

MAYOR
Hal J. Rose

DEPUTY MAYOR
Pat Bentley

COUNCIL MEMBERS
Daniel Batcheldor
John Dittmore
Adam Gaffney
Barbara A. Smith
Andrea Young



CITY HALL
2240 Minton Road
West Melbourne, FL 32904
Phone: (321) 837-7774
Fax: (321) 768-2390
www.westmelbourne.org

BUSINESS ADVISORY BOARD

AGENDA

Monday, November 26, 2018
6:30 p.m.

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **ADOPTION OF MINUTES**

The Board is asked to approve the minutes from the October 22, 2018 meeting.

5. **OLD BUSINESS**

- A. Business of the Quarter Policy

Final Business Advisory Board recommendation to the City Council to establish a Business of the Quarter Program

6. **NEW BUSINESS**

- A. Business of the Quarter

Recommend to City Council that four businesses be recognized in 2019 as Business of the Quarter.

7. **PUBLIC COMMENTS**

8. **ADJOURNMENT**

The next meeting of the Business Advisory Board is scheduled for Monday, February 26, 2018, at 6:30 p.m.

All persons wishing to be heard should appear in person at these meetings or send written comments to the City Clerk. All persons and parties are hereby advised that if they should decide to appeal any decision made by the City with respect to any matter considered at the public meeting or hearing described in this notice, they will need a record of the proceedings, and for such purpose, said person or party 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 (Chapter 286, Florida Statutes). In compliance with American with Disabilities Act (ADA), anyone who needs a special accommodation for this meeting should contact the City's ADA coordinator at 727-7700 at least 48 hours in advance of this meeting.

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BUSINESS ADVISORY BOARD

MINUTES

October 22, 2018

1. CALL TO ORDER

Chair Ramses Rodriguez called the meeting to order at 6:40 p.m.

2. PLEDGE OF ALLEGIANCE

Chair Rodriguez led the pledge of allegiance.

3. ROLL CALL

Present: Board Members Blaine Barton, Matthew Brothers, Ramses Rodriguez, Rusty Melle, and Ted Williams.

Also present: Council Member Andrea Young, City Manager Scott Morgan, and City Clerk Cynthia Hanscom.

4. ADOPTION OF MINUTES

Board Member Barton moved to approve the minutes from the August 27, 2018 meeting. Board Member Williams seconded the motion, which passed with a 5-0 vote.

5. OLD BUSINESS

None.

6. NEW BUSINESS

Business of the Quarter. City Clerk Hanscom explained that a suggestion was made at the October 18, 2018, City Council meeting to consider instituting a Business of the Quarter to recognize businesses that have demonstrated a commitment to community service, business innovation and excellence, investment in employees, and business improvement and growth. A list of criteria has been drafted for consideration of the award. The Board is asked to review the list and make recommended changes and/or additions. This will be sent to City Council for their consideration.

The Board discussed the following criteria.

Business MUST be a licensed business in the City of West Melbourne or Brevard County.

Board Member Melle suggested that the language be modified to stated that the business must be within an area that could be annexed into the City. Board Member Barton agreed.

Board Members also suggested that preference be made for locally owned or managed business.

Board Member Barton asked how nominations would be made. It was explained that anyone could make a nomination, included the Business Advisory Board. Board Member Barton suggested there be a space designated on the City's website to allow for a citizen to make a nomination.

Council Member Young stated that there had been many businesses that had made regular donations to the Police Athletic League, such as Lucky's Market, Love Bugs Bakery, Chick-fil-a, Sam's Club and Walmart. Other groups such as the Calvary Chapel had been very generous with allowing for the use of their facilities.

GROWTH: Along with improving his/her own business, the Business helps other businesses and works with officials in the City and County, citizens, and local churches;

LEADERSHIP: Business shows leadership in his/her business community by setting a good example with his/her business practices, maintaining a high regard for ethical business practices, and helping to address needs of the community;

JOBS: Business helps to provide jobs for locals in the community, and reaches out to get industry and other businesses to locate in the community;

City Manager Morgan noted that local business owners are active in other organizations such as the Economic Development Council and the West Melbourne Business Association.

GOODS & SERVICES: Business provides high-quality products at good values;

CUSTOMER SERVICE: Business provides excellent customer service;

IMPROVEMENT/RENOVATION: Business shows efforts for renovation/improvement (remodeling, restoration, and/or improving the aesthetics of his/her business and the community); and

Board Members suggested that many business had made extensive renovations but were not eligible for the Beautification Award in the past because it was an interior improvement.

COMMUNITY INVOLVEMENT: Business hosts or contributes to the community in various charitable organizations.

Board Members discussed franchise or chain business. It was noted that they should not be prohibited from consideration. In some cases the larger box stores are able to make larger contributions but the General Manager may be doing so because they are member of the community.

Board Members agreed that the additional promotion provided to the smaller businesses that may be struggling would be more impactful. It would be desirable if the awards could focus on smaller businesses.

The Board discussed possibly doing two categories, one for larger business and one for small businesses. Many members agreed that there should be differentiation and believed smaller business should receive preference. It was suggested that this not be included for the first year to see how the awards were distributed.

It was also suggested that this could be coordinated with the West Melbourne Business Association and possibly have them host the "Best of West Melbourne" competition.

Board Members agreed that additional promotion of the award winners should be in both printed and social media.

Project Development Update. City Manager Scott Morgan presented an update on public projects and private development in the City. Board members raised several questions regard the traffic impact of the proposed developments and the possibility of annexing property from the west of I-95.

Board Member Williams asked for an update on the possibility of the City building a water plant. City Manager Morgan stated that the consultants were evaluating four alternative sites for a plant. He hoped that they would be able to provide a recommendation to City Council early in 2019 on whether or not to move forward with the project.

7. PUBLIC COMMENTS

Council Member Young suggested that a future meeting of the Board include meeting the small business liaison from NASA. Board Members agreed that it should be arranged for a future meeting.

8. ADJOURNMENT

Chair Rodriguez noted that the next meeting of the Business Advisory Board would be Monday, November 26, 2018, at 6:30 p.m.

Blaine moved to adjourn the meeting at 7:47 p.m. Board Member Rusty seconded the motion, which passed unanimously.

Chairman Ramses Rodriguez

Cynthia S. Hanscom, City Clerk



AGENDA ITEM

November 26, 2018, Business Advisory Board

Approved for Submittal By:

Scott Morgan, City Manager _____

To Be Presented By:

Cynthia S. Hanscom, City Clerk, _____

To: Business Advisory Board
Through: Scott Morgan, City Manager
From: Cynthia S. Hanscom, City Clerk
Date: November 26, 2018

SUBJECT

Business of the Quarter Policy

RECOMMENDATION

Final Business Advisory Board recommendation to the City Council to establish a Business of the Quarter Program.

DISCUSSION

The Business Advisory Board reviewed the criteria for the Business of the Quarter at their last meeting. At the Council meeting of November 20, 2018, several suggestions were made by Council Members that could be included in the policy.

It is suggested that Business Advisory Board make the recommendations on which businesses the City Council should recognize but Council would have the final authority. Also, a suggestion was made to provide this award six times a year rather than on a quarterly basis.

The Board should review the final version of the policy as well as consider suggestions made by City Council.

ATTACHMENT

Draft Policy for Business of the Quarter

West Melbourne Business of the Quarter Policy and Process

At the last meeting of each year, the Business Advisory Board shall meet and make a recommendation to City Council of at least four businesses to receive recognition as Business of the Quarter. Nominations to the Business Advisory Board can be made by any one from the public, including another Board member. The following criteria should be used by the Board in making the recommendation to City Council.

- Business **MUST** be a licensed business in the City of West Melbourne or in area that may be annexed into the City, with a preference for a locally owned or managed business.
- **GROWTH:** Along with improving his/her own business, the Business helps other businesses and works with officials in the City and County, citizens, and local churches;
- **LEADERSHIP:** Business shows leadership in his/her business community by setting a good example with his/her business practices, maintaining a high regard for ethical business practices, and helping to address needs of the community;
- **JOB:** Business helps to provide jobs for locals in the community, and reaches out to get industry and other businesses to locate in the community;
- **GOODS & SERVICES:** Business provides high-quality products at good values;
- **CUSTOMER SERVICE:** Business provides excellent customer service;
- **IMPROVEMENT/RENOVATION:** Business shows efforts for renovation/improvement (remodeling, restoration, and/or improving the aesthetics of his/her business and the community); and
- **COMMUNITY INVOLVEMENT:** Business hosts or contributes to the community in various charitable organizations.

The City Council will confirm the selection and schedule presentation of the award at future meetings. All efforts shall be made to advertise the Business of the Quarter in both printed and social media.



AGENDA ITEM

November 26, 2018, Business Advisory Board

Approved for Submittal By:

Scott Morgan, City Manager _____

To Be Presented By:

Cynthia S. Hanscom, City Clerk, _____

To: Business Advisory Board
Through: Scott Morgan, City Manager
From: Cynthia S. Hanscom, City Clerk
Date: November 26, 2018

SUBJECT

Business of the Quarter

RECOMMENDATION

Recommend to City Council that four businesses be recognized in 2019 as Business of the Quarter

DISCUSSION

Based on the newly developed policy for Business of the Quarter, it is suggested that the Board recommend four or more businesses to City Council for recognition.

Suggested businesses include Lucky's Market, Sam's Club, Chick-fil-A, Love Bugs Bakery, Walmart, or any other business that the Board would want to recommended to City Council for an award.

Recommendations made by the Board will be sent to City Council in December for consideration to receive awards in 2019.

ATTACHMENT

None