

**BUSINESS ADVISORY BOARD  
Cooper City Hall Auditorium  
9000 SW 50<sup>th</sup> Place, Cooper City, FL  
Minutes for July 15, 2020 Meeting**

**Hofit Lottenberg, Secretary, called meeting to order at 6:40pm.**

**Sign in sheet verified and roll call taken.**

**Present:**

Vonnie Keyser  
Ray Briant  
Sandi Rogacki  
Hofit N. Lottenberg  
Olga Espirito  
Cara Pasquale  
David Wilson<sup>1</sup>  
Denise Lasarte, City Liaison

**Absent:**

Mark Holmes  
Joel Rzepko  
Vanaya Bredy

**Guests:**

Howard Meltzer  
Joe Napoli

**1. Review and approval February 19, 2020 Minutes**

Cara Pasquale motioned to approve the minutes from the February 19, 2020 meeting. Motion seconded by David Wilson. All aye signified no opposition. **Motion passed.**

**2. Old Business**

- a. **Chamber Vendor Table and Seat:** Tabled indefinitely due to Covid-19.
- b. **Chamber Business Community Member Seat:** Tabled indefinitely due to Covid-19.
- c. **Business Advisory Board related service hours:** Tabled to next meeting.
- d. **Promotional Items Order and Purchase Update:** Tabled to next meeting.
- e. **Report from Denise:**
  - i. Denise Lasarte to report as to whether BAB can have a link from the Chamber website with its purpose, member list, bios, and photos.
  - ii. T-Shirts with BAB member logos, and BAB logo, were purchased but 4 BAB members have not yet submitted payment. She will hold on to the T-Shirts for whenever the event is scheduled again.
- f. **Bios and Photos for BAB Website:** Everyone submitted information but some need to be updated. Ray Briant will contact each member accordingly. This item can be removed from the agenda.
- g. **Status of Promotional Items:** Promotional items for BAB are being stored in Denise's office. Each member of the BAB should go by and take a box to store.

**3. New Business**

- a. **Review previous minutes to get caught up after Shelter in Place orders.**

- i. Olga Espirito advised that she too does not yet have a BAB name tag. Hofit Lottenberg motioned to approve the purchase of a name tag for Olga Espirito. Motion seconded by Ray Briant. All aye signified no opposition. **Motion passed.**
- ii. Shop Local Initiative to be tabled indefinitely due to Covid-19.
- b. Discuss Board's Role in Working with City Manager to Create and Implement New Image for Cooper City as an Attractive Business Destination.**
  - i. Joe Napoli presented on this topic. Currently, only 8-10% of City's revenue comes from the commercial sector.
  - ii. The group discussed various ideas, including:
    - 1. Creating a video of the members, with each catching a ball, to introduce members and advise the public of BAB's role and each member's availability to assist.
    - 2. Purchasing masks with the BAB logo to provide to local businesses to give out to any potential patrons without a mask.

Vonnie Keyser to add both the ideas to the next agenda.
  - iii. Discussion re: Marty Sherwood and Office of Economic and Business Development. Denise Lasarte to email Vonnie Keyser additional information to add to next agenda.

**NEXT MEETING DATE & TIME: August 19, 2020 at 7:00pm**

**ADJOURNMENT:**

Hofit Lottenberg moved to adjourn the meeting. Motion seconded by Ray Briant. All aye signified no opposition. Meeting adjourned at 7:47pm.

Minutes completed by: Hofit N. Lottenberg

The foregoing minutes were approved on \_\_\_\_\_, 2020.

By: \_\_\_\_\_  
 Vonnie Keyser  
 Chairperson