



THE VILLAGE OF
NORTH PALM BEACH
Village Manager's Office

"THE BEST PLACE TO LIVE UNDER THE SUN"

Business Advisory Board

MINUTES

Village Hall Conference Room

Tuesday, April 19, 2022
5:30 pm

1. Call to Order: Village Manager Andy Lukasik called the meeting to order at 5:31 pm.
2. Roll Call:
 - Present: Nina Balgar, Marshall Gillespie, Adam Jones, Ronald Lantz, Veronica Frehm
 - Absent: Dave Talley, Nathan Kennedy
 - Also Present: Andy Lukasik, Village Manager; Susan Bickel, Councilmember
3. Public Comments: None.
4. March 10 Business Networking Event - attendance was approximately the same as the December 8, 2021 event.
5. Future Business Networking Events:
 - a. Establish and provide a regular networking event bi- monthly schedule to local businesses.
 - b. Committee will determine which owners they will invite to sponsor each event.
 - c. Venue could be Farmer's Table or at the owners' place of business.
 - d. Restaurateurs could provide a sampling of their food, short presentation and donate a gift card to encourage patronage.
 - e. The next networking event will be in September.
 - f. Committee member Veronica Frehm, Mac Arthur Beach State Park Executive Director, offered the park as the September networking event venue and suggested a restaurant provide breakfast or lunch.

6. Business Advisory Board Mission/Goals/Objectives:
 - a. Market North Palm Beach businesses utilizing a “Shop Local” campaign.
 - i. Create a local business owner online directory for inclusion on the Village website with categories such as contractor, retail, restaurant, doctor, recreation, etc.
 1. Village staff will create an online form which will populate a database.
 2. Identify business owners that live and work in North Palm Beach.
 3. QR code and/or link to the online directory will be included in the weekly eNews and in the monthly newsletter.
 4. QR code magnet could be sent to each resident.
 5. Stress that it’s a local business owner directory and not a recommendation.
 6. Village could partner with Palm Beach North Chamber of Commerce for inclusion in their directory.
 - ii. A new resident “welcome basket” could be delivered which would include the online directory QR code or QR code magnet.
 - b. Continue to survey business owners regarding their needs/means to improve.
7. Next meeting: the next meeting will be on May 17, 2022 at 5:30 pm in Village Hall.
8. Adjournment: the meeting adjourned at 6:32 pm.