



THE VILLAGE OF
NORTH PALM BEACH
Village Manager's Office

"THE BEST PLACE TO LIVE UNDER THE SUN"

Business Advisory Board

MINUTES

Library Obert Room

Tuesday, January 17, 2023

5:30 pm

1. Call to Order: Russ Ruskay called the meeting to begin at 5:35 pm.
2. Roll Call:
 - Present: Marshall Gillespie, Veronica Frehm, Ron Lantz, Nathan Kennedy
 - Absent: Adam Jones, Nina Balgar, David Talley,
 - Also Present: Russ Ruskay, Director of Special Projects
 - Also Present: Dr. Aubrey, Village Council
3. Approval of Minutes: Motion to approve by Ron Lantz. Second by Veronica Frehm
4. Public Comments: None.
5. New Business:
 - A long discussion took place regarding the Networking Events. Russ provided the board with attendance figures from the last three events. Low attendance is a concern for staff. The board members discussed several ways to possibly increase the attendance. The consensus of the board was to continue the quarterly net working events with the understanding that attendance figures may continue to be low. Ron Lantz summarized the discussion by suggesting there is a need to manage expectations on the events.
 - The board discussed doing a SWOT Exercise. When the board began meeting again last year, there was a need to determine what the board wanted to accomplish. There was a discussion on doing a SWOT Exercise. Staff provided the board a draft of a typical SWOT Exercise for discussion. Upon reviewing this document, the consensus of the board is to undertake a SWOT exercise at the

next meeting. Staff will send out the SWOT Exercise to the board members for review in order to efficiently address the exercise at the next meeting.

6. Old Business:

- Russ informed the board that the new NPB-BIZ web page was now active. This new one-stop web page will enable businesses to find everything on one page. The board felt the most important component is having a dedicated staff person assigned to interact with local businesses. The components of the new web page is as follows.
 - ✓ Business Liaison
 - ✓ Business Directory
 - ✓ Networking Events
 - ✓ Business Tax Receipts
 - ✓ Chamber Connection
 - ✓ Advisory Board

7. Board Member Comments:

- Board members asked to be provided a list showing each member's term limits. Below are the current terms for each board member;
 - ✓ David Talley (5/1/2021 – 4/30/2023)
 - ✓ Ronald Lantz (5/1/2021 – 4/30/2023)
 - ✓ Veronica Frehm (5/1/2021 – 4/30/2023)
 - ✓ Adam Jones (5/1/2021 – 4/30/2022)
 - ✓ Marshall Gillespie (5/1/2021 – 4/30/2024)
 - ✓ Nathan Kennedy (5/1/2021 – 4/30/2024)
 - ✓ Nina Balgar (5/1/2021 – 4/30/2024)

8. Staff Comments:

- Staff discussed the newly proposed governance of appointments and operations for all Village Advisory Boards. Board members felt that the new policies are long overdue and will instill a better path for boards to accomplish their goals. Dr. Aubrey alluded to the fact that the Village Council was not trying to be demanding but instead, wanted more consistency in what boards accomplish and encourage consistent attendance.

9. Adjournment:

- Motion to adjourn by Ron Lantz. Seconded by Marshall Gillespie.

Meeting adjourned at 6:15 pm.

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