

Lincoln Road Business Improvement District
Executive Committee Summary Meeting Minutes
Thursday, March 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=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)

In-Person

Anabel Llopis, Executive Director

Natalie Mejia, Staff

Lyle Stern, President

Howard Herring, Secretary

Andrew Rosenberg, Member at Large

Maria Stead, Board Member

Gaston Becherano, Smorgasburg Miami

Virtual

Mindy McIlroy, Vice President

Andrew Rosenberg, Member at Large

Mel Schlessler, Board Member

Albert Cohen, Board Member

David Herzberg, Board Member

Cliff Stein, 551 Lincoln Road

Carla Berens, 501 Lincoln Road

Daniella Sanabria, LSN Law

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Kevin Sprague, Studio 2

Alexis Sobel, O & G

Amanda Sausmer, O & G

Kenneth Soler, City of Miami Beach

Lisette Arrogante, City of Miami Beach

Heather Shaw, City of Miami Beach

Rickelle Williams, City of Miami Beach

Lauren Firtel, City of Miami Beach

Yuri Rebeloo, New World Symphony

Jay Chaves, Cali Property Management

Paul Jacober, Jacober Creative

Joy Ganesh, Jacober Creative

Jayda Knight, Peekaboo Studios

(305) 773-1779

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL CALL

II. DISCUSSION OF BID FINANCES

- A. The Executive Director provided an update on the BID's finances and property assessments owed as of February 28, 2023.

III. APPROVAL ITEMS

- A. Minutes from Thursday, February 16, 2023, Executive Committee Meeting. Motion made by Howard Herring. Second by Mindy McIlroy; unanimously approved.

IV. RICHARD ORLINSKI EXTENSION

- B. The Executive Committee was in favor of allowing the extension of select sculptures if they are to extend their pop-up through the year at 801 Lincoln Road and with caveat of the BID's 2023-2024 cultural plans.

V. SMORGASBURG MIAMI

- C. A motion was made by Lyle Stern to allow the Executive Director to implement changes to Smorgasburg Miami's Programming on Lincoln Road. Second by Andrew Rosenberg; unanimously approved.

VI. SOCIAL MEDIA ADVERTISING

1. Item Deferred

VII. PRIDE 2023

- A. A motion was made by Lyle Stern to increase the budget by \$13,000.00 for Miami Beach Pride to cover the cost of painting the proposed fountains and follies along Lincoln Road.

VIII. JACOBER CREATIVE - CREATIVE AGENCY PRESENTATION

- A. Paul Jacober and Joy Ganesh presented their marketing and branding proposal for the BID.
1. The Executive Committee was in favor of exploring a future with Jacober Creative. The Executive Director will circulate their proposal to the board for further discussion.
 2. Howard Herring dismissed himself from the meeting; quorum was lost.

IX. O'CONNEL & GOLDBERG SOCIAL MEDIA UPDATE

- A. Alexis Sobel and Amanda Sausmer introduced themselves as the BID's new social media agency and provided the latest social media update across all platforms.

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X. KIDS POP-UP PLAYGROUND

- A. The Executive Director provided an update of the last meeting with Parks & Recreation to implement a play area for children on Lincoln Road.

XI. GREENSPACE LANDSCAPING UPDATE

- B. The Executive Director provided a brief update on the proposed lighting programs for Lincoln Road.

XII. JAYDA KNIGHT SCULPTURE PROPOSAL

- A. Jayda Knight shared her proposal for an art installation at the Washington Avenue entrance to Lincoln Road, requesting the BID's financial support.
1. Lyle Stern expressed his hesitancy to commission a piece of art without going through a formal RFP process.

XIII. PORCHE

- A. The Executive Director shared a proposal for a Porsche weekly, early morning meet-up and possible programming for Miami Beach Art Week.
1. The Executive Committee was in support and would like the Executive Director to investigate further.

XIV. STUDIO 2 WEBSITE CONSOLIDATION UPDATE

1. Kevin Sprague provided the latest website consolidation update for lincolnroad.com

XV. NEW BUSINESS

1. Lyle Stern requested that we organized walks with city officials to address issues within the public right of way.
2. Kenneth Soler provided a Lincoln Road property management update.
3. Carla Berens, owner of 501 Lincoln Road, introduced herself. She expressed several concerns dealing with the homeless situation around her property which is resulting to a sanitation hazard, constant graffiti on the façade of her property, and permitting difficulties with the city.
 - i. Mindy McIlroy expressed her understanding and explained that the permitting issue is in fact top priority for the BID to assist the property owners.
 - ii. Mindy McIlroy requested support from property owners when it comes to presenting and meeting with the commissioners on the dais. Mindy also

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explained that Terranova is working on a permitting case study to present to the commission.

- iii. Mindy McIlroy also express concern about the homeless. The Executive Director and Kenneth Soler explained the steps that the city, MBPD, and Lincoln Road ambassadors are taking to help the situation.

XVI. LRBID PROGRAMMING - ITEM DEFERRED

1. Brokers Event
2. Vacant Storefront Program
3. Wellness Programs
4. Experiential Art Activations
5. Kids Pop-up Playground
6. Earth Day Expo
7. Mother's Day Activation
8. Father's Day Activation
 - i. Swim Week
 - ii. Halloween/Pumpkin patch
 - iii. Christmas Tree Lighting Ceremony & Holiday Programming

D. MEETING ADJOURNED

Next Executive Committee meeting: May 18, 2023

Next Board of Directors meeting: April 13, 2023