

Lincoln Road Business Improvement District
Board of Directors Summary Meeting Minutes
July 18, 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=YXo1TmUrROZNMmJYNiVLZVVEVjczZz09>

Meeting ID: 474 454 7055

Password: 808879

Call-in: +1 301-715-8592 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

Howard Herring, Secretary

Melvin Schlessler, Board Member

Maria Stead, Board Member

David Herzberg, Board Member

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Virtual

Melvin Schlessler, Board Member

Cliff Stein, Property Owner

Michael Comras, Comras Company

Max Gelband, Comras Company

Albert Cohen, Centurion Realty

Yuri Rebello, New World Symphony

Elba Machado, V&E Restaurant Group

Luis Atencio, City of Miami Beach

Tom Curitore, City of Miami Beach

Francisco Garcia, City of Miami Beach

Elizabeth Miro, City of Miami Beach

Daniel Azuri, City of Miami Beach

Charles Premdas, City of Miami Beach

Heather Shaw, City of Miami Beach

Diana Fontani, City of Miami Beach

Dries Darrow

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL

II. DISCUSSION OF BID FINANCES

A. Anabel Llopis presented a financial review as of June 30, 2024.

III. GENERAL AGENDA ITEMS

A. Block by Block Discussion

1. The annual cost of Block by Block's ambassador services is approximately \$220,000, which is funded entirely by the BID, with an additional \$160,000 provided by the City of Miami Beach. Staff is proposing to eliminate this program and reallocate funds towards: (1) Hiring off-duty police officers during peak hours to enhance security; (2) Coordinating with city departments (such as sanitation and code enforcement) for maintenance; (3) Collaborating with a dedicated Assistant City Manager for Lincoln Road.
2. The benefits of eliminating the program include cost savings and more direct control over services. However, the BID would lose ambassador presence, which would affect its ability to respond quickly to needs, communicate with tenants, and assist with event setup and cleanup.

IV. APPROVAL ITEMS

- 1) Howard Herring made a motion to approve the minutes from the Thursday, April 11, 2024 LR BID Board Meeting. Lyle Stern seconded the motion, which was unanimously approved.
- 2) Lyle Stern moved to approve the proposed LR BID FY 2024/25 Budget, and Mindy McIlroy seconded the motion. The motion was unanimously approved
- 3) Mindy McIlroy moved to approve both the FY 2025/26 Budget and the supporting documents prepared by staff for submission to the City of Miami Beach, facilitating the 10-year renewal process for the LR BID. Howard Herring seconded the motion, which was unanimously approved.
- 4) Lyle Stern moved to appoint David Herzberg, an existing Board Member, to the Executive Committee to fill the vacancy of the Member at Large previously held by Andrew Rosenberg. Alan Khoudari seconded the motion, which was unanimously approved.

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V. GENERAL AGENDA ITEMS

- A. Anabel Llopis provided an update that Art Basel will not be able to program Lincoln Road for this season during Art Week, and has released the district to allow the BID to manage programming for the area during that time. The board also reviewed and discussed other sculpture options that would incur no costs to the BID.
- B. The Board reviewed design concepts for the new city-funded wayfinding sign for Lincoln Road. There was discussion about the letter size, with a preference for larger letters, as well as the incorporation of the black and white stripes associated with the Lincoln Road branding.

VI. NEW BUSINESS

- A. Lyle Stern discussed activating vacant storefronts through the BID Master Permit with temporary art installations and proposed working with local students and artists.
- B. Lyle Stern discussed efforts to reinvigorate the partnership and programming with Fairchild Tropical Botanic Garden

VII. GENERAL AGENDA ITEMS

- A. Anabel Llopis reviewed the working BID Programming Schedule for the 2024/25 season. The Board discussed potential events to consider for the season and requested that staff explore incorporating these ideas into the schedule.

VIII. MEETING ADJOURNED

Next Executive Committee meeting: September 12, 2024

Next Board of Directors meeting: TBA