

Lincoln Road Business Improvement District  
Executive Committee Summary Meeting Minutes  
Thursday, September 25, 2025  
10:00 a.m. – 11:30 a.m.

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**In Person**

New World Center, 500 17th Street, Miami Beach, Florida 33139, Conference Room

**Join Zoom Meeting**

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

**Meeting ID:** 474 454 7055 | **Password:** 808879 | **Call-in:** +1 301-715-8592

**MEETING CONDUCTED WITH IN-PERSON QUORUM  
AND VIA TELECONFERENCE SUMMARY MINUTES  
(recording available upon request)**

**In-Person**

Lyle Stern, President  
Mindy McIlroy, Vice President  
Yuri Rebello, Secretary  
David Herzberg, Member at Large  
Anabel Llopis, LRBID Executive Director  
Natalie Mejia, LRBID Staff  
Claudia Jagid, District Consulting

**Virtual**

Michael Comras, Comras Company  
Max Gelband, Comras Company  
Lyle Chariff, Chariff Realty Group  
Misha Harris, Pontegadea  
Aaron Butler, Avenue Real Estate  
Paul Savage, Bercow Radell Fernandez Larkin + Tapanes  
Rob Alvarez, Bercow Radell Fernandez Larkin + Tapanes  
Federico Hurtado, STA Architectural Group  
Todd Tragash, STA Architectural Group  
Sofia Alzate, STA Architectural Group  
Erica Papan, Noble 33  
Paula Gomez, Dana Agency  
Jessica Barrios, Dana Agency  
Hailey Fine, O'Connell & Goldberg  
Justin Karr, City of Miami Beach  
Brian Feit, BMF

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**AGENDA**

**I. WELCOME/INTRODUCTIONS/ROLL CALL**

**II. DISCUSSION OF BID FINANCES**

**III. APPROVAL ITEMS**

- a. Maizon Miami LLC (a.k.a. Nobel 33) - 1620 Drexel Avenue - Planning Board Application (PB24-0660) & HPB Application (HPB24-0616) - BID Support Requested - *Paul Savage, Bercow Radell Fernandez Larkin + Tapanes & Todd Tragash, STA Architectural Group*
  - i. Paul Savage gave a brief overview of Noble 33's Meduza Mediterranea restaurant concept
  - ii. Seeking BID support for Planning Board approval of a conditional use permit and a variance from the HPB to allow rooftop operations until 2:00 a.m.
  - iii. Concerns raised about lack of street-level activation on Lincoln Road
  - iv. Lyle Stern motioned to support the Planning Board Application (PB24-0660) and Historic Preservation Board Application (HPB24-0616) through a written letter of support. Mindy McIlroy seconded the motion, which passed unanimously.
- b. Minutes from: Thursday, June 12, 2025, Executive Committee Meeting
  - i. Mindy McIlroy moved to approve the minutes from the Thursday, June 12, 2025, Executive Committee Meeting. David Herzberg provided the second. Motion passed unanimously.
- c. Minutes from: Tuesday, July 8, 2025, Emergency Executive Committee Meeting
  - i. David Herzberg moved to approve the minutes from the Tuesday, July 8, 2025, Emergency Executive Committee Meeting. Mindy McIlroy provided the second. Motion passed unanimously.
- d. Minutes from: Tuesday, August 26, 2025, Emergency Executive Committee Meeting
  - i. Yuri Rebello moved to approve the minutes from the Tuesday, August 26, 2025, Emergency Executive Committee Meeting. Lyle Stern provided the second. Motion passed unanimously.
- e. Minutes from: Monday, September 8, 2025, Emergency Executive Committee Meeting
  - i. Mindy McIlroy moved to approve the minutes from the Monday, September 8, 2025, Emergency Executive Committee Meeting. David Herzberg provided the second. Motion passed unanimously. Motion passed unanimously.
- f. LRBID 2025-26 Budget Amendment
  - i. Mindy McIlroy moved to approve the amendments made to the LRBID 2025-26 Budget. David Herzberg provided the second. Motion passed unanimously.
- g. International Downtown Association - Request for Membership Increase
  - i. The Committee reviewed a request to increase the LRBID's membership level with the International Downtown Association (IDA); the request was not approved.
- h. Dana Agency - Request for PR Retainer Increase

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- i. Paula Gomez presented a request for a \$1,000 monthly retainer increase. The Committee discussed the request and declined it, noting that the Board has already approved the budget for the upcoming fiscal year.

## IV. GENERAL AGENDA ITEMS

### a. City of Miami Beach

- i. Lincoln Road Capital Improvements - Phase II Update
  1. Anabel Llopis provided a brief update on the successful Drexel Avenue groundbreaking event and shared project renderings.
- ii. Vacancy Registration Update
  1. Claudia Jagid provided an update on Commissioner Gonzalez's item supporting the vacancy registration program, scheduled for discussion at the October Land Use meeting.
  2. The Committee briefly discussed opposition to the item.
- iii. Sidewalk Café Abatement Program
  1. Claudia Jagid provided an update on the success of the abatement program, noting that the discount will be automatically applied to tenants' sidewalk café concession invoices. The program does not apply to national restaurant chains.
- iv. Date Palm Removal between 600-700 blocks
  1. Anabel Llopis provided an update on the removal of palm trees that were deteriorating and posed safety hazards.

### b. LRBID

- i. Annual Meeting - November 20, 2025, at 10:00 a.m.
  1. The meeting will be held at Andrés Carne de Res, located at 455 Lincoln Road.
- ii. 2025-26 Meeting Schedule Shared
- iii. 2025-26 Programming Schedule Shared
- iv. Board Member Contact Information and Bio for Lincoln Road Website
  1. Anabel Llopis requested updated contact information from the Board of Directors, noting that it will be published on the LRBID website in compliance with state requirements.
- v. Halloween 2025
  1. Natalie Mejia provided a brief overview of the planned programming schedule.
- vi. 2025-26 Public Art Installations
  1. Natalie Mejia presented a proposed map for the art installation placements along Lincoln Road, noting that a total of 10 new sculptures will be installed.
- vii. 2026 Public Art Opportunities
  1. Gillie & Marc - Elephant Rising - \$10K
    - a. Mindy McIlroy moved to approve the \$10,000 expense to exhibit *Elephant Rising* on Lincoln Road for the 2026-27 season. Yuri Rebello seconded the motion, which passed unanimously.
  2. Sujin Lim - Between the Clouds - \$103K
    - a. The Committee discussed the importance of engaging the City to explore a potential partnership for the permanent installation.

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- viii. Recent Brand Activations
    - 1. Tresemmé; TirTir; Clinique; Maybelline.
    - 2. Adidas - Official FIFA Soccer Ball Branding at Jefferson Avenue
  - ix. Leasing Update
    - 1. Prince Street Pizza - Opening Nov. 2025
    - 2. Pandora - Relocating to 828 Lincoln Road
  - c. O’Connell & Goldberg - Social Media Update
    - i. Haily Fine presented a year in review and noted the following:
      - 1. Instagram: 29.5k+ new followers; 13.6M+ users reached; 1M+ interactions; 89M+ impressions; 200K+ link clicks; and 289K+ profile visits.
      - 2. Shared top performing content
  - d. Dana Agency - Public Relations Update
    - i. Paula Gomez and Jessica Barrios presented a year in review and noted the following:
      - 1. 717 media placements (110% increase); 5.9B total impressions; and \$54.8M estimated media value.
      - 2. Shared top highlights in local, national, and international outlets
- V. NEW BUSINESS**
- a. Playboy relocating 75 jobs to Miami Beach over 4 years and has applied to the City of Miami Beach’s Job Creation Incentive Program.
    - i. Yuri Rebello motioned to support Playboy’s Job Creation Incentive Program application. Lyle Stern provided the second. Motion passed unanimously.

**VI. MEETING ADJOURNED**

**Next Board of Directors meeting: October 9, 2025**

**Next Executive Committee meeting: November 23, 2025**