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**MAYOR'S AD HOC BLUE RIBBON 41<sup>ST</sup> STREET COMMITTEE**

Thursday, March 16, 2023 - 5:00 p.m.

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

**Minutes**

**Committee Members:**

Yechiel Ciment, Chair (P)  
Bonnie Crabtree, Vice Chair (P)  
Jerri Hertzberg Bassuk (A)  
Michael Burnstine (A)  
Seth Gadinsky (P)  
Eric Hankin (P)  
Betty Behar (P)

Robin Jacobs (A)  
Marcella Novela (P)  
Jeremy Watchel (A)

P = Present; A = Absent, E = Excused

**Commission/City Staff/Consultants:**

Vice Mayor Steven Meiner  
Roberto Novo, Aide to Commissioner Steven Meiner  
Heather Shaw, Economic Development Assistant Director  
Diana Fontani Martinez, Redevelopment Specialist/Committee Liaison  
Lissette Arrogante, Tourism and Culture Director (via phone)  
Fernando Pestana, Tourism and Culture Administrative Services Manager (via phone)  
Police Officer Deborah Martineau  
Police Officer Eliut Hazzi

**Community Attendance**

Seth Wasserman

Bonnie Crabtree opened the meeting at 5:05 p.m. and welcomed everyone to the meeting.

**1. January Minutes-** Minutes were not approved due to lack of quorum.

## **2. City Update**

**A. Artisanal/Farmer's Market - Tourism and Culture Department** - Lissette Arrogante informed the 41<sup>st</sup> Street Committee (Committee) that the 41<sup>st</sup> Street Artisanal/Farmer's market, operated by Florida Fresh Market, was moved from P58, a city-owned parking lot between Royal Palm Avenue and Prairie Avenue, to Henry Liebman Square. The Committee expressed their disappointment with the 41<sup>st</sup> Street Farmer's market. Some Committee comments include:

- 1) Not pleased with the quality of vendors;
- 2) Not family friendly - no family friendly activation; and
- 3) No marketing or promotion was done.

The Committee asked that Florida Fresh Market be present at the next committee meeting to discuss the quality of vendors. Fernando Pestana stated that Florida Fresh Market has access to over 800 vendors.

**B. Community Activation/Police Department Community Block Park Party-Sunday April 23, 2023** - Police officers Deborah Martineau and Eliut Hazzi informed the Committee that the Miami Beach Police Department Police Athletic League is hosting a Community Block Party on April 23, 2023 on Prairie Avenue between 41<sup>st</sup> and 42<sup>nd</sup> Street. The Block Party will consist of music, food, guest appearances from local radio stations, a kids' zone, storytelling, yoga, Zumba, visits from your Miami Beach Police department K9 unit, SWAT, and Marine Patrol. Officer Martineau stated that they are in need of additional sponsors.

## **3. Committee Projects and Other Updates**

**A. Miami Beach IKE Presentation-** Marissa Crudele and Anna Baerman, IKE Smart City Kiosks (IKE), presented a proposal recommending where to locate digital neighborhood kiosks in the 41<sup>st</sup> Street business corridor. IKE stated that they have been procured by the City of Miami Beach to place digital kiosks throughout the city and two (2) kiosks will be placed on or about 41<sup>st</sup> Street. The kiosks will provide a customized directory and map of the businesses and amenities/programs in the community, peppered with paid advertising. The kiosks must remain at least 250 feet from bus shelters and/or bus stops so as not to compete with existing advertising. IKE recommended the placement of the kiosks on Indian Creek Drive just north of 41<sup>st</sup> Street and on 41<sup>st</sup> street on the SW corner west of Royal Palm. IKE will make their recommendation to the City Commission in April 2023 and sought the Committee's feedback.

Committee feedback included:

Pros:

- 41<sup>st</sup> Street needs such kiosks for wayfinding to drive residents and visitors to the businesses (especially west of Indian Creek Dr. and east of Alton Road);
- Great vehicle to advertise 41<sup>st</sup> Street activations;
- Will be helpful for the Business Improvement District; and

- Great opportunity for businesses to advertise locally.

Cons:

- Recommended location on Indian Creek Dr. is on the high traffic side of the street – needs a more visibility and placed in a high traffic location, consider east side of Indian Creek Dr to attract people east of Indian Creek Dr.; and
- Recommended location on 41<sup>st</sup> @ Royal Palm is a narrow sidewalk and may make using the kiosk difficult, 41<sup>st</sup> at Pinetree Dr may be better if possible.

Additional comments:

- Like the idea of the kiosk, but want to make sure they are placed where they will best benefit the business corridor vs just placed anywhere on 41<sup>st</sup> Street.
- How will the kiosk design fit within the current proposed oasis in the 41<sup>st</sup> Street Plan with CIP?
- Will the 41<sup>st</sup> Street Plan bus shelters have digital advertising?
- Will the placement of the kiosk interfere with the 41<sup>st</sup> Street Plan?

#### **4. Chair Update**

Bonnie asked if there are any issues/concerns from the Committee members. The following are some of their issues/concerns:

Seth Gadinsky stated that the Office of Capital Improvement Projects (CIP) provide an update on deadlines and timeline on when the design plans will be complete. He is tired of updates on the project.

Seth also stated that Publix is still interested in establishing a grocery store on 41<sup>st</sup> street. He stated that Commissioner Alex Fernandez's agenda item placing a moratorium on transactions involving the sale or lease of 10 years or more of city-owned surface parking lots or garages for development affects what Publix will do in the future.

This item is scheduled to be heard at the March 27, 2023 Commission meeting and Seth is encouraging all committee members to attend and speak against this item. He is going to request a time certain via Michelle Burger.

Seth requested an update on the repairs for the fountain in Henry Liebman Square.

**Public Comment** – No public comment

**Meeting Adjourned at 6:29 p.m.**

**Next meeting date: Thursday, April 20, 2022**