

Lincoln Road Business Improvement District  
Board of Directors Summary Meeting Minutes  
October 13, 2022  
1:00 p.m. – 2:30 p.m.

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**In Person**

New World Center, 500 17<sup>th</sup> Street, Miami Beach, Florida 33139  
2<sup>nd</sup> Floor Conference Room

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**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#

+1 312-626-6799 Meeting ID: 474 454 7055#

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**MEETING CONDUCTED WITH IN-PERSON QUORUM AND VIA TELECONFERENCE**  
**SUMMARY MINUTES**

**recording available upon request**

In-Person

Anabel Llopis, Executive Director

Natalie Mejia, Staff

Mindy McIlroy, Vice President

Alan Khoudari, Treasurer

Howard Herring, Secretary

Andrew Rosenberg, Board Member

David Herzberg, Board Member

Peter Saliamonas, Board Member

Melvin Schlessler, Board Member

Catalina Casa, AEA Consulting

Virtual

Lyle Stern, President

Michael Llorente, LSN Partners

Bryna Winer, Schwartz Media Strategies

Jessica Goswami, Schwartz Media Strategies

Maria Hernaiz, Schwartz Media Strategies

Kevin Sprague, Studio Two

Cliff Stein, Property Owner

Adrian Morales, City of Miami Beach

Diana Fontani, City of Miami Beach

Lissette Arrogante, City of Miami Beach

Frank Garcia, City of Miami Beach

Kamal de'Shong, City of Miami Beach

Kenneth Soler, City of Miami Beach

Francys Vallecillo, City of Miami Beach

Evan Shelton, Urbanspace

Naomi Ross, Urbanspace

Rosanne Capuder, Thelmar Corp.

Yuri Rebello, New World Symphony

Alexandra Mesa, InHouse Commercial

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Jared Robins, InHouse Commercial  
Sergio Perez, Colliers

## **AGENDA**

### **I. WELCOME/INTRODUCTIONS/ROLL**

### **II. DISCUSSION OF BID FINANCES**

A. Anabel Llopis presented the finances as of September 30, 2022.

### **III. APPROVAL ITEMS**

1) Approval of minutes from Tuesday, July 26, 2022, LR BID Board meeting. Motion made by Mindy McIlroy, second by Mel Schlessler; approved unanimously.

### **IV. GENERAL AGENDA ITEMS**

1. Alcohol Sales Hours and Sidewalk Café Ordinance Update
  - a) Michale Llorente gave a brief explanation of these ordinances and provided the latest updates.
  - b) Alan Khoudari requested information regarding the sidewalk café footprint allocation process and how the city prioritizes the usage of space in front of other businesses. Mindy McIlroy shared her recent experience with The Cheesecake Factory and 7 Spices.
  - c) Cliff Stein requested an update regarding the restaurant operators that appealed the city's sidewalk café concession agreement. Michael Llorente provided a brief update.
2. **Lincoln Road Vacancies Update**
  - a) Michael Llorente provided an update on a proposal for a vacant storefront registry that would require property owners of vacant commercial properties to notify the city and pay a registration fee.
  - b) Lyle Stern provided direction to the board on how to respond to the city's proposal.
3. **Miami Beach Class A Office Building Update**
  - a) Michael Llorente provided a brief update.
4. **Lincoln Road Master Plan Update**
  - a) Michael Llorente provided a brief update. Adrian Morales further explained the city's position regarding the James Corner project.

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b) Cliff Stein asked when the city plans to begin construction. Adrian Morales said the city's goal is to begin late-summer of 2023. The Convention Center hotel will also begin building in summer 2023 with a goal to have it completed by 2025.

### **5. AEA Update**

a) Catalina Casas provided an update of the cultural plan for Lincoln Road. AEA is wrapping up phase I and will begin phase II. Within the next two months AEA will be able to provide a calendar and/or framework of suggested events and programming that is appropriate for Lincoln Road.

### **6. Andres Carne de Res Support Letter (Revised Designs)**

a) Alan Khoudari requested a new letter of recommendation from the Board for the new designs proposed for the Andres Carne de Res restaurant. Motion made by Mel Schlessler, second by David Herzberg; approve unanimously. Michael Llorente will modify the existing resolution to include the new details.

### **7. Barricade Rewrap Update**

a) Anabel Llopis shared the preliminary designs for the jersey barricade vinyls that will promote the Orlinks and Heith Haring exhibits.

### **8. Big Bus on Lincoln Road**

a) Anabel Llopis provided an update on the latest discussion with Big Bus to relocate their Washington Avenue stop to a cross street on Lincoln Road. The board shared their support for this initiative.

### **9. FY 22/23 Budget Amendment**

a) Natalie Mejia requested approval of amendments made to the 22/23 Budget. Motion made by Mindy McIlroy, second by Howard Herring; unanimously approved.

### **10. Schwartz Media Strategies Update**

a) Bryna Winer provided a brief update. Jessica Goswami provided a social media update.

### **11. Studio 2 Update**

a) Kevin Sprague provided a brief update.

### **12. October 11, 2022, Tenant Meeting Recap**

a) Anabel Llopis provided an update regarding the BID's latest tenant meeting.

### **13. Convention Center Hotel Show Room**

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- a) Anabel Llopis shared a request made by the City of Miami Beach for a space on Lincoln Road to create a show-room for the Convention Center Hotel.

### **14. City of Miami Beach Pop-Up**

- a) Anabel Llopis shared a proposal from the City of Miami Beach for a pop-up gift shop on Lincoln Road.

### **15. Activations:**

#### **a) Nu Deco Recap**

- a. Anabel Llopis provided a brief recap of the Nu Deco concerts at the Colony Theatre.

#### **b) Halloween 2022**

- a. Natalie Mejia provided an update for Halloween 2022.

#### **c) Urbanspace Holiday Market**

- a. Evan Shelton provided a planning and production update for the Holiday Market.

#### **d) Orlinksi Sculpture Exhibit**

- a. Anabel Llopis provided a brief production update.

#### **e) Keith Haring Banner**

- a. Anabel Llopis provided a brief production update.

#### **f) Live on Lincoln Road**

- a. Anabel Llopis provided a scheduling update.

#### **g) Holiday Parade & Christmas Tree Lighting**

- a. Anabel Llopis provided an update on Holiday programming.

#### **h) Free Wellness Programming**

- a. Beat The Gym Bootcamp
- b. Warrior Flow Yoga
- c. Zumba Sponsored by Baptist Health
- d. Open Air Tango

#### **i) Farmers Market**

#### **j) Antique Market**

### **16. NEW BUSINESS**

- a) Anabel Llopis requested support from the Board to locate storage space along Lincoln Road.
- b) Anabel Llopis shared a proposal sent by Mindy McIlroy to showcase an art exhibition in a storefront along Lincoln Road. Naomi Ross suggested connecting the exhibitors with Showfields.
- c) Natalie Mejia provided a brief assessment update.

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**V. MEETING ADJOURNED**

**VI. LR BID Annual Meeting: November 14, 2022  
Next Executive Committee meeting: November 17, 2022  
Next Board of Directors meeting: January 12, 2023**