joan Oliva, CRA Director; Sarah Malega, Commissioner District 1; Wes Blackman, Urban Planner, Presenter

## PLEDGE OF ALLEGIANCE

## ADDITIONS, DELETIONS OR REORDERING

## APPROVAL OF MINUTES - November 16, 2023

Amy Gill moved to accept the minutes. Seconded by Dave Mathews. Passed unanimously.

## OLD BUSINESS

1. **Letter to Registered Licenses for Business Tax Receipt (LBTR) to get the word out about the BAB.**
  - a. Suggested announcement in utility bills but was brought forth by Commissioner Malega that businesses receive their bills online and do not get a paper copy. Joan Oliva said the CRA could do an email blast. Jaime will look into how many LBTRs there are and the cost of doing a mailing to each. A press release will be created and sent to all newspaper outlets.
  
2. **Update on enforcing ordinance requiring downtown storefronts that are empty to have window wraps.**
  - a. The ordinance governing vacant buildings in the downtown area that are vacant currently allows either brown paper, curtain, vignette or window clings. A couple of things were discussed.
  
  - b. The precise of cost of clings would be found out so we would know how expensive this option would be for a business owner. For larger properties maybe there would only be a requirement to apply a cling to the entrance area and the rest could be covered in paper. William Waters brought up at a prior meeting that the police do not like the entire window to be covered for safety reasons. Erin suggested that maybe half the window could be covered, allowing a visual opening for police

# Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | February 15, 2024

---

to monitor the interior while providing an aesthetically pleasing visual for passers-by.

- c. Hannah brought up the possibility of other businesses being allowed to advertise their business in the window. That brought up whether a permit would be needed because it's considered an advertisement sign. Maybe an exception could be made for this application. Joan said the clings are pictures of Lake Worth Beach things such as the beach, Triangle Park, etc. Jaime suggested we have
- d. William Waters attend the next meeting to help us craft something that could be enforced and may require some changes to our city sign ordinance.

### 3. Update on Circuit

- a. Joan Oliva updated the board on Circuit. The CRA has been working hard to get this service online and it has finally been approved by the city commission. Cars will be running in 60-90 days, and fully functional by March. There has been a request to have a couple cars for the Street Painting Festival but it has not been promised that they can fulfill that. There will initially be 2-3 cars in circulation, and it will be an on-demand system that interfaces through a phone app. The fee is \$1.00 for an adult and children are free. The route is from 7<sup>th</sup> Avenue North to 6<sup>th</sup> Avenue South, Tri-Rail to the beach.

### 4. Decision on moving forward on idea of flow chart for City's website for new businesses, FAQ's.

- a. Jaime said they would get a dedicated link to the Business Advisory Board that would have our mission statement and the board members. Part of this link would have a link to FAQ's for "new businesses". The city site would also be enhanced to have information relevant and targeting individuals that may come to the site that want to open a new business in town.

### 5. Vote on recording meetings and posting to city YouTube Channel

- a. Sam Goodstein made a motion to have the meetings recorded and posted up to the city YouTube Channel. Seconded by Amy Gill. Passed unanimously.

# Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | February 15, 2024

---

## **NEW BUSINESS**

### **1. Requirements for a Minor Site Plan Application**

- a. Wes Blackman, principal of CWB Associates, Urban Planner, presented a comprehensive overview of the city's current "minor" site plan review. The minor site plan review was discussed at length. The minor site plan review is cumbersome and onerous in its present form, and a proposed revision of the minor site plan review was given to the board members by Mr. Blackman with areas highlighted that could be revised to make it more manageable and friendly to navigate for someone required to go through the process.
- b. A motion was made by Amy Gill to have Jamie take to the city a recommendation to look at the site review code to make it easier for businesses to locate in town and to review what other communities are doing, and come back with suggested changes to our existing site plan review and application in order to promote being small business friendly. The Business Advisory Board and Mr. Blackman could make a formal presentation to the city officials for consideration. Seconded by Hannah Crawford. Passed unanimously.

### **2. FDOT Road Improvement Project**

- a. The scope of the FDOT project is from A Street to Golfview Road on Lake and Lucerne Avenues. The project will begin February 27. The City will have a liaison to go to weekly FDOT meetings to keep the businesses updated on the schedule and areas of construction.
- b. It was brought up by Mr. Blackman that since we have the FDOT's ear, we should ask for a "Downtown Historic Lake Worth Beach" sign on I-95, directing people to get off and explore the downtown.

### **3. Suggestions on how to let the public know we are "open for business" were the following:**

- a. The CRA has banners made that will be displayed on Lake and Lucerne Avenues and will also be advertising in the Sun Sentinel and Palm Beach Post.
- b. Parking should be identified well with signage.
- c. Additional lights on poles in the alley was discussed as a safety aspect of people parking in the alleyway city parking lots in the evening.

# Business Advisory Board

City of Lake Worth Beach

Meeting Minutes | February 15, 2024

---

- d. Amy Gill suggested some things she's seen towns do that are undergoing similar improvements and one was to have an "Alley Crawl" where people use the backdoors of businesses to enter the store.
- e. The new city Events Coordinator, Teana Lindsey, will be tapped into for suggestions and direction.

#### 4. PUBLIC RELATIONS

- a. Erin Allen asked what the city is specifically doing in terms of a formal public relations campaign. Erin said she was informed that Cinde Martin was hired by the city to execute a public relations campaign and would like to know more about what she has done in her engagement for the city and what plan(s) has been formed and/or executed as a result of her employment. Jaime was not aware of anything specific about public relations but would check and report back at our next meeting.

#### ADJOURNMENT

Motion to Adjourn by Amy Gill, seconded by Hannah Crawford. Passed unanimously.  
8:00 pm.

Respectfully Submitted By: \_\_\_\_\_



Camila Zavala, Secretary