

Lincoln Road Business Improvement District
Executive Committee Summary Meeting Minutes
Thursday, September 14, 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=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
Howard Herring, Secretary
Andrew Rosenberg, Member at Large
Freddie Peterson, Ex-Officio
Charles Premdas, Block by Block

Virtual

Cliff Stein, Property Owner
Kevin Sprague, Studio Two
Dana Rhoden, Dana Agency
Paula Gomez, Dana Agency
Francesca Morgan, Dana Agency
Saira Maidique, Dana Agency
Carson Celio, O&G
Diana Fontani, City of Miami Beach
Lisette Arrogante, City of Miami Beach
Heather Shaw, City of Miami Beach
Kenneth Soler, City of Miami Beach
Elizabeth Miro, City of Miami Beach
Lauren Firtel, City of Miami Beach
Francys Vellecillo, City of Miami Beach
Alex Cemaj, RFR
Mickey Cemaj, RFR
Mickey Quinn
"Ingrid"
"Max & Sarah"
440-289-6736

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL CALL

- a. Dana Agency presented a high-level recap of public relation efforts made to date.
- b. O&G presented their monthly social media recap and 3-month goals.
 - i. Mindy McIlroy announced that It'Sugar will be opening around October 31, 2023, at 801 Lincoln Road.

II. 400 BLOCK

- a. Lyle Stern and Anabel Llopis provided an update about the efforts made by the LRBID and City of Miami Beach regarding funds that were secured for programming and the installation of a Lincoln Road sign and Harmonics play area on the 400 block of Lincoln Road.
- b. Anabel Llopis provided a brief greenspace update about the installation of palm trees and upgrade to one of the planters on the 400 block of Lincoln Road.

III. DISCUSSION OF BID FINANCES

- a. Anabel Llopis announced that the LRBID has hired a new accountant.
- b. Anabel Llopis provided a financial review as of August 31, 2023.
- c. Natalie Mejia presented the special assessment collection update.

IV. APPROVAL ITEMS

- a. Mindy McIlroy made a motion to approve the minutes from the Monday, January 23, 2023, Emergency Executive Committee Meeting. Andrew Rosenberg provided the second. Motion passed unanimously.
- b. Mindy McIlroy made a motion to approve the minutes from the Monday, June 12, 2023, Executive Committee Meeting. Andrew Rosenberg provided the second. Motion passed unanimously.

V. NEW BUSINESS

- a. Anabel Llopis brought up the renewal of O'Connell & Goldberg's contract that expires on September 30, 2023, and reminded the board of the \$3,000.00 monthly increase that was discussed during the budget review process.
 - i. Mindy McIlroy made a motion to renew the contract at the new rate. Lyle Stern provided the second. Motion passed unanimously.
 - ii.

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VI. GENERAL AGENDA ITEMS

- a. Natalie Mejia announced the following board member's seats are up for election: Albert Cohen, Maria Stead, and Melvin Schlessler. The nomination process was explained as per the BID's bylaws.¹
 - i. Lyle Stern made a motion to elect himself, Howard Herring, Andrew Rosenberg, Freddie Peterson, and Cliff Stein to the Nominating Committee. Howard Herring provided the second.
- b. Natalie Mejia presented the proposed 2023-2024 LRBID meeting calendar. It was decided to move all future meetings to the 2nd Thursday of the month from 9:30 a.m. to 11:00 a.m.
- c. Natalie Mejia proposed Thursday, November 16, 2023, for the BID's Annual Meeting. The date was confirmed amongst the Executive Committee.
 - i. The Executive Committee discussed plans for the Annual Meeting.

VII. 400 BLOCK

- a. Anabel Llopis presented renderings of the Harmonics play area and Lincoln Road sign.

VIII. JERSEY BARRIERS/ PLANTERS

- a. Anabel Llopis provided the most recent update about the concrete planters that will replace the existing jersey barriers.

IX. BID PROGRAMMING

- a. Anabel Llopis provided and updated about the City of Miami Beach's South Beach Slam Pickleball Tournament taking place on Lincoln Road.
- b. Anabel Llopis provided an update on the *Living Art* Festival, a collaboration with local landscape designers and artist to reimagine exiting planters between Meridian Avenue and Washington Avenue.
- c. Anabel Llopis provided an update for the upcoming annual Halloween block party and plans for the Pumpkin Patch on Lincoln Road.
- d. Anabel Llopis provided an update about Art Basel's zone agreement with the city that controls public art activations within certain boundaries, including the Lincoln Road District. Lissette Arrogante provided an explanation.
- e. Lissette Arrogante provided an update on upcoming city programming that will take place on Lincoln Road.
- f. Anabel Llopis presented the Miami Beach Holiday Festival of Lights in partnership with Miami Music Festival and the City of Miami Beach.

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g. Anabel Llopis presented additional public art sculptures for the “Art on the Road” program.

h. Boat Life Market - Item Deferred

X. NEW BUSINESS

XI. MEETING ADJOURNED

Nominating Committee Meeting:

Next Board of Directors meeting: October 10, 2023

Next Executive Committee meetings: November 14, 2023

¹ A motion was passed on October 3, 2022, to waive the term limit for any current board member who is nominated to appear on the ballot and has already served two consecutive terms.