



City of Lauderdale Lakes
Office of the City Clerk
4300 Northwest 36 Street - Lauderdale Lakes, Florida 33319-5599
(954) 535-2705 - Fax (954) 535-0573

CITY COMMISSION WORKSHOP AGENDA
City Commission Chambers
April 22, 2024
5:00 PM

Please join the meeting via Zoom
<https://us06web.zoom.us/j/84026450379>

Please join the meeting via telephone:
1 305 224 1968 or 1 309 205 3325
Meeting ID: 840 2645 0379

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1. **CALL TO ORDER**
 2. **ROLL CALL**
 3. **DISCUSSION**

REVIEW OF THE APRIL 23, 2024 CITY COMMISSION MEETING AGENDA

4. **DISCUSSION OF PROPOSED ORDINANCE(S)**
5. **ADDITIONAL WORKSHOP ITEMS**

A. PRESENTATION FROM THE YOUTH COUNCIL ON CHILDREN'S WEEK

B. UPDATE ON LAUDERDALE LAKES BEAMS

This is an update to provide an overview and described the accomplishments of the Lauderdale Lakes Business Elevation and Marketing Support Program (LL BEAMS) launched in January 2023.

C. UPDATE ON MARKETPLACE PLAZA CODE COMPLIANCE CONCERNS

D. UPDATE ON DEVELOPMENT SERVICES BUILDING

E. DISCUSSION REGARDING BUDGET ADVISORY COMMITTEE COMMISSION APPOINTEES

This item is presented to the Commission in order to share guidelines for the appointment of Budget Advisory Committee Members by the City Commission.

F. DISCUSSION REGARDING CREATION OF A VETERANS PARK (SPONSORED BY COMMISSIONER MAXWELL-WILLIAMS)

This is a discussion regarding the creation of a Veterans Park in the City.

6. **REPORTS**

FUTURE MEETINGS:

The next City Commission Workshop will take place on May 13, 2024.
The next City Commission Meeting will take place on May 14, 2024.

PLEASE TURN OFF ALL CELL PHONES DURING THE MEETING

If a person decides to appeal any decision made by the Board, Agency, or Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (FS 286.0105)

Any person requiring auxiliary aids and services at this meeting may contact the City Clerk's Office at (954) 535-2705 at least 24 hours prior to the meeting. If you are hearing or speech impaired, please contact the Florida Relay Service by using the following numbers: 1-800-955-8770 or 1-800-955-8771.

Mayor Veronica Edwards Phillips - Vice-Mayor Mark Spence

Commissioner Tycie Causwell - Commissioner Karlene Maxwell-Williams - Commissioner Sharon Thomas

CITY OF LAUDERDALE LAKES

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Fiscal Impact: No

Contract Requirement: No

Title

UPDATE ON LAUDERDALE LAKES BEAMS

Summary

This is an update to provide an overview and described the accomplishments of the Lauderdale Lakes Business Elevation and Marketing Support Program (LL BEAMS) launched in January 2023.

Staff Recommendation

Background:

On January 10, 2023, the City of Lauderdale Lakes launched *Lauderdale Lakes Business Elevation and Marketing Support program (LLBEAMS)*. This was a free 12-week educational and strategic program tailored to assist entrepreneurs in the City of Lauderdale Lakes with the skills needed to grow their business.

LL BEAMS applicants must be in business at least 2 years, be a registered business in the City of Lauderdale Lakes, and provide a business tax receipt from the City of Lauderdale Lakes to qualify as a program participant. Entrepreneurs were also required to dedicate at least 5 hours per week to the growth of their business.

Funding Source:

Fiscal Impact:

Sponsor Name/Department: Vielka Buchanan, Economic Development Manager/ CRA Department

Meeting Date: 4/22/2024

ATTACHMENTS:

Description	Type
□ Report Overview	Backup Material



Program Overview and Accomplishments



On January 10, 2023, the City of Lauderdale Lakes launched **Lauderdale Lakes Business Elevation and Marketing Support program (LLBEAMS)**. This was a free 12 week educational and strategic program tailored to assist entrepreneurs in the City of Lauderdale Lakes with the skills needed to grow their business.

Eligibility Requirements

- Ambitious growth-minded entrepreneurs ready to dedicate at least 5 hours per week for 12 weeks to work on their business so that they may get more customers
- Has a business tax receipt from the City of Lauderdale Lakes
- Has been in business for more than 2 years



Program Overview

- **Marketing Education**
 - Top experts teach LIVE online class via zoom
 - 7 Live Zoom classes
- **One-one-One Marketing Technical Assistance**
 - Avoid pitfalls and elevate your brand with support from a marketing coach
 - 7 One-on-one marketing technical assistance coaching sessions
 - 3 In-person Work Sprint Labs
- **Real Life Marketing Planning**
 - Learn by working on a plan that is customized for your business
 - LL Beams program guide and 1 LL Beams workbook
 - Workbook review and feedback

- **Peer Networking**
 - Connect with city leaders and other entrepreneurs in your cohort
 - 5 In-person peer networking events
- **LL Beams Pitch Competition**
 - Opportunity to pitch your business in front of possible funders
 - Chance to win a FREE website and marketing materials

Class & Technical Assistance

During these sessions, various aspects of marketing were covered including Marketing 101, customer survey creation, SWOT analysis, focus group techniques, winning pitch competition, understanding target audience, conducting competitive analysis and brand auditing.



Lab & Technical Assistance



Deliverables

Over 12 weeks, 54 hours of virtual marketing classes and 42 hours of one-on-one virtual coaching sessions were held. Outcomes included:

- Marketing Plan (customized)
- Pitch Deck
- Social Media Content Calendar
- Digital ads
- Social media content library
- Marketing campaign
- Press release template



Accomplishments

15 business
owners applied

13 business
owners
accepted

10 business
participants

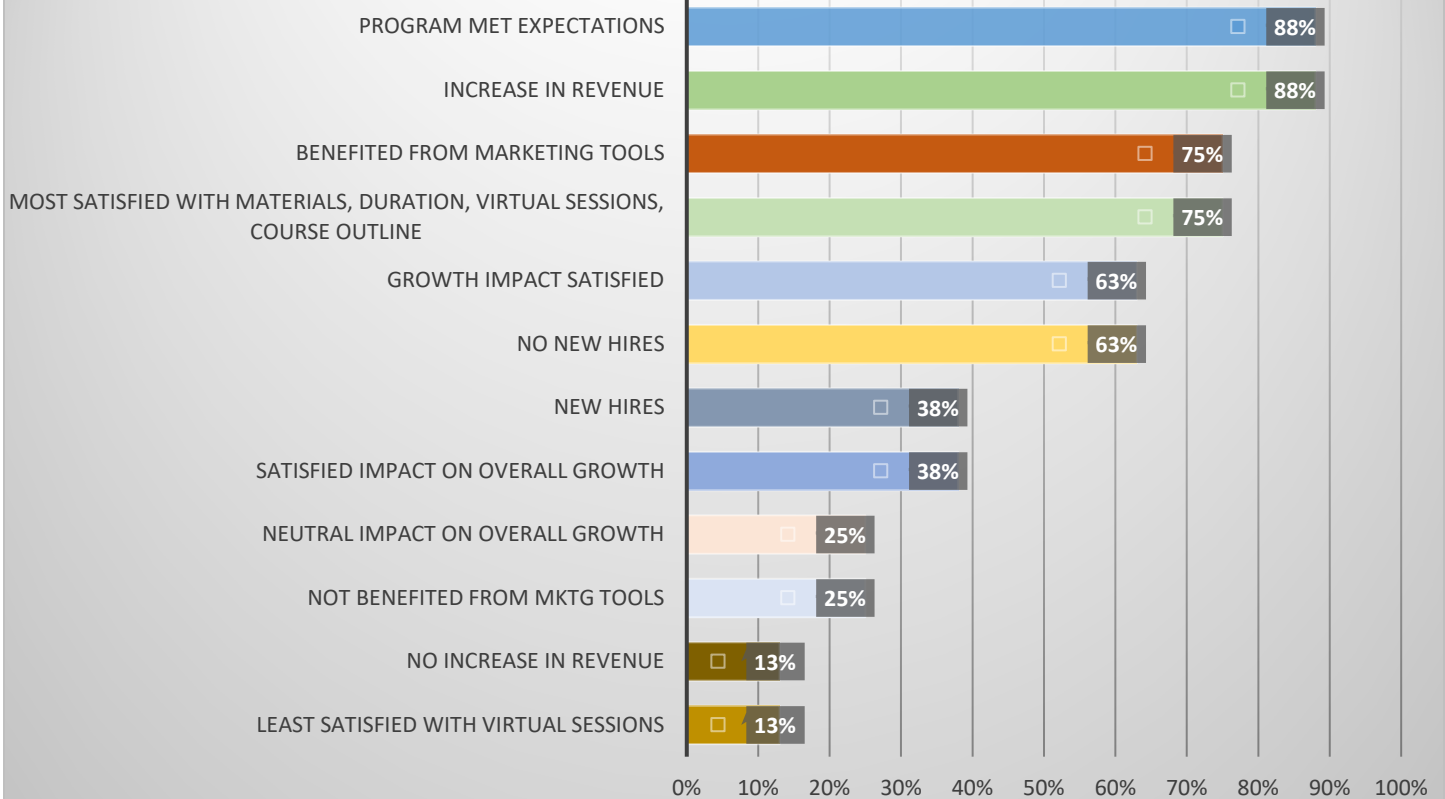
8 business
owners graduated

Marketing Tools Created



496 Total Assets Created

LL Beams Survey Results



Eight businesses graduated from the program and completed the survey

Survey Results

- 88% of survey respondents indicated that the program met their expectations and they have experienced increase revenue ranging from \$4,001 - \$15,000 after graduation.
- 75% of the survey respondents benefited from the marketing tools obtained and were most satisfied with the materials used, duration of the program, content of the virtual sessions and course outline.
- 63% of the survey respondents were satisfied with overall impact growth out of which 38% of the participants hired new employees (between 1 to 2 individuals).

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Fiscal Impact: No

Contract Requirement: No

Title

DISCUSSION REGARDING BUDGET ADVISORY COMMITTEE COMMISSION APPOINTEES
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Summary

This item is presented to the Commission in order to share guidelines for the appointment of Budget Advisory Committee Members by the City Commission.

Staff Recommendation

Background:

In accordance with the Code of Ordinances 2-461 the Budget Advisory Committee is a non-statutory board and is authorized to make recommendations to the city commission. The board shall be composed of at least three but no more than five members, who shall be appointed and confirmed by the city commission. The qualifications of the members that constitute the Budget Advisory Committee include having the requisite skill, knowledge, and expertise in local government finance and administration, or be a certified public accountant or have a bachelor's degree in accounting or similar experience in public or private finance and budgeting.

The Budget Advisory Committee shall be charged with the responsibility of advising the City Manager, as to:

1. Review documents and records constituting public records, including without limitation, draft budgets, including but not limited to major proposed changes to programs, land development, and staffing expenditures.
2. Review the city's comprehensive annual financial report, comprehensive financial policy, and all debt issues.
3. Provide recommendations to the city manager to ensure consistency, transparency, and readability of the budget.
4. Recommendations and findings presented to the City Commission, no later than July 22, 2024, regarding a budget for the upcoming fiscal year;

Staff is requesting the Commission's input regarding their appointees to the Budget Advisory Committee.

Funding Source:

N/A

Fiscal Impact:

N/A

Sponsor Name/Department: Asheley Hepburn, Director Financial Services, MPA

Meeting Date: 4/22/2024

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Fiscal Impact:

Contract Requirement:

Title

FUTURE MEETINGS

Summary

The next City Commission Workshop will take place on May 13, 2024.

The next City Commission Meeting will take place on May 14, 2024.

Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 4/22/2024