

Meeting Minutes



Lincoln Road Business Improvement District
Board of Directors Summary Meeting Minutes
January 12, 2023
1:00 p.m. – 2:30 p.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=YXo1TmUrROZNMmJYNiVLZVVEVjcZz09>

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
Howard Herring, Secretary
Andrew Rosenberg, Member at Large
Melvin Schlessler, Board Member
Peter Saliamonas, Board Member
Freddie Peterson, Ex-Officio

Virtual

Thelma Deutsch, Thelmar Corp.
Rosanne Capuder, Thelmar Corp.
Cliff Stein, Property Owner
Maria Stead, PLC Investments
Michael Llorente, LSN Partners
Kevin Sprague, Studio Two
Yudi Fernandez, Schwartz Media Strategies
Bryna Winer, Schwartz Media Strategies
Jessica Goswami, Schwartz Media Strategies
Brian Park, BH Properties
Serigio Perez, Colliers
Elba Machado, V&E Restaurant Group
Yuri Rebello, New World Symphony
Jay Chaves, 605 Lincoln Road
Miami Food Truck Events
Gaston Becharano, Smorgasburg Miami
Kenneth Soler, City of Miami Beach
Heather Shaw, City of Miami Beach
Michael Rivera, City of Miami Beach
Diana Fontani, City of Miami Beach
Rickelle Williams, City of Miami Beach
Luis Wong, City of Miami Beach

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL

II. DISCUSSION OF BID FINANCES

- A. Anabel Llopis presented the finances as of December 31, 2022.
- B. Anabel Llopis announced the completion of the audit for FY 21/22.

III. APPROVAL ITEMS

- 1) Approval of minutes from Thursday, October 13, 2022, LR BID Board meeting Motion made by Melvin Schlessler, second by Mindy McIlroy; approved unanimously.
- 2) A motion was made by Mevin Schlessler to appoint Maria Stead to fill the vacancy in the Board of Directors created by Glenn Boyers resignation; second by Howard Herring, unanimously approved.

IV. GENERAL AGENDA ITEMS

- 1. Ethos Event Collective - Item Deferred
- 2. Proposed Vacancy Registration
 - a) Rickelle Williams shared a presentation and explained the details of the City's proposed vacancy registration program.
 - b) The Board expressed their opposition to the proposed vacancy registration and their concerns about the cost appearing to be a registration fee in lieu of a punitive fine or tax which is are illegal.
 - c) Melvin Schlessler expressed his frustration with the city and the difficulties he's experienced in filing vacancies on the Road due to the challenging permitting process and the regulations that are imposed on businesses in the city that do not encourage economic development.
 - a. Rickelle Williams explained that the city manager has assembled an internal team of several department heads to assess the city's permitting process. Eric Carpenter is lead on the project. Rickelle asked Anabel Llopis to arrange a sperate meeting with Melvin Schlessler to understand the particulars of his building.
 - d) Melvin Schlessler asked if vacant storefronts could be used as displays of artwork/design as an alternative being covered with vinyl.
 - a. Rickelle Williams expressed support and will explore the idea internally with the planning department.
- 3. Permitting Initiative

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- a) Melvin Schlessor requested that the BID involve the city's commissioners in future meetings.
- b) Stephen Bittel encouraged other members to schedule meetings with the commissioners.
4. Sidewalk Café Permit Restructure - Deferred
5. BID Programming:
 - a) Weekly Food Truck Meet-Up
 - a. Miami Food Trucks introduced themselves and their business. They described their ability to bring food trucks to Lincoln Road for a weekly event catered to local families.
 - b. Gaston Becharano introduced himself and Smorgasburg Miami and his interest in having a weekly outdoor market on Lincoln Road.
 - i. The Board questioned Gaston about the possibility of bring food trucks and/or food vendors to Lincoln Road to attract the local community. Gaston explained Smorgasburg Miami's production and outreach methods with their current Wynwood Market.
 - ii. The Board discussed which type of programming would attract the local community to Lincoln Road.
 - iii. Gaston expressed favor to the 1100 block for a weekly Smorgasburg Miami event.
 - iv. Peter Saliamonas expressed concern about bringing other food vendors to Lincoln Road that directly compete with existing tenants. Lyle Stern conveyed that the BID should explore this type of programming to attract locals back to Lincoln Road.
 - v. The Board provided direction to Anabel Llopis and staff to proceed moving forward with the organization of a weekly event with Smorgasburg Miami to begin in February or March 2023.
 - vi. Michael Llorente will confirm there are not any issues with city code in bringing food trucks to Lincoln Road.
 - b) Heroes Dinner, January 24, 2023 at 5pm - Deferred
 - a. Restaurant Partners: La Cerveceria; Havana 1957; Romina's; Olé Olé Steakhouse; Rosinella
 - c) Navy Band - Deferred
 - d) Children's Programming- Deferred
 - e) Woofstock - Deferred
 - f) Brokers Event Venue - Deferred

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g) SOBE Jazz Festival Recap - Deferred

h) 2023-2024 Art Programming - Deferred

6. Schwartz Media Strategies Update - Deferred

7. Studio 2 Update - Deferred

8. Amendment to Parking Requirements For Small Lot Development - Deferred

V. NEW BUSINESS

VI. MEETING ADJOURNED

Next Executive Committee meeting: February 16, 2023

Next Board of Directors meeting: April 13, 2023

Lincoln Road Business Improvement District
Board of Directors Meeting
April 13, 2023
1:06 p.m. – 2:47 p.m.

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Lyle Stern, President
Howard Herring, Secretary
Alan Khoudari, Treasurer
Andrew Rosenberg, Member at Large
David Herzberg, Board Member
Maria Stead, Board Member
Gaston Becherano, Smorgasburg Miami

Virtual

Mindy McIlroy, Vice President
Mel Schlessner, Board Member
Freddie Peterson, Ex Officio Board Member
Cliff Stein, 551 Lincoln Road
Danielle Sanabria, LSN Law
Kevin Sprague, Studio 2
Alexis Sobel, O & G
Amanda Sausmer, O & G
Kenneth Soler, City of Miami Beach
Lisette Arrogante, City of Miami Beach
Francys Vallecillo, City of Miami Beach
Heather Shaw, City of Miami Beach
Monica Salinas, City of Miami Beach
Yuri Rebello, New World Symphony
Jay Chaves, Cali Property Management
Sergio Perez, Colliers
Jonathan Carter, Colliers
Lyle Chariff, Chariff Realty Group

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Virtual (cont'd)

Michael Grieco, Mayoral Candidate 2023
Anna Baerman, IKE Smart City Kiosk
Marissa Crudele, IKE Smart City Kiosk
Frederic Pinet, Artist
(305) 773-1779

AGENDA

I. WELCOME/INTRODUCTIONS/ROLL

II. DISCUSSION OF BID FINANCES

- A. Anabel Llopis provided an update on the BID's finances and property assessments owed as of March 31, 2023.

III. APPROVAL ITEMS

- A. Minutes from Thursday, January 12, 2023, Board Meeting item deferred due to lack of in-person quorum.
- 1) IKE Digital Directories Proposal moved to General Agenda items due to lack of in-person quorum.
 - 2) Frederic Pinet - Art Exhibit & Fashion Show Proposal moved to General Agenda items due to lack of in-person quorum.
 - 3) Jacober Creative - Agency Scope of Work moved to General Agenda items due to lack of in-person quorum.

IV. Gaston Becherano - Event Proposal

- A. Gaston Becherano, owner of Smorgasburg Miami, proposed an event (Cash App's Bitcoin Market & Dog Palooza) for May 20, 2023, from noon to 8:00 p.m. that would be multi-faceted, at no cost to the LRBID and sponsored by Cash App. Support was received by the board members that attended in-person and virtually. Since the event is at no cost to the LRBID, no vote was required.

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V. IKE Digital Directories

- A. Anana Baerman and Marissa Crudele, representatives of IKE Smart City Kiosks, informed the board of the latest updates with the City’s progress in having their kiosk installed throughout Miami Beach; specifically, Lincoln Road.
 - 1. Lyle Stern shared his thoughts and concerns regarding placement and advertising/content that would be displayed on the Lincoln Road digital kiosks.
 - 2. The board discussed sharing the proposal with James Corner’s team for their input on design and placement.
 - 3. Data collection was discussed and would be available to the LRBID.

VI. Timur Tugberk - PR & Influencer Outreach for Pride

- A. Timur Tugberk provide a PR and influencer outreach recap for Pride 2023.

VII. LRBID Programming Update

- A. Anabel Llopis provided an update about the monthly Lincoln Road Kids Club programming and made the suggestion of taking a hiatus for the summer.
 - 1. Mindy McIlroy advocated to move the event in-doors and offered the use of the Lincoln Eatery.
- B. Anabel Llopis updated the board on the ECCO pop-up opening, brand activation with Big Face Coffee, International Yoga Day programming, Make Music Day, and the vacant storefront window display project.

VIII. NEW BUSINESS

- A. Lyle Stern updated the board on his recent efforts in acquiring additional support for the BID and current staff. This person would help bring new events and activations to Lincoln Road and serve as a city liaison.

IX. Frederic Pinet - Art Exhibit & Fashion Show Proposal

- A. Fredric Pinet presented *Poolside*, a fashion show and photography exhibit proposal for Swim Week. The board could not financially support this due to lack of quorum and time. It was

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suggested to host a special meeting to continue the conversation with quorum.

X. O&G Social Media Update

A. Lexi Sobel and Amanda Sausmer provided a social media update for Lincoln Road's platforms.

XI. Studio Two Update

A. Item deferred due to time.

XII. NEW BUSINESS

XIII. MEETING ADJOURNED

Next Executive Committee meeting: May 18, 2023

Next Board of Directors meeting: July 13, 2023

Lincoln Road Business Improvement District
Board of Directors Meeting
July 20, 2023
10:00 a.m. – 11:30 a.m.

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Howard Herring, Secretary
Andrew Rosenberg, Member at Large
Maria Stead, Board Member
Claudia Jagid, District Consulting
Charles Premdas, Block by Block

Virtual

Freddie Peterson, Ex Officio Board Member
Kevin Sprague, Studio 2
Matt Levinson, O & G
Carson Celio, O & G
Dana Rhoden, Dana Agency
Francesca Morgan, Dana Agency
Paul Gomez, Dana Agency
Saira Maidique, Dana Agency
Cliff Stein, 551 Lincoln Road
Tania Calero, Azora Exan
Misha Harris, Pontegadea
Lyle Chariff, Chariff Realty Group
Jay Chaves, Cali Property
Ryan Brodsky, Colliers
Ozzie Dominguez, City of Miami Beach
Kenneth Soler, City of Miami Beach
Brandi Reddick, City of Miami Beach
Francys Vallecillo, City of Miami Beach
Lauren Firtel, City of Miami Beach

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Diana Fontani, City of Miami Beach
Michael Atkin, City of Miami Beach
Yuri Rebello, New World Symphony
Hilary Riem, Massive Art

AGENDA

I. WELCOME/INTRODUCTIONS/ROLL

II. DISCUSSION OF BID FINANCES

- A. Anabel Llopis provided an update on the BID's finances and property assessments owed as of June 30, 2023.

III. APPROVAL ITEMS

- 1) Minutes from Thursday, January 12, 2023, LR BID Board meeting item deferred due to lack of in-person quorum.
- 2) Minutes from Thursday, April 13, 2023, LR BID Board meeting item deferred due to lack of in-person quorum.
- 3) FY 2023-2024 Budget Report item deferred due to lack of in-person quorum.

IV. DANA AGENCY

- A. Dana Rhoden, Paula Gomez, and Francesca Morgan provided an update of recent PR efforts and proposed a few public art opportunities for the coming season.

V. O & G

- A. Matt Levinson and Carson Celio provided an update of recent social media efforts and successes.
- B. Highlighting key real estate developments around the district was discussed among O&G, Studio Two, and the Dana Agency. Lyle Stern explained the importance of this approach.

VI. LINCOLN ROAD SIGNAGE

- A. Anabel Llopis and Natalie Mejia presented a signage opportunity for the 400 block of Lincoln Road. The fountain features that were converted into planters will be turfed by the City and the

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staff is proposing to place the sign in that area or another planter nearby.

VII. MASSIVE ART

- A. Hilary Reim presented an update of their recent curating efforts to bring public art to Lincoln Road.
- B. The attending Board members discussed identifying corporate sponsors to cover the cost of the proposed art installations.

VIII. ROOFTOP DISCO OASIS

- A. The attending Board members were in support of the Rooftop *Disco Oasis* at the City owned 17th Street Garage and directed staff to submit a letter of support explaining there was a lack of quorum and that the attending Board members were in support.

IX. SECURITY PLANTERS (NEW BUSINESS)

- A. The installation of security planters was discussed. Lyle Stern requested a site plan from the City reflecting the placement and spacing of the proposed planters.

X. AQUATIC MARKET

- A. Lyle Stern proposed an aquatic market that would take place at the same time of the 2024 Boat Show. The market would involve vendors that align with the boating lifestyle and could incorporate jets skis and boats.
- B. Freddie Peterson suggested making an introduction to Informa, the organizers of the Boat Show.

XI. LANDSCAPING COMPETITION

- A. Claudia Jagid and Lyle Stern proposed a Landscaping Competition for Lincoln Road; working with local colleges and landscape architect firms. The idea is to offer them certain planters approved by the City of Miami Beach to enhance the existing foliage and trees to transform them into living art exhibits. The proposed budget is \$10,000-\$15,000 per planter and the winner would receive a \$10,000 prize to be given to an approved charity of their choice.
- B. Michael Atkin spoke to the planting requirements for the participants.

XII. GREENSPACE UPDATE

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- A. Claudia Jagid and Michael Atkins provided a brief update of the existing landscaping conditions along Lincoln Road.

XIII. JCFO MASTER PLAN

- A. Anabel Llopis provided a brief update on the lighting update of the master plans. All light fixtures have been updated.

XIV. SIDEWALK CAFÉ PERMITTING (NEW BUSINESS)

- A. Lyle Stern would like the BID to engage with the City regarding sidewalk café permitting and encourage a parallel process.

XV. SPRING BREAK CURFEW UPDATE

- A. Lyle Stern discussed carving out Lincoln Road from the proposed curfew mandate for spring break affecting all businesses south of 23rd street.

XVI. MEETING ADJOURNED

Next Executive Committee meeting: September 14, 2023

Next Board of Directors meeting: Pending Date