

BUSINESS ADVISORY BOARD
City Hall – 9000 SW 50th Place
Minutes April 17, 2019

Chair, Vonnie Keyser called the meeting to order at 7:15 pm.

Sign in Sheet verified and roll call taken.

Present:

Ray Briant
Gary Bauer
Vonnice Keyser
Cara Pasquale
Hofit Lottenberg
Joel Rzepko

Excused Absent:

Sandi Rogacki
Vania Bredy
David Wilson

Guests in attendance:

None

- 1. Verification of sign in sheet.**
- 2. Review and completion of attendance sheet.**
- 3. Review and approval of March 20, 2019 Minutes**

Cara Pasquale motioned to approve the minutes from March 20, 2019 meeting. Motion seconded by Gary Bauer. All aye signified with no opposition. **Motion passed.**

Chamber Vendor Table & Chamber lunch seat - presented by Vonnie Keyser. Discussion re: decisions on purchases by the Board (i.e. giveaways). Chamber Vendor Table needs to be manned and have giveaways.

- 8.5" x 11" - 4 units. *Tina will order the paper holders up to \$100.
- Tina to order pads of paper (x500) and pens (x1000) with the logo, not to exceed \$1,000.00 with tax and shipping. **Cara to check prices and bring back to the Board for discuss and approval.**

Gary Bauer motioned to approve the purchase of pens and notepads at a cost not to exceed \$1,000.00. Motion seconded by Hofit Lottenberg. All aye signified no opposition. **Motion passed.**

Gary Bauer motioned to approve the purchase resin holders not to exceed \$100. Motion seconded by Ray Briant. All aye signified with no opposition. **Motion passed.**

Schedule of manning the Chamber Table:

May 15, 2019 - Hofit N. Lottenberg (Gary to use BAB seat and attend luncheon).

June 19, 2019 - Vonnie Keyser

Vonnie Keyser will be responsible to send an email to Denise Lasarte @ DLasarte@coopercityfl.org - at least one week prior to luncheon to register a BAB member.

The City of Cooper City agreed to allow the BAB to invite a new business member to use a City seat at the chamber luncheon. For the May luncheon, Ray Briant to call new businesses in Cooper City to determine whether the new owners are interested in attending.

Vonnie Keyser will be responsible to send an email to the City Manager one week prior to the luncheon to register the BAB Guest Attendee.

For following months, Vania Bredy should invite the new businesses she is calling to greet and to invite them to attend the next chamber luncheon.

Social Media Guidelines

Reviewed Social Media Guidelines from Michelle Alvarez, Public Information Officer. A copy of the Social Media Guidelines reviewed is attached to these minutes.

Current administrator of Facebook page is Joel Rzepko. He will turn over the administrator duties to Ray Briant to manage going forward. Vonnie read proposed introductory post.

Cara Pasquale motioned to approve that Ray Briant and Vonnie Keyser will be making decision jointly to approve postings to social media (they both must agree to post it). Motion seconded by Gary Bauer. All aye signified with no opposition. **Motion passed.**

Proposed New Business - Joel Rzepko

Flag ordinances - Flutter flags - City gave reprieve on ordinance to allow local businesses to put a flutter flag on the road without advising the BAB. Create agenda item to address the

commission on this particular item. Ray Briant suggested presenting a more limited allowance for the flutter flags. Gary Bauer suggested splitting months by even and odd addresses, to reduce the number of flags. Joel suggested requiring a permit, and only allowing it for 6 months per year. Other suggestions include 30-day permit - up to six times per year. May allow Growth Management to determine limitations on specs of flags.

Joel Rzepko to present at the next BAB meeting regarding presenting a proposal to the Commission.

Old Business:

- May 16, 2019 Seminar

Cara Pasquale motioned to withdraw May 16, 2019 date for the seminar. Motion seconded by Gary Bauer. All aye signified with no opposition. **Motion passed.**

-Co-Sponsored Chamber Event -

- September 30th - end of budget year.
- Vonnie Keyser suggested an event to learn about the BAB.
- Joel Rzepko suggested a mailer in lieu of the seminar.
- Ray Briant suggested sending a pen in the envelope. Also starting a campaign that will bring them to the website that will show them what we do.
- Per Tina, we can obtain Cooper City business info with a request from business tax dept for home office addresses and a request from fire department for fire inspection reports.

Discussion is tabled.

-“Sister Cities”

- Max going to Italy in June and would like to present them with a proclamation at that time.
- Gary Bauer proposed the name “City Connection”
- Joel suggested bringing in a marketing student as an intern to handle this project to present to the commission as an alternative to the BAB handling it.

Vonnie Keyser to present on May 14, 2019 City Commission meeting on City Connection suggestions.

Ray Briant motioned to appoint Vonnie Keyser to attend the commission meeting on May 14, 2019. Motion seconded by Gary Bauer. All aye signified with no opposition. **Motion passed.**

BIOs

Ray Briant requested that we prepare a biography of each board member to post on the BAB website, 2 paragraphs each. Also suggested that we take a group photo to post.

Volunteer Hours

BAB agenda will include line for volunteer hours by Board members.

NEXT MEETING DATE: May 15, 2019

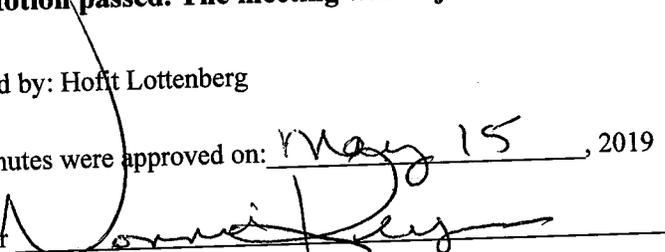
ADJOURNMENT:

Hofit Lottenberg motioned to adjourn. Gary Bauer seconded the motion. All aye signified with no opposition. **Motion passed. The meeting was adjourned at 9:00 pm.**

Minutes completed by: Hofit Lottenberg

The foregoing minutes were approved on: May 15, 2019

By Vonnie Keyser


(Chairperson)

SOCIAL MEDIA GUIDELINES
City Advisory Boards
April 17, 2018

While we encourage the use of social media, we must ensure that all social media accounts associated with the City of Cooper City are monitored by the City's Public Information Officer. It is important that users are able to easily differentiate between the official City accounts and those that have been created by Advisory Boards.

We are currently developing a detailed set of standards, but in the meantime I can share the following guidelines:

1. The City's official logo may not be used on the Advisory Board social media accounts. The logo may not be altered. I can provide you with alternatives or you may propose your own.
2. The City website and City social media account banners may not be copied and used on Advisory Board accounts. These banners may not be altered.
3. Any questions submitted to the Advisory Board's social media account that do not directly relate to Advisory Board activities MUST be referred to City staff for response.
4. ALL social media accounts associated with the City and Advisory Boards are subject to Sunshine Law and First Amendment Rights. You may not delete your posts, delete comments, or block users/critics, unless comments are inappropriate (i.e. profanity).
5. Your ABOUT tab should include the following advisories:
 - a. The Account is an Advisory Board account and not an official city account.
 - b. The City of Cooper City should be contacted on all matters not related to the activities of the Business Advisory Board at 954-434-4300 or coopercityhall@coopercityfl.org.
 - c. Commenters are asked to be respectful of the Board and others who comment. Profanity will not be tolerated.
 - d. All comments are subject to public records requests.

I must also ask the page administrator add me as one of your page administrators with full access (<https://www.facebook.com/michelle.deanalvarez>). I will not post on your behalf or be responsible for responding to inquiries. This access is only for emergency access and continuity.

I realize that these restrictions are new to you, but these are the parameters that we must observe as your local government. Please do not hesitate to reach out to me if I may be of assistance in providing further explanation or assistance.

Michelle Alvarez
Public Information Officer
954-434-4300 #224
malvarez@coopercityfl.org