

Lincoln Road Business Improvement District
Executive Committee Meeting
Thursday, May 18, 2023
9:30 a.m. – 11:30 a.m.

In Person

Spaces, 1111 Lincoln Road, Miami Beach, Florida 33139
1st Floor

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#

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
Rachel Pinzur, Pinzur Public Relations
Dana Rhoden, The Dana Agency
Francesca Morgan, The Dana Agency
Jessica Barrios, The Dana Agency
Brittney Smith, Levy Public Relations
Sarah Furhman, Levy Public Relations
Katian Castro, Levy Public Relations
Melissa Sweredoski, Levy Public Relations

Virtual

Michael Llorente, LSN Partners
Yuri Rebello, New World Symphony
Francys Vallecillo, City of Miami Beach
Lauren Firtel, City of Miami Beach
Robert Quittner, Property Owner
Serigio Perez, Colliers
Lyle Chariff, Chariff Realty Group
Timur Tugberk, Designing the District

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL CALL

II. PR AGENCY REVIEW

1. Rachel Pinzur, from Pinzur Public Relations presented a proposal to the Executive Committee.
2. Dana Rhoden and staff, from the Dana Agency, presented a proposal to the Executive Committee
3. Staff from Levy Public Relations presented a proposal to the Executive Committee.
4. Timur Tugberk, from Designing the District, presented a proposal to the Executive Committee.

III. LRBID AGENCY REVIEW DISCUSSION

- a. The Executive Committee reviewed the proposals and identified the Dana Agency as the new firm to represent the BID, paying \$7,500.00/month. Lyle Stern made a motion to accept the agreement with the Dana Agency. Alan Khoudari provided the second. Motion passed unanimously.

IV. APPROVAL ITEMS

1. Mindy McIlroy made a motion to approve the minutes from Thursday, March 16, 2023, Executive Committee Meeting. Alan Khoudari provided the second. Motion passed unanimously.

V. JACOBER CREATIVE AGENCY

1. The Executive Committee agreed to table this discussion and explore as-needed creative assistance.

VI. SMORGASBURG MIAMI EXTENSION

1. Lyle Stern made a motion to approve the extension of Smorgasburg Miami on Lincoln Road through the end of the year with a 30-day termination clause. Mindy Mcilroy provided the second. Motion passed unanimously.

VII. ORLINSKI EXHIBIT EXTENSION

1. Mindy Mcilroy made a motion to approve the extension of the Orłinski Exhibit through the summer with a 30-day termination clause. Lyle Stern provided the second. Motion passed unanimously.

VIII. Pride's Night Out - June 16, 2023

1. Mindy Mcilroy made a motion to approve the proposed Pride's Night Out activation for June 16, 2023. Alan Khoudari provided the second. Motion passed unanimously.

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IX. GENERAL AGENDA ITEMS

1. Lyle Stern discussed hiring a consultant for the BID. Mindy McIlroy made a motion to authorize Lyle Stern to negotiate a contract with the consultant. Alan Khoudari provided the second. Motion passed unanimously.

X. MEETING ADJOURNED

Next Executive Committee meetings: June 15, 2023 & September 14, 2023

Next Board of Directors meeting: July 13, 2023