



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

Mayor's Ad Hoc Blue Ribbon 41st Street Committee

Thursday, October 13, 2022

5:00 p.m..

Hybrid Meeting

Zoom Information:

<https://zoom.us/j/91709843517?pwd=L2pSSTNiRHlETjhDcm56Q0dqWGRaUT09>

Meeting ID: 917 0984 3517

Passcode: 950697

Location: First Horizon Bank 400 Arthur Godfrey Rd, Ste 210, Miami Beach, FL 33140

MINUTES

Committee Members:

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

P = Present; A = Absent, E = Excused

City Staff:

- Rickelle Williams, Economic Development Dept. Director
- Heather Shaw, Economic Development Dept. Assistant Director
- Diana Fontani Martinez, Economic Development Dept. Redevelopment Specialist/Committee Liaison
- Lissette Arrogante, Tourism and Culture Dept. Director
- Brandi Reddick, Tourism and Culture Dept. Cultural Affairs Manager
- Fernando Pestana, Tourism and Culture Dept. Administrative Services Manager
- Colette Satchell, Office of Capital Improvement Projects Senior Capital Projects Coordinator
- Herman Fung, Office of Capital Improvement Projects Capital Projects Coordinator
- Milos Majstorovic, Transportation and Mobility Dept. Assistant Director

Community Attendance:

- Michael Goldberg
- Jeffrey Huber
- Tony Morales

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.

Bonnie Crabtree, Vice-Chair, opened the meeting at 5:05 p.m. and welcomed all in attendance.

1. September Minutes

Seth Gadinsky requested to view a breakdown of 41st Street G.O. Bond project budget.

Motion: Michael Burnstine made a motion to approve the minutes from the September meeting, seconded by Betty Behar. The minutes were approved unanimously.

2. City Update

Art in Public Places Temporary Art Installation Proposal - Tourism and Culture Department

- Brandi Reddick informed the Committee that *Friends of You* will be installing a temporary art installation entitled, "Star Child," a 50 foot sculpture, in Henry Liebman Square.
- This installation was reviewed and unanimously recommended by the Art in Public Places Committee ("AIPP").
- Brandi shared and invited the Committee to the Community Celebration and unveiling of *Star Child*, tentatively set for Monday, November 28, 2022 at 5:00 p.m. and will be maintained for up to 3 months.
- Seth Gadinsky, asked for an update on the operational status of the fountain in Henry Liebman Square. Diana to investigate and report back.

Artisanal/Farmer's Market Update - Tourism and Culture Department

- Lissette Arrogante informed the Committee that the Florida Fresh Market Artisanal/Farmer's market, in Lummus Park, began in September 2022. She shared that the market operation will expand to 41st Street and Collins Park in April 2023.
 - 1) Tony Morales (Florida Fresh Market representative) gave a presentation about Florida Fresh Market. See attachment A. Highlights include:
 - a. Florida Fresh Market operates in four (4) counties in Florida;
 - b. Expected average reoccurring foot traffic is approximately 3000 people;
 - c. Florida Fresh Market has a vendor network of approximately 1000 local and/or unique vendors; and
 - d. Projected timeline to expand is April 2023 with a market in Collins Park (Saturdays) and 41st Street (Sundays).

December Activation

- Diana Fontani informed the Committee that though the December Activation is an event championed by Marcela Novella, she is absent due to a family emergency. Diana informed the Committee that Marcela has had discussions with a potential vendor/producer interested in curating a winter/December/holiday activation near 41st Street corridor and the potential cost could be \$25,000-35,000. Diana shared that the City would have to do a solicitation and follow the procurement process to secure a vendor. Diana suggested that they defer the item until next month and allow Marcela to share her thoughts. Bonnie suggested that a motion would be needed due to use of city funds. Seth Gadinsky suggested that the timing may be tight, if deferred. Rickelle shared with the Committee that the total amount of quality-of-life funds available is \$33,826.46. Discussion was held and a motion was made:

Motion #1: The Mayor's 41st Street Blue Ribbon Committee recommends moving forward with the 41st Street December activation for food vendors with a potential budget of up to \$30,000, none of which can be spent toward the activation until and unless the Committee meets to approve how the money will be spent.

Motion made by: Jerri Hertzberg Bassuk

Motion seconded by: Betty Behar

Motion passed: 6-0

41st Street Corridor Streetscape Project - Office of Capital Improvement Projects

- Jeff Huber, Brooks + Scarpa, provided an update on the project and shared new images. Jeff compared and contrasted the AECOM proposed design and the Brooks + Scarpa proposed design. See attachment B. The next step will be to present plans for the November meeting. Seth Gadinsky requested Jeff's comparisons be shared with the Committee. Diana to handle.

Love 41st Street Campaign

- Bonnie shared that the final draft posters, for the campaign, should be available the November 10th meeting.

Transportation Update – Transportation Department Update

- Milos provided the following update:
 - 1) The team is working on the implementation of the crosswalk, on southside of 40th Street and Chase Avenue - Miami Dade County, which includes obtaining data to justify the crosswalk – a report is due in approximately two (2) weeks;
 - 2) Traffic Light Signalization at the Sections of Prairie Ave and Royal Palm Avenue on 41st Street - the signals were installed in the 1980s, so the Miami Beach has requested the MDC to review and evaluate the necessity of the signals;
 - 3) Request for a “north right turn on red” sign - approaching northbound on 40th Street Along Prairie Avenue; the City has made a request to the MDC and will report back to the Committee at the November 10 meeting.

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- 4) Recently Installed Pedestrian Crosswalk on Jefferson and 41st Street is finalized. Michael Burnstine asked if other crosswalks on 41st Street will now be eliminated since this one was installed, but there are no crosswalks on 41st Street will be eliminated.

3. Chairman Update

- Seth stated that the 41st Street Business Improvement District (BID) is moving along and headed to the Commission for a vote shortly.
- Bonnie stated that Chair Yechiel and Seth requested that the Committee discuss a 2022 Ballot Question #3 and the impact on 41st Street. Question #3 - Amend Charter Section 1.03(b): Require Voter Approval of Sale/Lease of Certain City-Owned Property. Seth explained this ballot question affects parking lots along 41st Street. Seth stated that currently the parking lot behind Roasters and Toasters, should someone want to develop it the authority would currently require a super majority of the Commission. Seth suggested that should Question #3 pass, any development on these lots, not just waterfront lots, would now require a voter referendum. The Committee had discussion regarding this item and passed the following motion:

Motion #2: The Mayor's 41st Street Blue Ribbon Committee recommends drafting an email that can be shared with anyone and everyone in our community to consider voting no to Ballot Question #3. Ballot Question #3 - Amend Charter Section 1.03(b): Require Voter Approval of Sale/Lease of Certain City-Owned Property

Motion made by: Bonnie Crabtree

Motion seconded by: Betty Behar Motion passed: 5-1

Note: Following the October 13, 2022 Committee meeting, the Administration has reviewed Motion #2 regarding Ballot Question #3 with the City Attorney's Office, and staff advised the Committee that, under Section 106.113, Florida Statutes, City resources may not be used to advocate for or against a ballot measure, or to send any communication directly to electors concerning a voter referendum. If any member of the Committee wishes to send an email, letter, or any other correspondence regarding a ballot measure, the member may do so as a private citizen, in their individual capacity or on behalf of a business or other organization, but NOT on behalf of the City or the Committee.

- Bonnie stated that the next meeting is set for Thursday, November 10, 2022 at 5:00 p.m., and the Mayor's Office has requested that committees return to in-person meetings. The Committee agreed that moving forward meetings will be held in-person only.

4. Public Comment- No public comment

Meeting Adjourned at 6:10 p.m.

Next meeting date: Thursday, November 10, 2022 at 5:00 p.m.