

Lincoln Road Business Improvement District
Executive Committee Summary Meeting Minutes
Thursday, December 15, 2022
9:32 a.m. – 10:38 a.m.

In Person

New World Center, 500 17th Street, Miami Beach, Florida 33139
2nd Floor Conference Room

Join Zoom Meeting

<https://zoom.us/j/4744547055?pwd=YXo1TmUrROZNMmJYNlVLZVVEVjczZz09>

Meeting ID: 474 454 7055

Password: 808879

Call-in:

+1 301-715-8592 Meeting ID: 474 454 7055#

+1 312-626-6799 Meeting ID: 474 454 7055#

MEETING CONDUCTED WITH IN-PERSON QUORUM AND VIA TELECONFERENCE
SUMMARY MINUTES
recording available upon request
LRBID Board of Directors Via Teleconference

In-Person

Anabel Llopis, Executive Director
Natalie Mejia, Staff
Lyle Stern, President
Mindy McIlroy, Vice President
Howard Herring, Secretary
Alan Khoudari, Treasurer
Maria Stead, 420 Lincoln Road

Virtual

Jessica Goswami, Schwartz Media Strategies
Ivanna Agudo, Schwartz Media Strategies
Bryna Winer, Schwartz Media Strategies
Kevin Sprague, Studio 2
Kenneth Soler, City of Miami Beach
Diana Fontani, City of Miami Beach
Heather Shaw, City of Miami Beach
Rickelle Williams, City of Miami Beach
Lisette Arrogante, City of Miami Beach
Lauren Firtel, City of Miami Beach
Justin Karr, City of Miami Beach
Cliff Stein, 551 Lincoln Road
Robert Quittner, Property Owner
Thelma Deutsch, Property Owner
Sergio Perez, Colliers
Jared Robins, In House Commercial
Alex Cemaj, RFR
Matthew Otter
Yuri Rebello, New World Symphony

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AGENDA

- I. WELCOME/INTRODUCTIONS/ROLL CALL**
- II. DISCUSSION OF BID FINANCES**
 - A. Anabel Llopis provided an update on the BID's finances as of November 30, 2022.
- III. APPROVAL ITEMS**
 - 1. Minutes from Thursday, November 17, 2022, Executive Committee Meeting.
Motion made by Howard Herring. Second by Mindy McIlroy; unanimously approved.
- IV. Studio 2 Update**
 - A. Kevin Sprague provided a pedestrian traffic report and will be working on revamping the website.
- V. Schwartz Media Strategies Update**
 - A. Bryna Winer provided a post-Basel media update
 - B. Ivanna Agudo discussed upcoming strategies and shared recent media coverage.
 - C. Jessica Goswami provided a brief social media update.
- VI. AEA Update**
 - A. Anabel Llopis provided an update on the project's timeline and where they are with choosing a target visitor profile so they can finalize the BID's cultural programming proposal.
 - B. Howard Herring insisted on defining the target visitor profile in order to move along with the process.
- VII. BID Programming**
 - A. Heroes Dinner
 - 1. Anabel Llopis provided a brief update on organizing a Heroes Dinner for January 2023 as an appreciation to the Miami Beach Police Department and Fire Rescue.
 - B. Brokers Event
 - 1. Anabel Llopis discussed hosting a broker's event at Mila for the 1st quarter of 2023.
 - 2. The Executive Committee agreed Mila would be the preferred location to host the broker's event.
 - C. Woofstock

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1. Anabel Llopis discussed a dog event opportunity with a local radio station.
2. Lyle Stern requested more information and videos of past events.

D. St. Patrick's Day

1. Lyle Stern and Mindy McIlroy were not in favor of St. Patrick's Day programming on Lincoln Road.

VIII. New Business Openings

- A. Anabel Llopis announced recent and upcoming store and restaurant openings. List attached.

IX. Appointment of New Board Director - Item Deferred for January's Board Meeting

X. NEW BUSINESS

- A. Lyle Stern shared concerns about the city's vacant storefront window wrapping program.
- B. Heather Shaw shared some details about the City of Miami Beach Vacant Storefront Window Program lead by the Economic Development Department.
- C. Maria Stead, owner representative of 420 Lincoln Road, provided a brief update of the Immersive Van Gogh experience coming to the building.
- D. Anabel Llopis provided a brief update about the South Beach Jazz Festival on Lincoln Road in January 2023.

XI. MEETING ADJOURNED AT 10:38 P.M.

XII. Next Executive Committee meeting: February 16, 2022

XIII. Next Board of Directors meeting: January 12, 2023