

MIAMI BEACH

Mayor's Ad-Hoc 41st Street Committee

4:00pm Thursday, September 12, 2019

Iberia Bank

400 41st Street, Miami Beach

MINUTES

Elected officials in attendance

Commissioner Joy Malakoff

Florida State Representative Michael Grieco

Committee Members in Attendance:

- Seth Gadinsky, Chair
- Jerri Hertzberg Bassuk
- Michael Burnstine
- Francisco Diez-Rivas
- Robin Jacobs, Vice Chair
- Bonnie Crabtree
- Yechiel Ciment
- Jeremy Wachtel
- Eric Hankin
- Marcella Novella

City Staff in Attendance

- Bo Martinez
- Gedel Merzius
- Lily Alvarez
- Elias Gonzalez
- Joy Malakoff
- Captain Ian Robinson
- Officer Maken Pomares

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

The committee began discussing about the commission item from the September 11, 2019 commission meeting that pertained to the Bus Express Rapid Transportation (BERT) Plan. The commission item pertained to how the BERT program might interrupt plans to what the committee has been doing. The direction that commission gave by acclamation to staff was to coordinate plans between the 41st street committee and the Florida Department of Transportation (FDOT) on what plans should be administered on the 41st street corridor.

Seth also stated that the commission voted yes on the ambient music ordinance and the 41st street area was an area that was on the list for a test area this decision he believes will benefit and be advantageous to the 41st street area.

Seth suggested that a motion be made to thank the City for supporting the 41st street committee's efforts and the committee needs to spread the word to businesses throughout the community and let them know that this project cannot happen.

Vice Chair, Robin Jacobs stated that the 41st street business association is prepared to send a notice to the businesses of the community.

Robin also made a motion to acknowledge Commissioner John Aleman for taking the initiative to discuss noise levels and the impact that it has on our community and thank all the City Commissioners and City Manager for supporting this initiative.

MOTION: To acknowledge Commissioner John Aleman for taking the initiative to discuss noise levels and the impact that it has on our community and thank all the City Commissioners and City Manager for supporting this initiative.

Motion made by: Robin Jacobs

Motion seconded by: Jeremy Wachtel

Motion passed 10-0

I. 41st Street District-Wide Study

Seth stated that the 41st street district wide study, Seth stated that the City of Miami Beach will now select from a pool of consultants with the City and master action plan for the corridor. Gedel Merzius, Economic Development Specialist stated that since there is direction from the commission and City Manager it is now the committee's opportunity to detail what the scope of services should be for the master plan. Bo Martinez, Economic Development Director stated that looking at the plan from a land use transportation and economic development study where the next logical steps from the Alta Gehl Vision Plan will be to prioritize the cost of the project, and the respective start and end dates of each project will be beneficial for us.

Eric Hankin asked what type of consultant is the city looking for to complete this project. Bo stated that the planner would from a multidisciplinary perspective selected from a pool of a short list of approved consultants. Yechiel asked how would the consultant fit in the Zyscovich plan within the master plan? Bo responded that they expect the consultant to take a look at all elements from transportation, land use and economic development and all other aspects that would be important when creating a master plan for this specific district.

Eric stated that the Gehl vision had a rendering of a parklet that had folding chairs, people sitting down enjoying the area and creating activation within that area. Eric asked if the city could also ask if property management can bring chairs to the area to bring that vision to life organically.

II. Discussion of the implementation of the FDOT Bus Express Rapid Transit Plan

Florida State Representative Michael Grieco spoke about the implementation of the FDOT Bus Express Rapid Transit Plan and stated that he is vehemently against it. Representative Grieco compared the project to past projects within Miami Beach that weren't conducive to the way of life for Miami Beach residents. Representative Grieco stated that it is not financially feasible for the county to implement rapid transit lane on the 41st street corridor. Representative Grieco stated that his one of his main concerns for all communities including 41st street corridor is transportation and traffic flow. Grieco is planning on spear-heading this initiative to make sure

that parking, traffic flow, pedestrian safety, crosswalk walkability, business, residential and school components etc. is addressed into the master plan.

Representative Grieco plans to meet with the Secretary of the Florida Department of Transportation Kevin J. Thibault, P.E. about the unique issues about the 41st street corridor when it comes to pedestrian safety and walkability within the corridor.

Seth stated that Commissioner Arriola brought up the idea of a flyover pedestrian bridge and asked for the thoughts of the committee. Yechiel although it is a valid suggestion it wouldn't fit the corridor.

III. Introduction of the new 41st street foot patrol officer

Ian Robinson Captain for the Mid Beach district introduced himself and Officer Makin Pomares the new 41st street foot patrol officer. Officer Makin Pomares will be replacing Officer Cueyard who retired in May. Captain Robinson briefed the committee on the WhatsApp group chat specifically for 41st street businesses and community members who can stay informed and share specific information pertaining to the 41st street community.

IV. Discussion of the 41st street Farmers Market

Claire Tomlin, President of the Market Company introduced herself as a curator that wishes to manage and operate the 41st street Market. Claire stated that the key to having a successful farmers market is visibility. After the canvassing the area Claire stated that tree drive on 41st street has the best potential for a successful 41st street market. Claire has stated in the past that the best way to create this Farmers market would be through a concession agreement for three months and not through a Special Events permit this would avoid the cost of \$5,000. Claire is planning on reaching out to Jonathan Fried who is the owner of the medical plaza within the Tree drive location. Claire would like to get a firm date as to whether the parking within the Medical Plaza would be waived by the City to keep funds limited.

Robin Jacobs asked if the City would take care of the fee if necessary, for any of the processing of permits. Gedel stated that he will seek out if any fees can be waived through the respective staff departments specifically the Special Events department.

Claire specified other fees that need to address to make this marketplace a success such as Parking and Police. The committee has asked if the city remove these fees for the sake of the pilot project happening during the 41st street marketplace.

Jeremy Wachtel asked how Claire is recognizing the best fit for vendors. Claire stated that she has identified contacts of produce farmers who would fit well with the activation of this farmer market. Yechiel Ciment asked if there were plans to sell kosher products at this farmers market.

Claire stated that the vendor Epicure has been sought out to make kosher soups for the marketplace. Jeremy stated that this wasn't acceptable because the marketplace needed vendors that were authentic members of the 41st street community. Jeremy stated that the content and aesthetics should be the most important aspects of the marketplace.

Eric Hankin asked if there can be any type of maintenance or upkeep by the City of Miami Beach to activate the park area. Eric stated that the grass needs to be cut, the fountain needs to

be working the area in general should be prepared and maintained as a City of Miami Beach event.

Marcella Novella asked Claire how many vendors was she planning on bringing on for participation of this event? Claire stated that it would be dependent on the finalization of locking down the specific area on Tree Drive, and how many parking spaces can be reserved.

MOTION: To formerly approve the 41st street marketplace and furthermore request that the city waive all fees associated with such Farmers market including parking in the hopes that the farmers market will serve as a kick start for the 41st street corridor.

Motion made by: Yechiel Ciment

Motion seconded by: Jeremy Wachtel

Motion passed 10-0

V. The Last Bite

Pola Bunster, from the Prism Group, a community building agency focused on creative placemaking and thoughtful development. Pola did a presentation to discuss the Last Bite food festival celebrating local flavors through the celebration of food, music and culture for the entire community to enjoy.

The goal of the event as Pola explained is to engage 35 favorite Miami restaurants, bars, breweries, and artisan vendors Bring added revenue to these small businesses Lineup of local and touring musicians. The goal would be to emphasize the food, beverage, and hospitality industry that Miami heavily relies on Create a lasting engagement with the park, the neighborhood, and the city.

Marcella and Michael stated that she would enjoy the model of the Miami Flea coming to the 41st street community. Michael also asked whether there was a difference between the Last Bite and the 41st street farmers market. Pola stated that the activation of the last bite falls more in the line of a special event that would happen once every season, drawing people from outside the community to come and enjoy the community. Whereas the Farmers market is activation that is produce by local vendors for the local community of 41st street. Seth suggested that Pola look at the lot behind the Roosevelt Hotel because it is overlooking the Canal, and it has great parking, Muss Park and the Parking lot P42 as area that would be good places to hold the event.

VI. Lighting on 41st street

Gedel Merzius started the subject of lighting within the corridor, Gedel stated that city staff has implemented pilot lights along the block of Royal Palm Tree Drive on every other Royal Palm Tree on 41st street.

Bonnie Crabtree stated that initially she was pleased with lights, but the lights began to dim and were left uneven along the palm trees. Michael stated that the pilot lights weren't satisfactory at all and very dated.

Lily Alvarez stated that the lights were installed on a pilot basis and weren't meant to last for more than a month. Yechiel stated if there are anyway the installers can fix the lighting issues so the committee can examine the lighting possibilities and what would be the best possible scenario for implementation.

Jim Morrison stated that he was willing to implement a lighting presentation to the committee to showcase his qualifications to light the corridor. The committee agreed to meet on 41st street to review the pilot lighting from the city together and give Jim Morrison the opportunity to present a lighting example that could be implemented on 41st street.

Chairman Update

Public Private Lots

Seth stated that he met with city staff members Bo Martinez and Gedel Merzius about the vision of incorporation of lots along the 41st street corridor. Seth suggest to the committee that a motion be made to move the process along to allow the lot of Roosevelt Hotel to be developed. Seth wanted to emphasize that this motion is not a push to get involved with the process but to recommend that the process be moved along.

MOTION: Recommend that the City move along the process to possibly redeveloped the site behind the Roosevelt Hotel and change it use for community activation

Motion made by: Eric Hankin

Motion seconded by: Robin Jacobs

Motion passed 10-0

Meeting adjourned 6:07 pm

September Minutes Approved by the Mayor's 41st Street Committee

on: _____

Seth Gadinsky, Chair