

Lincoln Road Business Improvement District
Board of Directors Summary Meeting Minutes
January 8, 2026
10:00 a.m. – 11:30 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=YXo1TmUrR0ZNMmJYNlVLZVVEVjczZz09>

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
(recording available upon request)**

In-Person

Lyle Stern, President

Yuri Rebello, Secretary

David Herzberg, Member at Large

Maria Stead, Board Member

Melvin Schlessner, Board Member

Lyle Chariff, Board Member

Anabel Llopis, Executive Director

Natalie Mejia, Staff

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Virtual

Arturo Vinueza, Board Member

Elba Machado, Board Member

Michael Comras, Comras Company

Joe Magazine, City of Miami Beach Commissioner

Luis Atencio, City of Miami Beach

Giacomo Natteri, City of Miami Beach

Justin Karr, City of Miami Beach

Diana Fontani, City of Miami Beach

Herman Fung, City of Miami Beach

Ariel Guitian, City of Miami Beach

Claudia Jagid, District Consulting

Jessica Barrios, Dana Agency

Hailey Fine, O&G

Ingrid Marte, BH Properties

MJ Woodrum, UIA Management

Jami Burgess, Macy's

"Alberto"

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AGENDA

I. WELCOME/INTRODUCTIONS/ROLL

II. GENERAL AGENDA ITEMS

- A. CIP Updates: Lincoln Road Redevelopment Project Phase II & Phase III
 - 1. Ariel Guitian and Herman Fung shared updates on Phase II (Drexel and Meridian Avenue segments) and noted that contractor bidding for Phase III is currently in progress.
- B. Item R9 I: Discussion Regarding Lincoln Road Side Street Signage Pilot Program
 - 1. Item sponsored by Commissioner David Suarez: The Board discussed a signage program to improve visibility for side-street retailers from Lincoln Road. The Board supported the concept but emphasized it should be professionally developed, with Economic Development leading. Consensus to engage designers/urban planners (e.g., James Corner) for a world-class solution, with Communications supporting branding. Item to be revisited next month.
- C. LRBID x City of Miami Beach MOU
 - 1. The Lincoln Road and City of Miami Beach MOU was completed and approved at the December 17 commission meeting, securing another 10 years of partnership.
- D. Annual Board Election Results
 - 1. At the November annual meeting, new board members Patrick Khouri and Lyle Chariff were elected. Additionally, Mindy McIlroy, Lyle Stern, David Herzberg, and Alan Khoudari were re-elected to the board.
- E. FIFA Countdown Clock
 - 1. Lincoln Road installed a FIFA countdown clock—the only location currently with one. The clock is being marketed and promoted by both the BID and the city, and will remain on Lincoln Road through the end of May before moving to the back basin in downtown Miami.
- F. Doors to Freedom Exhibit
 - 1. Doors to Freedom is an art exhibit introduced by Commissioner Alex Fernandez that was displayed during Art Week in December. The exhibit is being relocated to Lincoln Road and will be installed on Monday on the 700 block under the Folly, with plans to remain up for at least one month.
- G. Lincoln Road Garage Façade
 - 1. The Lincoln Road garage on 17th Street is being wrapped with graphics featuring Miami Beach messaging and themes, including Ocean Drive, the Beach, Art Deco, FIFA 2026, and outdoor sports. The graphics are currently being installed and will remain up for almost a year. A separate resolution is still being developed for permanent wayfinding signage from the Convention Center directing people to Lincoln Road, with Tourism tasked to develop design options.

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2. The Board discussed creating a gateway entrance on Pennsylvania Avenue between the Convention Center and Lincoln Road, emphasizing a world-class design (not standard signage). Concepts include lighting and art installations as near-term solutions, alongside longer-term permanent features, to be developed with the City.
- H. Lunar New Year Asian Festival x Smorgasburg (February 2026)
 1. The BID is planning to host the Lunar New Year Asian Food Festival on Lincoln Road in February, targeting the city surface lot behind Nike. The event previously drew over 10,000 people when hosted by Smorgasburg in Wynwood. Parking fees remain a key challenge; Economic Development and Commissioner Magazine will explore waiving fees with the City to support feasibility.

III. DISCUSSION OF BID FINANCES

- A. Anabel Llopis provided a financial update as of December 31, 2025.

IV. APPROVAL ITEMS

- 1) Minutes from Tuesday, October 28, 2025 LR BID Board Meeting
 - a) Melvin Schlessor moved to approve the minutes from the Tuesday, October 28, 2025 LR BID Board Meeting. David Herzberg provided the second. Motion passed unanimously.

V. SOCIAL MEDIA & PUBLIC RELATIONS

- A. O'Connell & Goldberg
 1. Hailey Fine provided an end of year social media recap for November and December.
- B. Dana Agency
 1. Jessica Barrios provided public relation highlights for November and December

VI. LEASING UPDATES

- A. Prince St. Pizza - Recently Opened (521 Lincoln Road)
- B. Myka Greek Frozen Yogurt - Recently Opened (551 Lincoln Road)
- C. Culto Futbol - Recently Opened (744 Lincoln Road)
- D. Elixir - Recently Opened (818 Lincoln Road)
- E. Silk - Recently Opened (1664 Lenox Avenue)
- F. Chili Beans - Reopened (551 Lincoln Road)
- G. Pandora - Relocated (828 Lincoln Road)
- H. Edikted - Recently Leased (901 Lincoln Road)
- I. New Pop Ups
 1. TFU TFU (443 Lincoln Road)
 2. Miami Life Center (433 Lincoln Road)

VII. UPCOMING LINCOLN ROAD EVENTS

- A. SOBE Jazz Festival (1/10 & 1/11)
- B. Raw Figs Figure Drawing (1/17)
- C. YMU Rock Ensemble (1/23)
- D. Antique & Collectible Market (1/11, 1/18, & 1/25)

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- E. Art Walk (3rd Thursdays)
- F. Open Air Tango (3rd Thursdays)
- G. Community Yoga (Every Sunday)
- H. Lincoln Road Farmers Market (Every Sunday)

VIII. UPCOMING DISTRICT HAPPENINGS

- A. Playoff Fan Central (MBCC)
- B. COSMOprof Beauty Show (MBCC)
- C. WSB Live (MBCC)
- D. Miami Marathon

IX. NEW BUSINESS

- A. The Board briefly discussed organizing a broker event for April 2026.
- B. The Board discussed allowing restaurants to place TVs outdoors during the FIFA World Cup (June-early July 2026). Current police restrictions limit TVs to indoor viewing. The Board agreed the policy should be updated before May and plans to meet with the City Manager, a commissioner, Economic Development, police, and restaurant representatives to establish clear guidelines.
- C. The Board discussed an overhaul of the existing markets and requested staff obtain current City contracts for review and comment ahead of upcoming renewals.

X. MEETING ADJOURNED

Next Executive Committee meeting: February 12, 2026

Next Board of Directors meeting: April 9, 2026