

Lincoln Road Business Improvement District  
Board of Directors Summary Meeting Minutes  
January 22, 2024  
9:30 a.m. – 11:00 a.m.

---

**In Person**

420 Lincoln Road, Suite 330, Miami Beach, Florida 33139  
Conference Room

---

**Join Zoom Meeting**

<https://zoom.us/j/4744547055?pwd=YXo1TmUrROZNMmJYNiVLZVVEViczZz09>

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

Claudia Jagid, District Consulting

Lyle Stern, President

Mindy McIlroy, Vice President

Andrew Rosenberg, Member at Large

Arturo Vinueza, Board Member

Maria Stead, Board Member

David Herzberg, Board Member

Freddie Peterson, Ex Officio Board Member

**Virtual**

Alan Khoudari, Treasurer

Melvin Schlessor, Board Member

Cliff Stein, Property Owner

Rosanne Capuder, Property Owner

Francesca Morgan, Dana Agency

Angie Diaz, Dana Agency

Carson Celio, O'Connell & Goldberg

Yuri Rebello, New World Symphony

305-755-3949

Lincoln Road Business Improvement District  
Board of Directors Summary Meeting Minutes  
January 22, 2024  
9:30 a.m. – 11:00 a.m.

---

**In Person**

420 Lincoln Road, Suite 330, Miami Beach, Florida 33139  
Conference Room

---

**Join Zoom Meeting**

<https://zoom.us/j/4744547055?pwd=YXo1TmUrROZNMmJYNiVLZVVEViczZz09>

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#

---

**AGENDA**

**I. WELCOME/INTRODUCTIONS/ROLL**

**II. GENERAL AGENDA ITEMS**

- A. The Board discussed the BID's pilot storefront activation program. Instead of wrapping vacant storefront windows, the BID is proactively collaborating with businesses in the district to animate and invigorate the windows in question.
- B. Lyle Stern suggested convening a meeting involving relevant departments to discuss an overview of permitting procedures in the city. The goal is to streamline the permitting process to make it easier for businesses to open in Miami Beach.
- C. In addition to the general permitting process, Lyle Stern requested that staff arrange a meeting with the Public Works department to explore potential amendments to the current procedure for obtaining a sidewalk café concession agreement.

**III. DISCUSSION OF BID FINANCES**

- A. Anabel Llopis presented a financial review as of December 31, 2023.

**IV. APPROVAL ITEMS**

- 1) Howard Herring made a motion to approve the minutes from the Thursday, October 12, 2023 LRBID Board Meeting. Mindy McIlroy seconded the motion, which was unanimously approved.
- 2) Lyle Stern and Mindy McIlroy proposed contacting the City's Economic Development Department to explore the possibility of participating in the WTE Conference at the Miami Beach Convention Center (October 21-24) through their department. **LR BID funds were not allocated for this purpose, and no motion was made regarding this item.**
- 3) Global Cultural Districts Network Annual Conference - Athens 2024 (May 20-23) - **Item was indefinitely deferred.**

**V. GENERAL AGENDA ITEMS**

- A. Anabel Llopis presented a proposal by artists AMLgMATD for a three-month Miami Beach Pride

Lincoln Road Business Improvement District  
Board of Directors Summary Meeting Minutes  
January 22, 2024  
9:30 a.m. – 11:00 a.m.

---

**In Person**

420 Lincoln Road, Suite 330, Miami Beach, Florida 33139  
Conference Room

---

**Join Zoom Meeting**

<https://zoom.us/j/4744547055?pwd=YXo1TmUrROZNMmJYNiVLZVVEViczZz09>

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#

---

- activation set to take place from April through June 2024. The proposal showcased renderings depicting fabric rainbow sleeves adorning the planters along Washington Avenue, Euclid Avenue, and Lincoln Road, as well as an art installation situated above the Euclid Oval, wrapped faux sphere bollards at the cross streets, rainbow fabric treatments to selected palms, and rainbow chandeliers that would hang from trees along the road. The Board instructed staff to return with a budget proposal for wrapping the existing planters in rainbow-colored fabric sleeves and creating the proposed art installation above the Euclid Oval, which would include painting the steps in rainbow colors.
- B. Anabel Llopis polled the Board members regarding their availability for scheduling a virtual workshop to discuss the BID renewal. The consensus was to set the workshop for January 29, 2024, at 3:00 p.m.
- C. Claudia Jagid provided an update on the installation of the Harmonics play area on the 400 block of Lincoln Road.
- D. Claudia Jagid proposed *Family Game Day* which would occur every 1<sup>st</sup> Saturday of the month. This initiative would involve renting oversized lawn games from the City’s Parks & Recreation Department and partnering with seasoned vendors to introduce supplementary games and experiences along the road.
1. Mindy McIlroy motioned to allocate up to \$5,000.00 to the Family Game Day Initiative for a 3-month Pilot Program. Howard Herring provided the second; motion passed unanimously.
- E. Lyle Stern suggested acquiring additional wind chimes for installation in selected areas along Lincoln Road. Mindy McIlroy proposed collaborating with Veranda Plant & Gifts, an experienced vendor. Howard Herring emphasized the importance of ensuring that the chimes are properly tuned.
1. Howard Herring made a motion to allocate up to \$5,000.00 to the Wind Chime Project. Maria Stead provided the second; unanimously approved.
- F. Anabel Llopis provided a brief update on the upcoming Miami Beach Heroes Dinner

Lincoln Road Business Improvement District  
Board of Directors Summary Meeting Minutes  
January 22, 2024  
9:30 a.m. – 11:00 a.m.

---

**In Person**

420 Lincoln Road, Suite 330, Miami Beach, Florida 33139  
Conference Room

---

**Join Zoom Meeting**

<https://zoom.us/j/4744547055?pwd=YXo1TmUrROZNMmJYNiVLZVVEViczZz09>

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#

---

- G. Claudia Jagid gave a concise update on her recent endeavors to distribute leasing leads to property owners and brokers within the district.
- H. Anabel Llopis reminded the Board that the BID's office lease will expire at the end of the year. She suggested exploring new office locations due to the significant construction planned for the lot adjacent to the current offices, which could pose challenges for working conditions due to potential noise disturbances. Mindy McIlroy suggested that the staff explore one of their properties as a potential option. Additionally, she noted that Terranova will relocate their offices there in June 2024, providing additional space that could accommodate LR BID staff.
- I. O&G - Social Media Report - **Item Deferred**
- J. Dana Agency - Public Relation Report - **Item Deferred**

**VI. NEW BUSINESS**

- A. Anabel Llopis updated the Board on Lauderee's recent reopening on the 1100 block of Lincoln Road.

**VII. MEETING ADJOURNED**

**Next Executive Committee meeting: February 8, 2024**

**Next Board of Directors meeting: April 11, 2024**