

Lincoln Road Business Improvement District
Summary Minutes Executive Committee Meeting
Thursday, November 17, 2022
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
Alan Khoudari, Treasurer

Virtual

Mindy McIlroy, Vice President
Michael Llorente, LSN Law
Jessica Goswami, Schwartz Media Strategies
Bryna Winer, Schwartz Media Strategies
Kevin Sprague, Studio 2
Kenneth Soler, City of Miami Beach
Heather Shaw, City of Miami Beach
Rickelle Williams, City of Miami Beach
Diana Fontani, City of Miami Beach
Lauren Firtel, City of Miami Beach
Elba Machado, V&E Restaurants
Jared Robins, InHouse Commercial
Alexandra Mesa, InHouse Commercial
Cliff Stein, 551 Lincoln Road
Robert Quittner, Property Owner
Misha Harris, Pontegadea
Sergios Perez, Colliers
83339278934

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL CALL

II. DISCUSSION OF BID FINANCES

A. Anabel Llopis updated the board on the BID finances as of August 31, 2022.

III. ASSESSMENT UPDATE

A. Natalie Mejia provided an update on the unpaid assessments billed 9/1/2021.

1. Folio #41, owned by Seven Hundred Realty, owes assessments billed in 2019, 2020, and 2021; totaling \$90,000.00.
2. Folio #59, owned by 1107 19B LLC c/o The Witkoff Group, owes assessments billed in 2021; totaling \$3,200.00.

IV. APPROVAL ITEMS

- A. Minutes from Thursday, September 15, 2022, Executive Committee Meeting. Motion made by Howard Herring. Second by Alan Khoudari; unanimously approved.
- B. Minutes from Monday, October 3, 2022, Emergency Executive Committee Meeting. Motion made by Howard Herring. Second by Alan Khoudari; unanimously approved.
- C. Minutes from Friday, October 28, 2022, Emergency Executive Committee Meeting. Motion made by Howard Herring. Second by Alan Khoudari; unanimously approved.
- D. Rabi Zev Katz from House of Chabad on Lincoln Road requested funds for their Hanukkah Celebration on Sunday, December 18, 2022. A motion was made by Howard Herring to approve a budget of \$4,000.00. Second by Lyle Stern; unanimously approved.
- E. A motion was made by Alan Khoudari to increase the Hanukkah budget to hire Off-Duty Police Officers for security purposes. Second by Lyle Stern; unanimously approved.

V. Big Bus Update

A. Anabel Llopis updated the board on the status of relocating the Big Bus stop from Washington Avenue to the northeast corner of Meridian Avenue and Lincoln Road.

VI. Studio 2 Update

A. Kevin Sprague provided a brief marketing update.

VII. Schwartz Update

A. Bryna Winer provided an update of recent PR activity.

B. Jessica Goswami provided a social media update.

1. Lyle Stern requested a campaign highlighting tenant testimonials targeting

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brokers and prospective tenants.

VIII. BID Memberships

- A. Anabel Llopis informed the Executive Committee of the BID's annual memberships.
 - 1. Southern Florida Concierge Association
 - 2. International Downtown Association
 - 3. Miami Beach Chamber of Commerce
 - 4. GMCVB
 - 5. Greater Miami & The Beaches Hotel Association
- B. A motion was made by Lyle Stern to register the BID as a member of the Arts & Business Council. Second by Howard Herring; unanimously approved.

IX. BID Programming

- A. Anabel Llopis provided an update of all BID related Holiday activations.
- B. Anabel Llopis provided an update of the 90' Keith Haring Banner and Richard Orlinki Sculpture Exhibit unveilings.
- C. Anabel Llopis provided an update on the Live on Lincoln Road concert series and requested funds for a stage riser and lighting. The Executive Committee would like staff to prepare a budget.

X. NEW BUSINESS

- A. Lyle Stern would like staff to reach out to tenants along Lincoln Road to request that they leave the lights on, so the road does not look dark during special events.
- B. Howard Herring addressed the advertising in the Pennsylvania garage. The item was deferred at the last commission meeting to the finance committee. Howard Herring suggested that the BID should consider providing recommendations.

XI. Goal Setting 2023

- A. Soundscape Park Programming
 - 1. Lyle Stern discussed potential programming at Soundscape Park.
- B. Miami Pride
 - 1. Lyle Stern discussed Pride programming for Lincoln Road

XII. NEW BUSINESS

- A. Lyle Stern discussed the city's vacancy registration proposal and the complications surrounding it. Lyle Stern would like the BID to coordinate a meeting with the appropriate departments to discuss how the permitting process can be expedited.

XIII. Goal Setting 2023

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- A. Woofstock -- item not discussed
- B. Special Event Coordinator
 - 1. Lyle Stern requested to initiate the RFLI process to source a Special Event Consultant that would focus on attracting key special events to Lincoln Road and its side streets.
- C. Marketing -- item not discussed

XIV. NEW BUSINESS

- A. Lyle Stern requested more information on the Immersive Van Gogh experience coming to 420 Lincoln Road
- B. Lyle Stern provided an update on a meeting he had with Wayne Boich to bring Padel Courts to Lincoln Road.

XV. NEW BUSINESS

XVI. MEETING ADJOURNED

XVII. Next Executive Committee meeting: December 15, 2022

XVIII. Next Board of Directors meeting: January 12, 2023