

Lincoln Road Business Improvement District  
Board of Directors Summary Meeting Minutes  
January 9, 2025  
9:30 a.m. – 11:00 a.m.

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**In Person**

420 Lincoln Road, Suite 330, Miami Beach, Florida 33139  
Conference Room

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**Join Zoom Meeting**

<https://zoom.us/j/4744547055?pwd=YXo1TmUrR0ZNMmJYNiVLZVVEVjczZz09>

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

Claudia Jagid, District Consulting

Lyle Stern, President

Alan Khoudari, Treasurer

Yuri Rebello, Secretary

Melvin Schlessler, Board Member

Maria Stead, Board Member

Elba Machado, Board Member

Clifford Stein, Board Member

**Virtual**

Mindy McIlroy, Vice President

Michael Comras, Comras Company

Max Gelband, Comras Company

Carson Celio, O&G

Paula Gomez, Dana Agency

Michel Hausmann, Miami New Drama

Nick Richberg, Miami New Drama

Commissioner Joe Magazine, City of Miami Beach

Luis Atencio, City of Miami Beach

Lisette Arrogante, City of Miami Beach

Ariel Guitian, City of Miami Beach

Charles Ortiz, City of Miami Beach

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**Virtual (cont'd)**

Daniel Azuri, City of Miami Beach

Charles Premdas, City of Miami Beach

Lauren Firtel, City of Miami Beach

Heather Shaw, City of Miami Beach

Justin Karr, City of Miami Beach

Diana Fontani, City of Miami Beach

Kenneth Varela, City of Miami Beach

**AGENDA**

**I. WELCOME/INTRODUCTIONS/ROLL**

**II. GENERAL AGENDA ITEMS**

A. Lincoln Road Hustle Update - Miami New Drama

1. Michelle Hausmann from Miami New Drama provided an update on the Lincoln Road Hustle play, which has received extraordinary reviews and audience response. The play will continue running until February 16th, and there is demand to potentially extend the run.

B. Capital Improvement Projects Update - City of Miami Beach

1. Ariel, the Interim Division Director for CIP, provided an update on Phase 2 of the Lincoln Road Improvement Project. The bids for the Drexel and Meridian components came in over budget, so the team is working to vet the bidders and award the contract in February. Construction is expected to begin in the spring and take around a year to complete.

**III. APPROVAL ITEMS**

A. Minutes from Thursday, October 17, 2024 LR BID Board Meeting

1. Melvin Schlessor made a motion to approve the minutes from the Thursday, October 17, 2024 LR BID Board Meeting. Lyle Stern provided the second. The motion was approved unanimously.

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**B. Fairchild Tropical Botanic Garden Orchid Festival**

1. The board discussed hosting an Orchid Festival on February 15th, in partnership with Fairchild Tropical Botanic Garden. The anticipated cost of the event is approximately \$1,500. Fairchild will be responsible for coordinating vendors and delivering educational programming, including workshops on orchid care.
  - a) A motion to approve the financial expenditure was made by Melvin Schlessner and seconded by Clifford Stein. The motion was approved unanimously by the board.

**C. LRBID Office Lease Renewal**

1. The board discussed renewing the office lease, which has been on a month-to-month basis since December. They agreed to continue the month-to-month arrangement while also discussing the long-term plan for the office space

**IV. GENERAL AGENDA ITEMS**

**A. Block by Block Transition**

1. The board engaged in a discussion regarding the future of the Block by Block program on Lincoln Road, specifically the possibility of the City of Miami Beach subsidizing either the full cost of the program or a larger share than it has over the past eight years, during which the City's contribution has remained unchanged. It was noted that if the contract were to be renewed with the same staffing levels and hours, the overall cost has increased. The board also discussed the potential for expanding the contract, including the option to hire additional personnel to enhance service levels.
  - a) Staff was directed to prepare budget options reflecting various staffing levels for further review.

**B. LRBID Renewal**

1. Claudia Jagid provided an update on the results of the LRBID renewal election. A total of 71 ballots were distributed, of which 66 were returned. 65 ballots were marked in favor of the renewal, and 1 was returned blank, indicating overwhelming support for the renewal. The next step is for the results to be reviewed and approved by the City of Miami Beach Commission on February 23rd.

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**C. Euclid Oval Turf Replacement**

1. Claudia Jagid informed the board that the City of Miami Beach is proceeding with plans to replace the turf at the Euclid Oval.

**D. Sculpture Installations**

1. Anabel Llopis provided the board with an update on the two Gillie & Marc bronze sculptures recently installed on the 500 and 800 blocks of Lincoln Road. She also announced that Duck World, a current Lincoln Road tenant, will be installing a large rubber duck sculpture on Lincoln Road at no cost to the BID.
  - a) The board discussed the need to establish a clear policy or framework around allowing tenants to install artwork or branding on public spaces.

**V. NEW BUSINESS**

**A. Valet on Lincoln Road**

1. Lyle Stern proposed coordinating a meeting with the City of Miami Beach and the Miami Beach Police Department (MBPD) to address current and future traffic and valet challenges associated with Oro, Andres Carne de Res, Mr. Nice Guy, Negroni, and other nearby establishments.

**VI. GENERAL AGENDA ITEMS**

**A. Discuss Seasonal Live Entertainment**

1. Lyle Stern discussed plans to activate Lincoln Road with more live music and entertainment, especially on weekends and during peak hours. They also discussed improving the landscaping and holiday decorations on the street, and potentially offering gift wrapping services during the holiday season.

**B. Current Calendar of Events (Jan-Feb) - deferred**

**C. Discuss Potential Key Events - deferred**

**VII. NEW BUSINESS**

**VIII. MEETING ADJOURNED**

**Next Executive Committee meeting: February 13, 2025**

**Next Board of Directors meeting: April 10, 2025**