



THE VILLAGE OF  
**NORTH PALM BEACH**  
Village Manager's Office

*"THE BEST PLACE TO LIVE UNDER THE SUN"*

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**Business Advisory Board**

**MINUTES**

**Village Hall Conference Room**

**Tuesday, June 21, 2022**

**5:30 pm**

1. Call to Order: Functional Manager Russ Ruskay called the meeting to order at 5:31 pm.
2. Roll Call:
  - Present: Ronald Lantz, Dave Talley, Nina Balgar, Veronica Frehm, Marshall Gillespie, Adam Jones
  - Absent: Nathan Kennedy
  - Also Present: Chuck Huff, Public Works Director; Darryl Aubrey, Councilmember
3. The Minutes of the May 17, 2022 regular meeting were approved.
4. Public Comments: None.
5. New Business:
  - a. Web Page and Branding Initiatives - the board is in support of the VBIZ concept however, would like to see another logo with the NPB rather the VBIZ.
6. Old Business:
  - a. Networking Events Proposed Yearly Calendar:
    - i. The board would like to have the networking events alternate morning to evenings if possible.
    - ii. The board supported the yearly event calendar of having events in February, May, August and November.
  - b. July 12 Event - Veronica Frehm discussed the Friends of John D. MacArthur Beach State Park event details.
  - c. Shop Local Event – the board wants staff to provide two options for the shop local event. One being a single day promotion with the other being a few weeks long with a discount card for local businesses.

- d. Business Directory - the board supported having the business directory on the web page, understanding there may be some issues regarding businesses in the Village that are operating without a BTR.
- 7. Next meeting: the next meeting will be on July 19, 2022 at 5:30 pm in Village Hall.
- 8. Adjournment: the meeting adjourned at 6:00 pm.