

MIAMI BEACH

Mayor's Ad-Hoc 41st Street Committee

4:00pm Thursday, July 11, 2019

Iberia Bank

400 41st Street, Miami Beach

MINUTES

Elected Officials in Attendance:

- Commissioner Joy Malakoff

Committee Members in Attendance:

- Seth Gadinsky, Chair
- Jerri Herzberg Bassuk
- Betty Behar
- Francisco Diez-Rivas
- Robin Jacobs, Vice Chair

City Staff in Attendance:

- Jay Fink, Public Works, Assistant Director, City of Miami Beach
- Leonard Roberts, Economic Development Assistant Director, City of Miami Beach
- Gedel Merzius, Economic Development Specialist, City of Miami Beach
- Erick Chiroles, Aide to Commissioner Arriola, City of Miami Beach

Seth Gadinsky opened the meeting at 4:10 p.m. and welcomed all in attendance. Seth welcomed Bonnie Crabtree to the 41st Street Committee. Bonnie stated that she has been a resident of the 41st street community for 20 years and the corridor is very important to her as she frequents it daily. Bonnie stated that she is excited and looking forward to being apart of the committee.

Sergio Cordova was also introduced, as he will be assuming responsibilities as the Economic Development department summer intern. Sergio briefed the committee on his studies at Florida International University and abroad in Sou

Approval of the June 13, 2019 Minutes

Jerri Herzberg Bassuk made a motion to approve the April meeting minutes. Betty Behar seconded, and the motion passed 5-0 to approve the meeting minutes.

41st street Implementation plan

Leonard Roberts began speaking about the 41st street implementation item, he stated that the objective is not the GO Bond funding necessarily but focusing in on the projects that can enhance the 41st street neighborhood. Leonard explains that several departments within the administration have placed an implementation plan based on the timeline of the GO Bond. Leonard reminded the committee of the idea of a specific master plan that highlights 40th, 41st, and 42nd street as a district wide rather than just focusing on the 41st street corridor. Leonard sated that after deliberating with Tom Mooney, Director of Planning City of Miami Beach stated that creating a master plan for a specific district would be feasible. Leonard did remind the committee that at the July 41st street committee meeting Tom did bring to the

attention the fact that the items included in the vision were sidewalk expansion and projects of that nature wouldn't necessarily impact the use of 41st street.

Jay Fink, Public Works, Assistant Director, City of Miami Beach spoke to the committee on specific initiatives dedicated to the 41st street corridor in alignment with the Alta Gehl Vision plan. Jay stated that there are whole derivatives that can be piecemealed together to create specific implementations for the corridor. Jay spoke about creating shade within 41st street. Jay described the feasibility of creating shades by implementing trees on the sidewalks of the 41st corridor.

Francisco Diez Rivas stated that there was a strategy that factored in the timing of different projects so they wouldn't impede on any flow of projects within the corridor and traffic.

Betty Behar asked when will this implementation take place. Jay stated that the administration needs to lay out a plan specifically detailing the vision going forward towards shade, consulting with an arborist to identify areas within the corridor that would be the most suitable and ideal for trees to be placed within 41st street.

Jay also spoke about the initiative to implement low hanging plants or vines, Jay stated that they are looking into the cost of implementing the plants. Jay spoke about the difficulty of implementing low hanging plants as they would need to be watered on a consistent basis. Jay also spoke about implementing bike racks within the corridor as well.

Bonnie Crabtree asked about pressure cleaning the sidewalks along the corridor and how they would positively impact the aesthetics of the corridor. Jay took note of the suggestion and stated that the administration will take some time to seek the feasibility of the ask.

Parklet Update

Gedel Merzius gave an update from the Property Management Department about the parklet, Gedel stated that the parklet design documents are being finalized for bid they are expected to be received by July 17 at which point the administration will put the project out to bid.

Lighting on 41st street

Gedel also gave an update from the Property Management Department regarding the lights on 41st street stating that the planters are being evaluated for power access by the facility zone manager and the city's electrical contractor should have a response with an action plan.

Storefront Covers

Gedel Merzius gave a status update to the committee regarding the storefront covers initiative. Gedel stated that the first storefront covers were implemented on 7433 Collins and 7430 Collins avenue. The administration is planning to implement a storefront cover DASH design on a vacant storefront on 41st street, with plans on holding a commemoration ceremony highlighting the students and administrators of DASH along with members of the 41st street committee.

Farmer Market on 41st street

Leonard Roberts stated that the Economic Development Department has been speaking with a consultant by the name of Claire Tomlin who specializes in farmers markets within the City of Miami Beach. Claire has stated that placing a Farmers Market behind the Roasters and Toaster lot at 525 41st Street would be an ideal location to start although she did have some concern and wanted to look at several other parking lots throughout the 41st corridor. Claire stated that the summer months weren't the best months to activate an outdoor farmers market because of the heat and other weather factors. Claire believes that the earliest time they should consider doing the farmers market should be October.

Claire joined the committee via a conference call. Claire spoke on the timetable of when the farmers market should take place along with location. Claire spoke about the difficulty of starting a farmer's market in the summer months in Miami Beach. Claire recommended that we look to begin the farmers market on

November 1st because of the fall weather also it will be the end of hurricane season. She also spoke about the months of harvest for her local produce which begins in the first parts of the year.

Seth asked what is the time length that this farmers market would operate under. Leonard responded that under the special events temporary use permit the farmers market would run for 90 days. Jerri asked Claire for her opinion if the farmers market was placed on Sundays. Claire stated that for her personally it would be very difficult for her to activate a farmer's market on Sunday as she already is holding two farmer markets within the City of Miami Beach and Miami Shores. Claire suggested that a farmer's market be placed when the vendors are available. Seth stated that since there is a larger Orthodox Jewish community demographic within 41st street from a pure business standpoint it would be beneficial if the market was held on Sunday. Jerri suggested holding the farmers market at different time frames than the other markets, so there would be no competition between the other. Claire stated that may be an option that can work. Claire added that something that has also been popular with community members was outdoor yoga sessions where parents could also bring their children to enjoy different activities. Commissioner Joy Malakoff added that a great option for a space to be used along 41st street would be a lot behind the Wells Fargo bank located on 750 41st street, she stated that there was shade from trees to protect community members from the weather and it overlooked the canal.

Francisco reminded the committee that one of the initiatives the committee wanted to implement on 41st street was activating a place to stay, inviting hotels and creating traffic. Francisco added that if there could be an implementation of commercial space, development and a view of the waterfront that could be tied together to create a desirable space.

Seth asked that the committee come to an agreement on a date on Sunday that the Farmer's Market could be activated within the community. The committee finalized that the farmers market will be held on Sunday, November 3, 2019. Bonnie asked Claire whether the farmers market on 41st street interfere with the existing farmer's market on Lincoln Road. Claire replied that it would not interfere with each other as farmers are not used on Lincoln Road. Seth asked if Claire could come back and look at the lots and communicate to the City on what her preferences are and what would be needed to make the market space more enticing.

Erick Chiroles suggested that PRISM would be a great option to help activate the 41st street space as they have done really great work within Miami Beach and the City of Miami as well. Seth stated that he will reach out to PRISM for their possible input as they have done projects in the Arts and Entertainment district as well.

Chair updates

Seth Gadinsky briefed the committee on the latest development with attempting to bring a grocery to the 41street area. Seth stated that he has been in close conversations with Publix and they are working on a proposal by Mid - August.

Meeting adjourned at 5:52