

## Mayor's Blue Ribbon 41<sup>st</sup> Street Committee

Thursday, June 9, 2022

5:00 PM

### MINUTES

#### Committee Members

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

P = Present; A = Absent

#### City Officials and Staff

- Steven Meiner, Commissioner
- Herman Fung, Projects Coordinator, Capital Improvement Projects
- Diana Fontani Martinez, Committee Liaison, Redevelopment Specialist, Economic Development
- Colette Satchell, Senior Capital Projects Coordinator, Capital Improvement Projects
- Heather Shaw, Assistant Director, Economic Development
- Rickelle Williams, Director, Economic Development

#### 1. Roll Call for Member Attendance

2. **Approval of May 12, 2022 Minutes** - Motion to approve the May 12, 2022 minutes as updated. Motion was made by Robin Jacobs, and seconded by Vice Chair Bonnie Crabtree.

#### 3. City Updates -

- **41<sup>st</sup> Street Corridor Revitalization Project: Brooks + Scarpa (A&E)** - Capital Improvement Projects (CIP) Department - Herman Fung advised that the geotechnical studies and surveys are in progress. Brooks + Scarpa proposed conducting and advertising a public meeting to only discuss the 41<sup>st</sup> Street Corridor Revitalization Project during the September 8, 2022 meeting. The purpose of the meeting will be to engage the community and pulse check community feedback regarding the project, which will help with schematic design and Design Review Board (DRB) submittal. Brooks + Scarpa will prepare a presentation that will be shared with the Committee prior to the meeting. Chair Yechiel Ciment suggests that conditions have changed since the

General Obligation (G.O.) Bond plan was presented four (4) years ago. He suggests that Brooks + Scarpa address the changes needed for the streetscape plan such as adding additional traffic lanes. He stated that hopefully the city will address traffic issues before the project is complete.

- **41st Street Mixed-Use Development on City-Owned Property Community Meeting Update –** Chair Yechiel gave a summary of the two (2) community meetings that were held in April and May. He stated that he thought the first meeting, via Zoom, was very productive and had positive feedback from the community regarding ideas for developing the parking lots. Chair Yechiel stated that unfortunately the second meeting, held at the Miami Beach Golf Course Clubhouse, did not go as well. He thought that even though the staff presentation was good, the individuals present had a hidden agenda, sought to oppose anything that was presented, and were fueled by misinformation. He thanked the members of the Committee that were present at the second meeting. He also suggested the Committee not be discouraged and move forward for the betterment of 41<sup>st</sup> Street.
4. **Chair Update** - Chair Yechiel stated that he wanted to update the Committee on his pet project, which includes traffic and transportation issues on 41<sup>st</sup> Street. He met with Jose Gonzalez, the Director of Transportation, regarding the traffic congestion on the side streets along 41<sup>st</sup> Street. Jose stated that he will address these issues at the next meeting. The Chair also noticed that there has been more police presence on 41<sup>st</sup> Street and a decrease of homeless on the street. He acknowledged the work of Police Officer Hazzi and team for their hard work and dedication to 41<sup>st</sup> Street.
  5. **New Initiatives - Take Pride in Our Streets Campaign** - Vice Chair Bonnie Crabtree gave an update on her efforts to get the 41<sup>st</sup> Street community to take more responsibility and pride in the appearance and cleanliness of 41<sup>st</sup> Street. Bonnie stated that Diana had preliminary discussions with the Marketing and Communications Department. She informed the Committee that there is an existing City campaign that was launched during Spring Break 2022. The name of the campaign is “Take Care of Our City and It Will Take Care of You.” Diana is exploring whether the City’s campaign can be leveraged for the 41<sup>st</sup> Street cleanup campaign. Bonnie is proposing to name the campaign “Love 41”. Bonnie stated that the 41<sup>st</sup> Street cleanup campaign should have a separate logo but potentially have the same look as the City’s campaign. Robin Jacobs stated that she is familiar with the existing city campaign, and she is proposing that business owners on 41<sup>st</sup> Street be part of the City’s campaign. The Committee approved the name change to “Love 41.” Bonnie recommended making a motion to have “Love 41” be part of the City’s existing campaign and request funding for this campaign in an amount not to exceed \$2,500. Robin asked Diana if the City had any funds available for this request. Commissioner Steven Meiner stated that the City Manager’s office has funding and believes the amount is small, it could be a possibility. Robin asked if the Committee must formally request the funding or just assume the funding is there for the Committee to utilize. Diana stated that she will investigate and report back to the Marketing and Communications Department and get their feedback. Diana to also follow up regarding the “Love 41” campaign. Chair Yechiel stated that it might be nice to have the “Love 41” roll out at the same time the Farmer’s Market rolls out.

Economic Development Director, Rickelle Williams, reminded the Committee that there may be Quality of Life Funds available for the 41<sup>st</sup> Street Committee. She stated that during COVID-19, the funding was utilized to assist the businesses on 41<sup>st</sup> Street. She suggested that, if the funds are available, staff will confirm whether the funds may be used to fund the campaign. Chair Yechiel stated that the plan is that the Committee would not touch that Quality of Life funding. Chair Yechiel also stated that he would like hats produced with a heart and 41 in the middle for the Committee members.

Robin requested that Diana provide an update on the status of the kiosks. In addition, Robin mentioned to the Committee that a vendor had been chosen for the Farmer's Market in Lummus Park. It is Robin's understanding that the vendor must complete six (6) months of Farmer's Market activation in Lummus Park before the vendor is allowed to expand to other Farmer's Market in City neighborhoods. After discussion, the Committee passed the following motion:

**Motion:** Recommend the City of Miami Beach to secure a launch date for the 41<sup>st</sup> Street Farmer's Market activation as soon as possible.

**Motion made by:** Robin Jacobs

**Motion seconded by:** Betty Behar

**Motion passed:** 7-0

**6. Public Comment:** Diana informed the Committee that the following public comments were posted on the webinar chat:

- a) Gordon Loader: *Is there historical data about parking usages daily/weekly monthly etc. Also, who is using the parking spaces, and what other uses are the lots?*

Diana to forward to Parking Department for response.

- b) Manal Oliver: *What are we doing about the Pine Tree Drive, Sheridan Avenue & 41<sup>st</sup> Street intersection blockage? It takes me 3 traffic lights before I can get across 41<sup>st</sup> Street at Sheridan Avenue heading to the parking lot.*

Chair Yechiel mentioned that he has spoken to the Transportation Department, and they are addressing this and will report back at the next meeting

- c) Alicia Casanova: *Well said. The inappropriate negativity, based on misinformation at the last meeting, was very disturbing. Thank you for handling the situation so professionally.*

**7. Adjourned at 5:52pm**

**Next Meeting:** Thursday, September 8, 2022, at 5:00 PM.