

Lincoln Road Business Improvement District
Executive Committee Summary Meeting Minutes
Thursday, February 16, 2023
9:30 a.m. – 11:00 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=YXo1TmUrR0ZNMmJYNiVLZVVVEVjczZz09>

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)

In-Person

Anabel Llopis, Executive Director
Natalie Mejia, Staff
Lyle Stern, President
Mindy McIlroy, Vice President
Alan Khoudari, Treasurer

Virtual

Andrew Rosenberg, Member at Large
Mel Schlessner, Board Member
Albert Cohen, Board Member
Michael Llorente, LSN Partners
Kevin Sprague, Studio 2
Jessica Goswami, Schwartz Media Strategies
Yudi Fernandez, Schwartz Media Strategies
Cliff Stein, 551 Lincoln Road
Brian Park, 1100 Lincoln Road
Sergio Perez, 1111 Lincoln Road
Robert Quittner, 540 Lincoln Road
Lyle Chariff, Owner Representative
Jay Chaves, Property Manager
Michael Gongora, Mayoral Candidate
Kristen Rosen Gonzalez, Miami Beach Commissioner
Monica Salinas, Commissioner Aide
Robert Novo, Commissioner Aide
Kenneth Soler, City of Miami Beach
Lisette Arrogante, City of Miami Beach
Francys Vallecillo, City of Miami Beach
Lauren Firtel, City of Miami Beach
Heather Shaw, City of Miami Beach
Barbara Alvarez, Quest Lincoln Road Project
Yuri Rebello, New World Symphony
Joe Fijol, Ethos Event Collective

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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 and property assessments owed as of January 30, 2023.

III. APPROVAL ITEMS

- A. Minutes from Thursday, December 15, 2022, Executive Committee Meeting. Motion made by Mindy McIlroy. Second by Alan Khoudari; unanimously approved.

IV. DOG PARK ACTIVATION

- A. Lyle Stern proposed the idea of supporting a dog play area on Lincoln Road. Anabel Llopis suggested the area in front of the 600-block fountain. Mindy McIlroy recommended to meet with the city's parks and recreation department.

V. LINCOLN ROAD PROGRAMMING

- A. Anabel Llopis provided a brief update on recent *Live on Lincoln* performances and ongoing programming for children.

VI. COMMISSIONER KRISTEN ROSEN GONZALEZ

- A. Commissioner Rosen Gonzalez briefly updated the board on her proposed vacant property registry.

VII. VACANT STOREFRONT ACTIVATIONS

- A. Mel Schlessner informed the group that he was working with Jayda Knight to curate his vacant storefront at 640 Lincoln Road.

VIII. NEW BUSINESS, ETHOS COLLECTIVE

- A. Joe Fijol, founder of Ethos Collective, introduced himself to the board and proposed bringing private events to Lincoln Road in partnership with local hotels and corporate groups.

IX. PARKING REQUIREMENTS FOR SMALL LOT DEVELOPMENT

- A. Michael Llorente provided a brief update on the ongoing discussion with the city about parking requirements for small lot developments.

X. SMORGASBURG MIAMI

- A. Anabel Llopis shared details on the upcoming Smorgasburg Miami Outdoor Market on Lincoln Road that will kick off 3/10/23 and continue every Friday through May 26th from 5:30-10:30pm on the 1100-block of Lincoln Road.

XI. SCHWARTZ MEDIA STRATEGIES (SMS)

- A. Anabel Llopis informed the group that SMS will no longer provide social media or public relations services to the BID after February 28, 2023.
- B. Yudi Fernandez provide a brief update on recent PR activity.

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C. Jessica Goswami provided a social media update for 1/1/23 through 2/1/23.

XII. STUDIO TWO

- A. Kevin Sprague provided a status update on ongoing digital projects and the buildout of the new websites for the BID.
 - 1. The group discussed the process of consolidating, redesigning and maintaining the new websites.
- B. Alan Khoudari suggest that the BID consider creating a budget for digital advertising.
- C. Anabel Llopis surveyed the group about which purchased domain should be the leading website. The group approved lincolnroad.com.

XIII.LINCOLN ROAD LANDSCAPING

- A. The group discussed landscaping concerns on Lincoln Road.
- B. Lyle Stern suggested that the BID walk with city representatives on an ongoing basis to address certain concerns.
 - 1. Kenneth Soler confirmed that he would have greenspace address the areas of concern and would organize a meeting with greenspace and the BID.
 - 2. Albert Cohen proposed having the city install new turf on the Euclid Oval.

XIV.PRIDE 2023

- A. Anabel Llopis discussed the annual Pride Lights the Night Flip the Switch Ceremony, Pride programming for the 1100 block and other opportunities to support Miami Beach Pride.
 - 1. The Executive Committee supported quoting the cost to temporally paint approved follies and structures along Lincoln Road and moving forward with the proposed storefront decal program.
 - 2. The Executive Committee supported quoting the cost to wrap trees along Lincoln Road with color changing LED string lights.
 - 3. Mind McIlroy suggested having the ambassadors wear branded t-shirts in support of Pride.
 - 4. The Executive Committee did not support the additional Pride programming proposed for the 1100-block.

XV. NEW BUSINESS

XVI.MEETING ADJOURNED

**Next Executive Committee meeting: March 16, 2023
Next Board of Directors meeting: April 13, 2023**