**Mayor’s Blue Ribbon 41st Street Committee**

4:00 p.m. Thursday, January 13, 2022

**MINUTES**

**Committee Members**

* Seth Gadinsky, Chair (P)
* Robin Jacobs, Vice Chair (P)
* Jerri Hertzberg Bassuk (P)
* Betty Behar (A)
* Michael Burnstine (P)
* Yechiel Ciment (P)
* Bonnie Crabtree (P)
* Marcella Novela (A)
* Eric Hankin (P)
* Jeremy Watchel (A)

P = Present; A = Absent

**City Officials and Staff in attendance**

* Steven Meiner, Commissioner
* Amadeus Huff, Commission Aide
* Josiel Ferrer, Transportation and Mobility Assistant Director
* Herman Fung, Capital Improvement Projects Coordinator
* Diana Fontani Martinez, Committee Liaison, Redevelopment Specialist
* Colette Satchell, Senior Capital Projects Coordinator
* Heather Shaw, Economic Development Assistant Director

**Other attendees**

* Fred Bean, Hotel Port

Seth Gadinsky, Chair, opened the meeting at 4:05 p.m. and welcomed all in attendance. Seth stated that this would be his last meeting as Chair.

1. **Approval of December 9, 2021 Minutes -** Michael Burnstine stated that he reviewed the December minutes and would like to see the minutes reflect that the Committee would like resident representation when the Business Improvement District (BID) is formed. Diana Fontani to make the edits reflect this request. Yechiel Ciment made a motion to approve the minutes from December's meeting, seconded by Robin Jacobs. The minutes were approved unanimously.
2. **Introduction of Heather Shaw, Assistant Director of Economic Development Department -** Diana introduced Heather Shaw. Heather stated that she’d worked with the Committee in 2018, when she was Assistant Director of Tourism, Culture and Economic Development and then she left to be Assistant Director of Tourism and Culture. Now she is back as Assistant Director of Economic Development. She stated that she looks forward to working with the Committee and taking everything that we did in the past and all the good work that the Committee has been doing now and apply them to her new position with Economic Development. Heather stated that she hopes not only to light up the trees, but light up the businesses on 41st Street.

1. **City Update**

* **Citywide Parking Status- Parking Department -** Diana checked with the Parking Department and all the members of the Committee are current with their Citywide Parking registration and access.
* **41st Street Sidewalk Pressure Cleaning Update -** Sanitation Department Director, Bradley Kaine gave an update on pressure cleaning on 41st Street. Bradley stated that he is aware that the Committee has brought up some concerns of pressure cleaning on 41st Street. Currently, they have a litter crew that is there five (5) days a week. It is a crew that does hand sweeping as it relates to litter on the sidewalks and the gutters. Bradley stated that this crew is supplemented by our commercial franchise hauler Waste Connections that services litter cans that are all along 41st Street, seven (7) days a week. In addition to that, Sanitation also has pressure cleaning as part of their cleaning quarter; first through pressure cleaning operation, which works there on Wednesdays and Thursdays, in specific areas, and they work their way through the corridor as well.

Lastly, one of the things that they noticed recently, and started working on, is the replacement of the litter containers on 41st Street.

If there are specifics that the Committee would like to address, Brad stated that he would be more than happy to meet up at 41st Street to address these specific concerns. Bonnie Crabtree expressed that she has never seen anybody pick up one piece of paper and has never seen anybody pressure washing. She stated that she would like to meet with the Sanitation Department on site at 41st Street. It was determined that Bradley would reach out to Bonnie and they would meet up. Diana requested to be present as well.

* **Pine Tree Drive Update - Transportation Department** – Assistant Director,Josiel Ferrer stated that all the delineators have been installed on Pine Tree Drive. Josiel said that they are in the process of finalizing some methodology on Pine Tree Drive. He stated that at the beginning of mid-February, they will be collecting the first batch of data to look at any potential impacts to downstream or upstream intersections along Pine Tree Drive. He has not seen anything in terms of any other intersection that has been overly burdened by the situation. Regardless, they will collect the data to verify what is going on. In addition, there is a requirement from the County to move forward with this pilot.

Seth asked about when the rumble strips will be installed. Josiel stated that those are delayed, and the County said it would happen within this month. Seth also asked what the metrics show about rumble strips. Josiel stated rumble strips tend to be almost a reminder. It is not like a speed table that is going to essentially force you to physically slow down. A rumble strip is designed in such a way that if you are exceeding the speed limit, it gives you this vibratory effect, kind of like a rumble gives you a vibratory effect that lets you know that you're going above the speed limit. Seth thanked Josiel for the update.

* **Farmers Market -** Tourism and Culture Department- Diana stated that there is no update since the last meeting. Seth asked that this item be keep on the agenda for future updates.
* **Capital Improvement Projects: RFQ for the 41st Street Streetscape Plan -** Colette Satchell stated that they are still negotiating the amount of the contract with Brooks & Scarpa. In addition, they are still working to finalize the language of their services. From there, the agreement will go to the various city departments. The item went to the Legal Department for review before the contract is executed. Collette stated that it took them longer than usual because the fee came in higher. Collette stated that they wanted to make sure that the entire scope was included. She said that it was the most important part because they hate having to go back and forth to make amendments. Collette stated that they should have everything by end of February/March.

1. **Kiosk Presentation-** Fred Bean from Hotel Port gave a presentation on kiosks on 41st Street. He stated that he was going to give a general overview of the kiosk platform and then speak about opportunities for 41st Street. Fred stated that Hotel Port is a hotel marketing and technology company, but they also have digital kiosk space. He stated that they have a partnership with the Miami Beach Chamber of Commerce. They currently have a digital kiosk in the Miami Beach Visitor Center. The objective of the kiosks is to provide some digital transformation for destinations in that they have a digital interface where consumers and users can interact. With the touch screen, the messages are rotating. Visitors can book things like local activities. He showed the Committee a quick screenshot. Fred stated that they have also been in preliminary conversations with other cities about integrating trolley arrival times, and potentially other transportation services that are available through the city. Fred stated that they have an established reputation with an advertising agency. He states that this means that they have a network of ads that we can rotate through each of these kiosks, thereby creating a network. They can also rotate in national or local advertising, that creates a revenue generating opportunity for each of these kiosks that are deployed. Fred stated that at the Visitor Center, for example, the kiosk is generating revenue for the Chamber every month. Fred stated that if you were to deploy them throughout 41st Street to create a sort of network effect, this kiosk can do that. In addition, Fred stated that they can also leverage these as internet hotspots. Fred mentioned that the kiosk is really kind of a blank slate, but they have a program that is available, and every kiosk that gets deployed will generate revenue. He stated that they are looking to engage the City and put a number of kiosks throughout Miami Beach. Fred also stated that they are in conversation with the Miami Beach Convention Center. The kiosks provide a cloud-based platform, and they can customize the messaging as well.

One of the members asked who pays for the installation of this. Fred answered that it depends on where the kiosk is installed and what the relationship is. Robin Jacobs was asked if she knows how much revenue the Chamber produces. Robin stated that she does not know but will ask and report back. She stated since it is a new program, she does not have those numbers but will ask for the next meeting. In addition, Robin stated that those numbers might not be accurate as the Visitor Center was closed for a long time during the pandemic.

Robin stated that she thinks it is a great idea to put kiosks on 41st Street because the problem she sees is that individuals stop at the Walgreens and do not go down further on 41st Street. Robin feels that this kiosk can activate 41st Street businesses. Michael Burnstine agreed that the kiosks are a good idea. He stated that he is concerned about the decision point between information board and interactive kiosk. Michael also stated that he started an interactive kiosk company back in 1994 that were put in student unions around the United States. Michael stated that although that was 25 years ago, things are much different today. Fred responded, that from a working model, what you were trying to do is the same. The main difference now is that there is more flexibility on what we can do. One of the things that Fred pointed out is that there are a lot of engagement opportunities. For example, you have local apps for the City, and one of the things that they are doing with the Chamber, is driving those app downloads through QR codes and things of that nature for people to engage with the kiosk. There is a lot of flexibility and customization as to how it can be utilized. Fred stated that he will assist Robin with obtaining estimated revenue per device for the Chamber kiosks and then the Committee can also get some numbers as far as what has been done so far.

Eric Hankin stated that one of his pet peeves is impediments on the sidewalk, such as light posts, street signs or newspaper distribution equipment. Thus, he suggested if maybe this could be incorporated with the bus shelters or another piece of street furniture that we need. Fred responded that he already had this discussion with the City of Miami Beach and they have a different digital relationship with another company for the bus shelters. The kiosk cannot be placed within 250 feet (or something like that) of the bus shelters. However, Fred stated that there are other possibilities of incorporating the kiosks into something else. Eric then stated that the question was more directed at the City since they are going to design the project. Eric suggested that this be presented to the designers of the project and maybe incorporating these kiosks into the small seating areas that they are thinking of doing. Eric stated that how will we know that our opinions regarding the kiosks be incorporated into the design be transmitted. Robin stated that the City staff will express this to the designers. In addition, Seth asked if there was another process for the kiosk within the City. Robin stated that there will be a Request for Proposal (RFP) for a kiosk vendor soon, but it has not been issued yet. Seth stated that it will probably be a while for the RFP to be issued so we do not have to act now. Robin expressed that she felt differently in the sense that she wants 41st Street to be a pilot program instead of waiting for the RFP. The Committee overall expressed that they liked the idea of the kiosk pilot program. The Committee made the following motion:

**Motion:**  Recommend the City of Miami Beach initiate a sidewalk kiosk pilot program throughout the 41st Street corridor, provided the programming/placement is discussed and reviewed by the 41st Street Committee prior to activation

**Motion Made By**: Yechel Ciment

**Motion Seconded By**: Seth Gadinsky

**Motion** passed: 7-0

1. **Chair Update-** Seth stated that the grocery store item continues to move in the right direction. They were supposed to meet with the developer but unfortunately, he came down with COVID-19, so the meetings have been postponed. The developers are in the process of dealing with transportation, the Parent Teacher Association, and the principal of North Beach Elementary, in addition to residents. They are in the process of getting community buy-in for the grocery store. Then the next step would be to submit something formal to the City.

Seth also gave an update on 4000 Chase Avenue. He stated that this item was supposed to be discussed at the Finance Committee meeting in December 2021, but then that was canceled. He thinks it will be heard at the Finance Committee in January 2022 or February. The idea now is to put this out for public process. Seth stated that he will continue to monitor.

Lastly, Seth stated that this will be his last meeting as Chair of this Committee. He stated that chairing this Committee has been a high point for him and he loves that he is still able to stay on the Committee. He stated that he was not aware of the term limits for being Chair of a Committee, but in retrospect he thinks it is a good idea to bring fresh ideas and a fresh perspective. Seth noted that Bonnie Crabtree and Yechiel Ciment were the ones that expressed interest in being the next chair of the Committee as he was told. Robin nominated Yechiel Ciment as Chair and Bonnie Crabtree as Vice Chair. Michael Burnstine seconded the motion. Heather expressed that the two nominees must accept the positions before there can be a vote. Bonnie and Yechiel humbly accepted, and the motion passed unanimously. Jerri expressed her thanks to Seth and Robin for their commitment to the Committee during these hard times. Committee members all agreed. Eric mentioned that if there was a possibility of new blood as he asked if the Committee lost some members. It was expressed that maybe Marcela does not want to continue on the Committee. Diana to check with Marcela and City Clerk.

1. **Public Comment**- No public comment

**Meeting Adjourned at 5:30 p.m.**

**Next meeting date: February 10, 2022**