

# MIAMIBEACH

**Mayor's Ad-Hoc 41<sup>st</sup> Street Committee**  
**4:00pm Thursday, February 14, 2019**  
**Iberia Bank**  
**400 41<sup>st</sup> Street, Miami Beach**

## MINUTES

### Committee Members in Attendance:

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

### Guest Speakers in Attendance:

- Jim Morrison, Jim Morrison Lighting
- Alejandro D. González, New Tropic

### City Staff in Attendance:

- Heather Shaw, Acting Director Tourism, Culture and Economic Development
- Saul Frances, Director, Parking
- Jay Fink, Assistant Director
- Gedel Merzius, Economic Development Specialist
- What about PD? There were guests that signed in the sign in sheet – where are they?

Seth Gadinsky opened the meeting at 4:06 p.m. and welcomed all in attendance.

**Approval of the Minutes:** Robin Jacobs made a motion to approve the January meeting minutes. Michael Burnstine seconded, and the motion passed 8-0 to approve the meeting minutes

### **Discussion of Implementation Plan Alta/ Gehl Design and Vision**

**Vacant Storefronts** - Heather Shaw began the discussion by giving a brief update on the use of the Mid – Beach Quality of Life funds, which have been allocated for vacant storefront covers, parklets, temporary artistic installations and corridor lighting.

Heather spoke of the DASH designs and that City staff reviewed the student designs and then short listed to four.

Heather stated that the Neighborhood Community Affairs Committee will look at the designs. Jerri Herzberg Bassuk asked whether the Committee would be able to make recommendations for the

City Manager to keep one design and keep it uniformed. There was further discussion throughout the Committee that there should be several different signs that are artistic and creative that represent the 41<sup>st</sup> Street Committee.

**MOTION:** To recommend that City of Miami Beach staff research best practices on storefront covers in other cities.

*Motion entertained by: Seth Gadinsky (Chair)*

*Motion made by: Yechiel Ciment*

*Motion seconded by: Jeremy Wachtel*

*Motion passed: 6-0*

*Member absent: None*

The Committee agreed that the student which Storefront design was selected be recognized at perhaps a City Commission meeting and the student's name should be shown on the design storefront. Yechiel Ciment stated that as a reflection of the progressive ideas and actions that are coming out of the 41<sup>st</sup> Street Committee, it should be recognized as 41<sup>st</sup> Street product. Not for the recognition but so residents can rally around progress.

**Parklet** - Heather briefed the committee on the status of the parklet designs. Heather stated that the designs were reviewed by the Parking and Planning Department. Heather presented the short list of student designs of parklets that be placed on Royal Palm in front of Tasty's Cafe.

Heather informed that the next steps would be for the Committee to select a parklet design for the 41<sup>st</sup> Street corridor. The cost for the parklet design could cost anywhere between \$35,000 to \$50,000.

Eric Hankin emphasized that the parklet size is smaller than one parking space. Seth stated that he thought that Omar Leon's design at DASH was the best functional model out of the shortlisted designs. Robin Jacobs asked what would be the function of the parklet after the pilot.. Eric stated that the parklets could be placed long term at the recommended location.

**MOTION:** To recommend the *Synthesis* parklet design by Omar Leon, Design and Architecture High School student, for implementation in the 41<sup>st</sup> Street corridor.

*Motion entertained by: Seth Gadinsky (Chair)*

*Motion made by: Yechiel Ciment*

*Motion seconded by: Jeremy Wachtel*

*Motion passed: 6-0*

*Member absent: None*

**Temporary Artistic Installation** - Heather stated that there was a call for artists on 41<sup>st</sup> Street that is currently being advertised with a \$50,000budget. The proposals are due February 28, 2019. The Committee, though still interested in the artistic installation, requested that lighting, the parklet design and storefront covers be the priority with respect to the Mid-Beach Quality of Life funds.

**Lighting on the 41<sup>st</sup> Street Corridor** – Jay Fink, Assistant Director of Public Works, spoke on the feasibility of year-round lighting within the 41<sup>st</sup> Street corridor. Jay spoke on lighting on Washington Avenue on Hispanola way in 2016. The proposal that was put into place to implement the lights on Washington Avenue was getting a company to purchase the lights, wrap the lights around the tree put the lights up. Jay explained that there was a monthly service fee for the upkeep

of the lights throughout the year. Jay stated that the proposal was priced on a per tree basis of \$500 dollars per tree for the installation, cumulatively for the upkeep of the lights daily was \$750 dollars a month. Jay emphasized to the committee that they needed to be specific about how many trees, and in what area they plan to light those trees throughout the corridor.

Jim Morrison presented the possibility of illuminating lights from the ground up. Seth stated that the Committee was looking for something that would light the whole corridor. Jim informed that he has observed that the trees throughout 41<sup>st</sup> Street have impacted the lighting potential throughout the corridor. Heather stated that she will consult with Jay Fink and Adrian Morales, Director, Property Management on the cost of the different lighting structures. Jeremy Wachtel spoke of the possibility of switching the old lights throughout 41<sup>st</sup> Street to possible LED lighting.

**MOTION:** To prioritize the use of the \$100,000 Mid-Beach Quality of Life Funds on year-round lighting on the 41<sup>st</sup> Street corridor and pilot parklet activation.

*Motion entertained by: Seth Gadinsky (Chair)*

*Motion made by: Yechiel Ciment*

*Motion seconded by: Jeremy Wachtel*

*Motion passed: 6-0*

*Member absent: None*

#### **Proposed Julia Tuttle Entrance Project by Jim Morrison**

This item came as a referral from commission to the 41<sup>st</sup> Street Committee. Jim stated that some of the commissioners have told him to shoot for something better than an LED sign. The Committee agreed with the idea of a new sign but not an LED sign. Jim mentioned that if the Committee would like they could do a test run of the lighting of the “Welcome to Miami Beach” sign.

**MOTION:** To have Jim Morrison & Company present to the 41<sup>st</sup> Street Committee a revised lighting design package that is consistent throughout the 41<sup>st</sup> Street corridor.

*Motion entertained by: Seth Gadinsky (Chair)*

*Motion made by: Yechiel Ciment*

*Motion seconded by: Betty Behar*

*Motion passed: 6-0*

*Member absent: None*

**Storefront Pop ups on 41<sup>st</sup> Street** – Heather briefed the Committee about the possible installation of temporary pop up stores. The Committee agreed that the possible installation would be a valuable addition. Yechiel asked to clarify if a landlord of a specific property has any direction as to what kind of temporary pop up store would be activated. Seth answered the question by stating it couldn’t be changed from what it was zoned for.

#### **Creative Placemaking**

Heather briefed the Committee on possible creative placemaking within 41<sup>st</sup> Street corridor, specifically Henry Lieberman Park, as part of the Alta Gehl plan. The item would need to be approved by the Finance Committee in March.

**MOTION:** To allow temporary retail pop-up stores in vacant storefronts on 41<sup>st</sup> Street corridor.

*Motion entertained by: Seth Gadinsky (Chair)*

*Motion made by: Betty Behar*

*Motion seconded by: Yechiel Ciment*

*Motion passed: 6-0*

*Member absent:* None

### **Public Forum**

New Tropic representative, Alejandro D. Gonzalez, spoke about a possible partnership with the businesses in the 41<sup>st</sup> Street corridor. Alejandro described the New Tropic is an e-mail newsletter that shares local/community information and promotes events that are happening within the Miami-Dade community. New Tropic brands prides itself on creating events to showcase neighborhoods, corridors and communities by bringing people together. Their most recent event was with the launch of the Lincoln Road Eatery and they have been commissioned to do Overtown and Liberty City in Miami by the Greater Miami Convention and Visitors Bureau. New Tropic thinks that sharing the history of 41<sup>st</sup> Street with their list serve (which includes mostly Millennials) and the plans for 41<sup>st</sup> Street could bring about a new interest in the corridor. They recommended creating 3-4 video highlighting people, businesses and activities and then host one or two small gatherings to showcase a business. For example, New Tropic highlighted a unique chef's specialties in Overtown. The sponsorship for the 3-4 videos and small gather(s) starts at \$5,000. Alejandro stated that the event is a culmination of series of exposure that would benefit the business.

**MOTION:** To find sponsorship for the New Tropic to highlight the 41<sup>st</sup> Street Corridor.

*Motion entertained by:* Seth Gadinsky (Chair)

*Motion made by:* Jerri Herzberg Bassuk

*Motion seconded by:* Betty Behar

*Motion passed:* 6-0

*Member absent:* None

Seth Gadinsky took some time to explain to the Committee that it was recommended that he should resign from the Committee due to concerns that he may have some conflicts of interest. Seth stated that he has been as transparent as possible in all his dealings with the committee in relation to 41<sup>st</sup> street. Yachiel stated that Seth has been very transparent with what his intentions are for 41<sup>st</sup> street. Yechiel also stated that the whole point of the committee was to bring people who all had shared interest in 41<sup>st</sup> street in an effort to make 41<sup>st</sup> Street better. Members of the committee disagreed with the suggestion. Jeremy stated that if Seth is forced to leave than he maybe forced to leave as well. Jerri stated that all members of 41<sup>st</sup> Street signed up with the caveat that Seth was the 41<sup>st</sup> Street Committee chair. Betty asked Heather if this decision can be overturned. Heather answered that this wasn't a decision but a suggestion. Betty stated that a motion needs to be established keep Seth as Chair. Jeremy stated that the Committee is aware of certain of conflicts that the committee may share. Yechiel stated that all meetings are public information, advertised as a public notice to the community. Any member of the public who would otherwise have an issue with Seth's involvement can speak about it openly in a public forum to alleviate any concern.

**MOTION:** To support the 41<sup>st</sup> Street Committee Chair Seth Gadinsky. The 41<sup>st</sup> Street committee unanimously recommends and acknowledges that the Chair has been transparent in his dealings and business interest and the 41<sup>st</sup> Street Committee fully supports him as Chair and hope that all stakeholders get involved in the best interest of 41<sup>st</sup> Street.

*Motion entertained by:* Seth Gadinsky (Chair)

*Motion made by:* Yechiel Ciment

*Motion seconded by:* Jeremy Wachtel

*Motion passed:* 6-0

*Member absent:* None

**ADJOURN**

The meeting adjourned at 6:03 p.m.

**February Minutes Approved by the Mayor's 41<sup>st</sup> Street Committee**

**on:** \_\_\_\_\_

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**Seth Gadinsky, Chair**