



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, February 21, 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
3. Approval of Minutes: Motion to approve by Ron Lantz. Second by Dave Talley
4. Public Comments: None.
5. New Business:
 - A long discussion took place regarding the previously discussed SWOT exercise. The board originally discussed doing a SWOT exercise under the previous Village Manager's recommendation. Each member expressed their opinion of both the pros and cons of an advisory board taking this type of exercise. The opinion of most members was that a SWOT exercise did not seem to align with their role as an advisory committee. The consensus was not to take on a SWOT exercise.
6. Old Business:
 - Staff reviewed all the terms and reappointments for current members. Discussion also took place reviewing the new Advisory Board policies recently approved by the Town Council. Staff made the board aware of the new absentee provision along with the requirement for a regularly scheduled monthly meeting.

The main topic discussed was the new policy regarding members missing meetings. It was made clear there are not excused absences, a missed meeting is simply a missed meeting. There is, however, an appeal process through the Village Managers office regarding reinstatement. The board was in support of the new policies and regulations and feel this will make for a much stronger board. The selection of a new Chairmen and Vice Chair will take place at the next regularly scheduled meeting.

7. Board Member Comments:

- None

8. Staff Comments:

- Russ brought up his concern about the lack of attendance at the networking events along with the lack of interest regarding the number of businesses calling for assistance or information. Russ will be monitoring the number of hits on the new NPB-BIZ website.
- After a lengthily conversation from the members regarding this issue, Russ made a recommendation to send out a survey to our local businesses to get a better understanding on what they are most interested in or concerned about. Russ will present a draft survey to the board for their input.

9. Adjournment:

- Motion to adjourn by Ron Lantz. Seconded by Dave Talley.

Meeting adjourned at 6:15 pm.