

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, September 23, 2021

MINUTES

Committee Members

- Seth Gadinsky, Chair (P)
- Robin Jacobs, Vice Chair (P)
- Jerri Hertzberg Bassuk (P)
- 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

Additional Members in attendance

- Avra Bank
- Ira Giller
- Michael Goldberg
- Jeffrey Huber
- Amy Mehu
- Jim Morrison
- Kimberly Spencer

City Staff in attendance

- Amber Tarrac, Economic Development Assistant Director
- Elizabeth Miro, Facilities and Fleet Assistant Director
- Lily Alvarez, Facilities and Fleet Administrative Services Manager
- Colette Satchell, Senior Capital Projects Coordinator
- Herman Fung, Capital Projects Coordinator
- Jenny Hernandez, Economic Development Office Associate

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

1. July Minutes

Motion: Bonnie Crabtree made a motion to approve the minutes from July's meeting, seconded by Eric Hankin. Michael abstained. The minutes were approved unanimously.

2. City Update

Artisanal Market

- Amber informed that an evaluation panel reviewed the RFP respondent submissions. Proposals are now with Procurement to negotiate with the winning proposer. Then an agreement will come before the Commission for approval anticipated in October.
- Mid-Beach was included but the exact location is still to be determined.
 - The Artisanal Market will begin in Lummus Park then expand to other areas in early 2022 from there.

41st Street Class A Office RFP

- Amber mentioned the 41st Street Class A Office RFP discussion item was on the September 17th Commission agenda but was deferred again.

Fountain at Henry Liebman Square (corner of Pine Tree Dr. and 41st Street)

- Elizabeth stated that construction will begin later this year.
- Elizabeth informed that Commissioner Meiner is supportive of the item and the item is expected to be at the upcoming Neighborhood and Quality of Life Committee where they will be asking the Committee for direction to improve the area.
 - Betty mentioned there is homeless and drug activity in the area.
 - Jeremy recommended having a camera at Henry Liebman Square as it could help deter people from doing drugs, etc.
 - Robin stated the homeless and drug activity shouldn't preclude the Committee from utilizing the space better. She suggested the space should be multi-use so they can be able to have a small concert, farmers market, have lunch, elderly people can sit, etc. Robin suggested an increased police presence as well.
 - Bonnie added they could also have a student musician play music once a month.
 - Seth agreed to having mini-scale programming.
- Robin recommended the Committee invite someone from Homeless Outreach to discuss the homeless issue and drug activity.
- The following additional City departments would be invited to the next Committee meeting: Tourism and Culture and Police Departments to continue the conversation.

Capital Improvement Projects RFQ for the 41st Street streetscape plan

- Colette and Herman stated the RFQ for design services for Architectural and Engineering (A&E) was awarded to Brooks + Scarpa, headquartered in Los Angeles with an office in Ft. Lauderdale.
 - Herman advised the next step is negotiation. Colette says the process should be complete within 2 months.
- Colette informed there will be a series of community meetings so everyone will be able to become familiar with them.
 - Brooks + Scarpa will need to walk the site, become familiar with businesses and nuances and they will then present to the Community at Large.
- Seth thanked Eric and Bonnie for representing the Committee as panelists in the Evaluation Committee.

3. Chairman Update

Grocery Store

- Seth reminded the Committee about the potential grocery store and stated the conversation is moving forward.
 - By the end of the year, the City may be receiving an unsolicited offer.
 - Seth added there are logistics and cost issues that are being accounted for now.

4000 Chase Lot

- Seth mentioned the 4000 Chase Lot will have to go through a referendum process. Commissioner Meiner is interested in moving forward with the item, however, would like to make sure there is enough community support.
- Seth stated Commissioner Meiner should be getting a lot of community feedback now and the Garden Group will be sending a letter of support.

4. Committee Discussion

Lighting Demonstration

- Seth introduced Jim Morrison whose team would provide the lighting demonstration.
- Jim stated Commissioner Meiner has been working on addressing the homeless issue with increased lighting. The lighting installed did move the homeless people away, however, it is pushing them towards the Julia Tuttle.
- Kim from MainStage Theatrical Supply showed the “Proposed MB 41st custom palm tree fixture” demonstration. She mentioned there is a need for more lighting to help attract people and provide additional safety.
 - The issue with the current twinkle lights is that they are a bit messy and are apt for vandalism and damage. The solution is to have the light mounted in the middle of the tree offering a unique Miami Beach retro space age look.
 - Kim showed pictures of the prototype and how the lighting fixtures would look. The lights would offer the ability to change colors whether for a sports team, awareness month, holiday, etc.
 - Kim advised that upon doing a street walk, they will be able to determine if they will be lighting every tree, every other tree, every third tree, etc.
 - Eric, Robin and Michael expressed that the new lighting idea is great.
- Jim informed that the infrastructure for the twinkle lights is not in place. If the Committee goes with the new lights they will have to look into the infrastructure.
- Eric stated it is not in the scope of work for the architects to upgrade the lighting.
 - Amber agreed.
 - Seth mentioned they would have to come up with an ask on cost for the City.
 - Kim informed they will provide a price per fixture soon.
- Jim recommended we look at interlacing new lights with existing twinkle lights.
- Eric suggested Kim do the presentation to Brooks + Scarpa in order for them to be informed about the infrastructure.
 - Robin asked if anyone knew how much money on the GO Bond is allocated for the infrastructure on 41st Street.
 - Seth stated Brooks + Scarpa will be invited to the October 28th meeting where they should also present to the committee.

41st Street BID

- Seth introduced Ira and Amy as he asked them to speak on the status of the formation of the BID.
- Ira informed it is still in the formation stages. Several of the property owners on 41st Street got together on a few occasions to explore the notion of establishing the BID.
- The issue is funding the bid and who would contribute what.
 - One idea is to charge on the basis of square footage on retail.
 - One is to charge the retail and office establishments.
- Amy added they have about 60 parcels on 41st street.
 - Seth said Terranova seems they aren’t interested.
 - Seth added that any businesses above ground floor would not be a part of this.
- Amy said she would be providing a breakdown of the analysis.

5. Public Comment

New Businesses

- Betty asked if the Committee knew of any new businesses coming to 41st Street.
 - Bonnie mentioned there is a new jewelry store, but she never sees it open.
 - Betty stated that the jewelry store is doing well as he sells to celebrities.
 - Betty added that there is a new art gallery, but she has not seen a grand opening.
- Ira mentioned he has two properties and both are occupied.
- Seth informed there is a new restaurant on Purdy Avenue called Sweet Green, which was having a ribbon cutting.
 - Michael Goldberg stated the Chamber of Commerce is hosting the ribbon cutting. He believes having the Chamber of Commerce is not the same as having a BID.
- Michael Goldberg searched Washington Avenue BID's website and noticed they list their events, have other news, etc. He strongly believes the 41st Street BID is needed and they may be able to send out a newsletter with information on their future events in the future.

Meeting Adjourned at 5:18 p.m.

Next meeting date: October 28, 2021