

# MIAMI BEACH

## **Mayor's Blue Ribbon 41<sup>st</sup> Street Committee**

4:30pm Tuesday, January 28, 2020

Iberia Bank

400 41<sup>st</sup> Street, Miami Beach

### **MINUTES**

#### **Committee Members in Attendance:**

- Betty Behar
- Michael Burnstine
- Yechiel Ciment
- Francisco Diez-Rivas
- Seth Gadinsky, Chair
- Eric Hankin
- Robin Jacobs, Vice Chair
- Marcella Novella
- Jeremy Wachtel

#### **City Staff in Attendance**

- Bo Martinez, Director, Economic Development Director, City of Miami Beach
- Gedel Merzius, Economic Development Specialist, City of Miami Beach
- Allison Novack, Community Information Manager, City of Miami Beach

Seth Gadinsky opened the meeting at 4:07 p.m. and welcomed all in attendance.

**Approval of Minutes:** Eric Hankin made a motion to approve the minutes of the committee meeting.

#### **Curating Opportunities**

Marcella Novella spoke to the committee regarding potential pop up space opportunity for artist activation. Marcella stated that this type of activation will encourage prospective businesses to take notice of the potential within the 41<sup>st</sup> street area.

#### **Movie Night on 41<sup>st</sup> street**

Gedel Merzius stated that the movie night on 41<sup>st</sup> street was a positive turnout. Yechiel Ciment stated that there were many more families at Muss Park.

#### **41<sup>st</sup> street Marketplace**

Gedel Merzius stated that the Marketplace has established a date of Sunday, March 1<sup>st</sup>. Staff will prepare the logistics permits and marketing to prepare for the marketplace. Bo Martinez stated that the selection of vendors will be done on a first preference basis on the contingency of the 41<sup>st</sup> street businesses. Robin Jacobs and Betty Behar stated that they would like to be involved in the selection

of vendors for the marketplace as they would like to make sure kosher vendors will be present for the Marketplace.

Jeremy Wachtel asked staff if they were looking to contract Samantha Schnar of the Naughty Fork a social media influencer of restaurant form throughout the country. Gedel stated that staff is continuing conversation internally to see if Samantha and her services will be feasible for this event.

The 41<sup>st</sup> street committee made a motion.

**MOTION: To have the City of Miami Beach explore the option of contracting the Naughty Fork to work with the Communications Department to use Quality of Life Funds to promote the 41<sup>st</sup> street Marketplace**

*Motion made by: Jeremy Wachtel*

*Motion seconded by: Betty Behar*

*Motion passed: 9-0*

*Member absent: Bonnie Crabtree*

### **Electrify America**

Francisco Diez Rivas spoke to the committee about Electrify America. Francisco stated that he has been speaking to Electrify America about possible charging station implementation for cars in the parking garages city wide. Francisco believes that this feature would be a great way to partner with local hotels in the area. Electrify America is proposing that they implement parking stations at no cost to the city. Francisco made an ask that someone within the city be able to meet with Electrify America's acquisition team. Jeremy stated that parking garages that have a component of charging stations within them are always packed to capacity. Francisco stated that these features within a community create an added benefit of foot traffic.

The 41<sup>st</sup> street committee made a motion.

**MOTION: To encourage the City of Miami Beach to open dialogue and explore the opportunity of charging station implementations to the 41<sup>st</sup> street corridor.**

*Motion made by: Jeremy Wachtel*

*Motion seconded by: Jerri Hertzberg Bassuk*

*Motion passed: 9-0*

*Member absent: Bonnie Crabtree*

### **Master Action Plan**

Bo Martinez discussed the execution of a professional service agreement with AECOM Technical Services. Bo discussed the scope of the project and gave a tentative timetable of task and deliverables that the City of Miami Beach and AECOM will work on.

### **Lighting on the 41<sup>st</sup> street Corridor**

Gedel discussed that lights will be implemented on 251 palm trees from Royal Palm Avenue to Indian Creek Drive. Gedel stated that staff will begin working on this by the second quarter of this year. Staff will continue to look for permanent options for a long-term solution. Allison Novack added that Johnson Controls will complete master plan

recommendation that will be presented to commission in February and a prioritization of a street plan will take place. Yechiel asked that we possibly make a push to make 41<sup>st</sup> street a prioritization.

The 41<sup>st</sup> street committee made a motion.

**MOTION: Prioritize the 41<sup>st</sup> street corridor in the upcoming city wide Lighting Master plan recommendations**

*Motion made by: Yechiel Ciment*

*Motion seconded by: Betty Behar*

*Motion passed: 9-0*

*Member absent: Bonnie Crabtree*

**Meeting adjourned 5:46 pm**