



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

The Mayor's Blue Ribbon 41st Street Committee ("Committee") is created pursuant to the Mayor's authority to establish Mayor's boards or committees under Section 2-27 (b) (2) of the City Code. The purpose of the Committee is to study and make recommendations as to how to improve the experience for residents and visitors on 41st Street, which is one of the major gateways to Miami Beach.

Mayor's Blue Ribbon 41st Street Committee

4:00 p.m. Thursday, October 28, 2021

MINUTES

Committee Members

- Seth Gadinsky, Chair (P)
- Robin Jacobs, Vice Chair (P)
- Jerri Hertzberg Bassuk (A)
- Betty Behar (P)
- Michael Burnstine (P)
- Yechiel Ciment (P)
- Bonnie Crabtree (P)
- Marcella Novela (A)
- Eric Hankin (P)
- Jeremy Watchel (P)

P = Present; A = Absent

Other attendees

- Alicia Casanova
- Yariel Diaz
- Anamarie Ferreira de Melo
- Michael Goldberg
- Jeffrey Huber
- Holly Wallack

City Officials and Staff in attendance

- Commissioner Steven Meiner
- Commissioner David Richardson
- Luis Callejas, Commission Aide
- Amadeus Huff, Commission Aide
- Lily Alvarez, Facilities and Fleet Management Administrative Services Manager
- Josiel Ferrer, Transportation and Mobility Assistant Director
- Herman Fung, Capital Improvement Projects Coordinator
- Lissette Garcia Arrogante, Tourism and Culture Director
- Officer Eliut Hazzi, Police Department
- Jenny Hernandez, Economic Development Office Associate
- Colette Satchell, Senior Capital Projects Coordinator
- Amber Tarrac, Economic Development Assistant Director
- Rickelle Williams, Economic Development Director

Seth Gadinsky, Chair, opened the meeting at 4:02 p.m. and welcomed all in attendance.

1. September Minutes

Motion: Yechiel Ciment made a motion to approve the minutes from September's meeting, seconded by Michael Burnstine. The minutes were approved unanimously.

2. City Update

Capital Improvement Projects: RFQ for the 41st Street streetscape plan

- Herman Fung informed that at the October 13th Commission meeting, the Commission accepted the recommendation from the City Manager to reject the Construction Manager at Risk proposal.
 - There was only 1 proposal submitted and they would like to have more options.
- Herman added that once the design with Brookes and Scarpa, the awarded Architectural and Engineering (A&E) firm is finalized, they will meet with the Committee in order for everyone to meet the team.

Transportation and Mobility: Traffic

- Josiel Ferrer stated they have been working with the County following a Commission resolution to work on Pine Tree Drive. The County recommended the following:
 - Install a new traffic signal on 34th Street; and
 - Close the entrances to the neighborhood on 31st and 37th as there is not enough visibility to make left turns.
- Josiel mentioned that the County is working on the funding and has tentatively funded the projects for 2023 and will commence design in October 2022. In the meantime, the County and the City proposed two recommendations:
 - Installation of rumble strips to reduce speeding; and
 - Closing out with delineators all the median openings (31st, 34th, and 37th).
- This safety improvement is urgently needed; therefore, they plan to expedite this to reduce the number of severe crashes.
 - Josiel informed he already has the delineators but will need to discuss with the community first and then send a letter to Commission prior to placing them.
 - The rumble strips will take about three weeks to design and eight weeks to implement.

3. Committee Discussion

REEF Technology Presentation

- Commissioner Richardson gave a brief description of the company and informed they currently have a program in the City of Miami. He stated the possibility of doing a pilot program on 41st Street as the City ordinance could allow for a six-month program.
 - Yariel Diaz from REEF Technology gave a presentation on their business uses and explained how they transform open spaces into mixed-use spaces giving the example of their partnership with FreshDirect in New York.
- Yechiel asked how REEF monetizes with their concept. Yariel explained that REEF takes on all of the risks, leasing of the space, buying the vessels, and even employing the employees. REEF makes the majority of the money (a royalty) and gives the company (restaurant) their portion.
- Jeremy mentioned he does not think this concept is good for a brick-and-mortar as himself as it will create competition. He likes the idea for other cities/areas but not for 41st Street.
 - Yariel stated his program is for deliveries and will not include dine in or tables in order to not compete with brick-and-mortar restaurants.
 - Jeremy suggested considering them for the evening time as the current business owners are more for daytime.

Henry Liebman Square

- Lily Alvarez from Facilities and Fleet Management explained that she met with various departments and a contractor to discuss improvements that could be done to the area. They plan to put 5 light poles and cameras, and 8 floodlights to illuminate the trees. Along with the infrastructure needed, it is projected to cost around \$100,000. The cameras cost around \$15,000 to \$20,000, each light pole is about \$9,500, and the up-lighting for the trees is about \$10,000.
 - Lily will send the estimate to see if there are any adjustments that could be made to lessen the cost.
 - Officer Hazzi recommended having light as it would deter anyone from doing drugs and having the homeless community gather there.
- Lily informed that the Police Department preferred not to have barriers or fencing around the Square as it is safer for them to get through should there be an emergency.
- Greenspace Management suggested putting hedges around the existing trees.
- Lissette Garcia Arrogante mentioned she felt the space was not appropriate to have family friendly activations as there is the liability of having the cars driving by so close and the possibility of children running on the street.
 - Lissette informed she is currently working on contracting a vendor for the Lummus Park market and once things progress, they could extend to having a market on Pine Tree Drive.
- Commissioner Meiner informed that the City has a \$10 million budget for a lighting plan where they look at areas with very little lighting and it could be possible to include Henry Liebman Square.
 - Commissioner Meiner stated this will be an item at the next Neighborhood and Quality of Life Committee meeting. Staff will send the meeting invite to the Committee.

Motion: Recommendation for the City of Miami Beach to allocate funds to improve the lighting and camera function at Henry Liebman Square.

Motion made by: Yechiel Ciment

Motion seconded by: Bonnie Crabtree

Motion passed: 8 – 0

41st Street Class A Office RFP for surface parking lots

- Amber mentioned that the 41st Street Class A Office RFP discussion item was on the September 17th Commission agenda but was deferred to the next Finance and Economic Resiliency Committee meeting on December 22nd. The 41st Street Committee is invited to attend in order to gather more feedback from the 41st Street Committee.

4. Chairman Update

MidBeach Neighborhood Association

- Anamarie, President of the MidBeach Neighborhood Association (MBNA) informed that the association includes condominiums and hotels between 24th and 63rd Street and has over 60 active members.
- Anamarie mentioned that during the first week of October, the MBNA surveyed the community on 2 proposed projects discussed at the 41st Street Committee. She included both questions and mentioned the outcome of the community.
 - There is belief that the development of the City owned waterfront parking lot at 4000 Chase (behind the Roosevelt Theater) would energize and contribute to the

- vibrancy of 41st Street. Since this involves a City owned property, to begin the process a Commissioner would need to sponsor the item for it to eventually go to voter referendum. How likely are you to favor the initiation of this process? Most voted in favor of and responded with "Very likely".
- The Mayor's "41st Street Blue Ribbon Committee" is in discussions with a first class supermarket chain for a potential store to be constructed behind Central Hardware/ Yes!/ Roasters, with a covered parking garage that would not disrupt drop-off / pick-up of students at North Beach Elementary School. How likely are you to favor the concept of bringing a supermarket chain to 41st Street, possibly constructed behind the Central Hardware/ Yes!/ Roasters? Most voted in favor of and responded with "Very likely".
 - Alicia, member of the MBNA stated that the majority were in favor of having any type of improvement in the lot at 4000 Chase.

Grocery Store

- Seth reminded the Committee about the potential grocery store and stated the grocer is a signed developer and can start working on the real feasibility.
 - Seth added there are logistics and cost issues that are being accounted for now.

5. Public Comment

- Robin Jacobs informed that the Miami Beach Chamber of Commerce is doing "Cafecito with the Cops" at IberiaBank on November 4th at 9 a.m. and invited the Committee members to host their location for the next one.
- Bonnie Crabtree asked if there was any update on The Forge. Seth mentioned the last update from them concluded with them saying that it is still two years away.

Meeting Adjourned at 5:32 p.m.

Next meeting date: December 9, 2021