



Wynwood BID Board of Directors Meeting

Maps Backlot- 342 NW 24 St, Miami, FL 33127

August 4, 2021 from 11:14 a.m. to 1:41 p.m.

Meeting Minutes are not verbatim

Board Members in Attendance:

Albert Garcia, Wynwood BID
Irving Lerner, Wynwood BID
Marlo Courtney, Wynwood BID
Bruce Fischman, Wynwood BID
Sven Vogtland, Wynwood BID
Jennifer Frehling, Wynwood BID

Members Absent:

Jon Paul Perez, Wynwood BID
Glenn Orgin, Wynwood BID
Gabriele Braha Izsak, Wynwood BID

Others in Attendance:

Domini Gibbs, City of Miami City Attorney's Office
Commander Daniel Kerr, City of Miami Police Department
Sergeant Michael Valladares, City of Miami Police Department
Angel Diaz, Miami Parking Authority
Loren Navarrete, Miami Parking Authority
Taylor Cavazos, Kivvit PR
Elias Mitrani
Asi Ackerman, Goldman Properties
Amro Zakarni - Related Group
David Lerner, Lerner Family Properties
Jonathan Treysten, More Development
Kate Kavanagh, More Development
Andy Charry, Metro 1
Joseph Ruiz, Wernick & Co
Calex Guimaraes, WeTrek
Fernando Brandt, Wetrek/ Big Bus Tours
Henry Bedoya, Dogfish Head Miami
Alan Ket, Museum of Graffiti
Allison Freidman, Museum of Graffiti
Manny Gonzalez, Wynwood BID
Aleksander Sanchez, Wynwood BID
Christopher Hoffman, Wynwood BID

- Wynwood Business Improvement District (BID) Chairman, Albert Garcia, called the meeting to order at 11:14 a.m.

PUBLIC COMMENTS:

- At commencement of the meeting, Albert Garcia opened the public comments portion for the BID Board of Director's meeting.
- Alan Ket, on behalf of the Museum of Graffiti, expressed concern over the perceived disappearance of art in Wynwood and claims the neighborhood has changed from an arts district to a "party neighborhood".
- Alan Ket also expressed disappointment for the Wynwood BID declining a sponsorship request due to budgetary constraints for the current fiscal year (FY 2020-2021).
- Albert Garcia advised Alan Ket that the Wynwood BID had donated \$24,000 to the Museum of Graffiti during the first quarter of the fiscal year for their programming.
- Albert Garcia also advised Alan Ket that the BID will be discussing implementation of a grant program for the next fiscal that can assist the community in façade improvements such as murals.
- Manny Gonzalez advised Alan Ket that the Wynwood BID created a mural report to gauge progress of the neighborhood since creation of the BID in 2013.
- As per the mural report, it was noted that the numbers of murals in Wynwood have almost tripled (*68 in 2013 vs 190 in 2021*). Additionally, the images in the report illustrated that the quality of the murals in Wynwood have dramatically improved when compared to 2013.
- Albert Garcia closed the public comments portion of the BID Board of Director's meeting.

EXECUTIVE DIRECTOR REPORT:

- Wynwood BID Executive Director, Manny Gonzalez, provided an overview of the Executive Director Report for June & July 2021.
- Manny Gonzalez provided an update on the *Wynwood Flood Lamp Initiative*.
- It was noted that the Wynwood BID has been in discussion with the City of Miami Department of Human Services & Economic Initiatives and the Department of Resilience & Public Works for the implementation of flood lamps on the SE quadrant of Wynwood.
- The BID believes that improving environmental factors (e.g., installing flood lights to address poorly lit streets) will dissuade criminal elements in the area.

- Manny Gonzalez referred to the broken windows theory, a criminological theory that states that visible signs of crime, anti-social behavior, and civil disorder create an urban environment that encourages further crime and disorder, including serious crimes.
- It was noted that the Wynwood BID has also been in discussion with the Omni Community Redevelopment Agency (CRA) and have confirmed that have they funds available to allocate in support of the flood lamp initiative.
- It was noted that the City of Miami provided the BID a list of different style flood lamps used by Florida Power & Light (FPL),
- As per request from the Wynwood BID, the City of Miami is currently drafting a language revision of Notice of Violation (NOV) letter for property owners that have been cited for illegal mural.
- It was noted that revised NOV letter will state that property owners have 24 hours to remove the illegal mural from their building façade.
- Due to the touristic nature of Miami and the propensity of opportunistic car break ins, the Wynwood BID developed *Park Smart* signs for the Miami Parking Authority (MPA) to deploy City wide.
- The Wynwood BID further developed said signs in order to assist with wayfinding and the signs contain a QR code which visitors can utilize to open a map of Wynwood.
- It was noted that the initial release of the *Park Smart* signs had incorrectly ordered their instructions and the BID subsequently corrected said issue.
- It was noted the MPA began installation of *Wynwood Park Smart* signs along NW 2nd Avenue on July 13th 2021.
- Marlo Courtney commended the BID for the development of the *Park Smart* signs and urged property owners and business owners to pick up spare signs that are available at the BID office.
- The BID noted that the bus shelters in Wynwood have “Visit Tampa Bay” advertisements and consequently contacted the City of Miami to inquire on regulations for advertisements.
- As per the City of Miami agreement with OutFront Media, there is no language that would prohibit a competing municipality, like Tampa Bay, from utilizing ad space on bus shelters within the City.
- It was noted that Wynwood will inquire as to the possibility of placing “Visit Wynwood” advertisements in Tampa Bay.

- It was noted that Miami Dade County Mayor Daniella Levine Cava released a memorandum on June 15, 2021 addressed the Board of County Commissioners regarding the Miami International Airport (MIA) Retroactive Relief Report.
- As per a comparative analysis of passenger traffic level included on the memorandum, it was noted that MIA experienced a **63.5 %** increase of domestic arrivals when comparing March 2020 (553,356 passengers) to March 2021 (904,974 passengers).
- It was also noted that the number of domestic departures also increased by 35.4% from 653,142 to 884,122 passengers.
- On a cumulative basis, analysis that includes the months of March 2019 through March 2020, as compared to the months of March 2020 through March 2021, shows an average decline in passenger flows (arrivals and departures) of 65.9% with the total number of domestic and international passengers falling from 48,400,513 to 16,507,861 passengers.
- It was also noted that the number of international arrivals decreased by 77.8% from 11,898,534 to 2,642,545.

Action Item

- Marlo Courtney requested the BID modify the Wynwood mural notification system on BID website, <https://wynwoodmiami.com/learn/mural-notification/>, so that the MPA and the City of Miami Police Department may be better informed.
- The mural notification modifications requested include:
 - How many artists and/or team members will be involved on said mural?
 - What will be the active hours for said mural installations?
 - What will be the impact to pedestrian and vehicular traffic (I.e., will there be scissor lift, etc.)?
- The BID will contact and the MPA & City of Miami Police department for input and implement the changes accordingly.
- It was noted that the Wynwood BID has finalized the Miami-Dade County assessment Tax Roll initiative for this November as of July 12, 2021.
- Irving Lerner expressed concern about the lack of flashing beacons for the recently installed crosswalks on North Miami Avenue.
- Manny Gonzalez advised Irving Lerner that the BID continue to request updates from the Miami-Dade County Department of Transportation and Public Works on the intended installation of the flashing beacons.
- As per Manny Gonzalez, it was also noted that there is still pending addressment from the County for a half missing crosswalk on the intersection on NW 25 Street and NW 2 Avenue, and there is also a pending crosswalk request from 545 Wyn for NW 5 Avenue.

- Wynwood BID Operations Manager, Aleksander Sanchez, provided a BID operations update.
- It was noted that on April 2021 the City of Miami Commission unanimously authorized the City to ramp up “homeless cleanup response” sweeps to twice a week.
- Consequently, the City of Miami staged a *Homeless Outreach and Clean Up* on May 19th and June 25th to address the growing homeless population in Wynwood.
- It was noted that the Department of Human Services has contacted Public Works concerning the swales along the South side of NW 20 Street between NE 2 Avenue and NW 2 Avenue due to tents and the accumulation of "homeless articles" that while they do not impede the pedestrian traffic on the sidewalks, are negatively affecting the surrounding communities.
- They have requested Public Works to consider the immediate implementation of a swale beautification and water conservation initiative where the department will plant specific trees and shrubbery in said swales and in doing so, constrain their use to their intended purpose.
- It was noted that The Wynwood BID has been in communication with FDOT for participation in the *Statewide Non-Motorized Traffic Monitoring Program*.
- As per Aleksander Sanchez, the BID participated in a site walkthrough on July 2nd of potential locations for deployment of infrared counters.
- It was noted that the BID facilitated connection of IKE Smart City with the City of Miami Police Department for usage of their built-in cameras to bolster their security capabilities.
- The BID also coordinated multiple meetings with City of Miami PD and various companies for integration of pedestrian counting software into the Real Time Crime Center.
- As per the July 23rd *Wynwood BID Restaurant Recovery Program/ Temporary Outdoor Café Summary*, the Wynwood BID has spent \$77,000 for rental of water barricades and anticipate a total amount of \$95,000 spent by the end of the current fiscal year.
- It was noted that the BID Public Relations Request for Proposal (RFP) #05-172021 did not meet the required amount of applicant submittals to proceed with the selection process.
- Consequently, the BID has modified the scope of services and rereleased the RFP for integrated marketing communication services.

- RFP #08022021 was made available to the public as of Monday, August 2nd, 2021 at 9:00 a.m. and the RFP deadline date is Monday, September 13th, 2021 at 5:00 PM.
- Additional project information and submittal requirements can be found at <https://wynwoodmiami.com/RFQ>.
- It was noted the City of Miami Department of Solid Waste is working to reintroduce public space recycle bins.
- As per request from the BID, the Miami Parking Authority repainted the curbs of the designated rideshare pickup/drop-off locations on July 15th.
- It was noted that the BID has contracted Easy Grass for reinstallation of Rubber mulch on 38 tree pits in Wynwood.

SECURITY UPDATE:

- City of Miami Police Commander Daniel Kerr provided a June & July 2021 security update to the Wynwood BID Board of Directors.
- It was noted that the Wynwood area was staffed with additional police during the weekend of July 23 to July 25 due to overflow of visitors for the Rolling Loud rap festival hosted in Miami Gardens
- It was noted that Commander Kerr is anticipating an increase in visitation numbers as the calendar year progresses.
- Commander Kerr expressed concern about scissor lifts being left on the public right of way by graffiti artists working on large murals and their impact on pedestrian safety.
- As per Commander Kerr, the City of Miami Police Department created the Bicycle Response Team (BRT) into order to better response to the public demonstrations for the Black Lives Matter movement and has consequently several Wynwood beat officers
- It was noted that the Wynwood NET Police was assigned new officers for the night shift and will work under the supervision of Sergeant Reyes.
- It was noted that the Wynwood NET police staff was reduced in order to staff the BRT.
- As per Commander Kerr, it was noted that Wynwood had an increase of car break-ins but the most frequently occurring crime at the moment is retail theft.
- Commander Daniel Kerr advised the public to please reach out to the BID if there are any issues pertaining to repeated instances of theft.

- It was noted that the City of Miami Police Department created a HEAT unit to assist the City of Miami Homeless Assistance Program with the homeless outreach efforts and will begin operating in SE Overtown area.
- Commander Daniel Kerr advised the public to email him issues concerns homelessness in Wynwood and he will forward the matter to the HEAT unit.
- It was noted that Commander Kerr has been requesting additional officers due to the increase of pedestrian activity as more development projects come online.

Action Item:

- The Wynwood BID will issue a letter of support for Wynwood NET Commander Daniel Kerr for the provision of additional police staffing.

FINANCE UPDATE:

- Manny Gonzalez provided an overview of the Wynwood BID budget for the 2021-2022 fiscal year.
- It was noted that the Wynwood BID anticipates a surplus of \$607,995 at the conclusion of FY 2021-2021 due to the efficient collection of outstanding BID assessments from the previous fiscal years.
- It was noted that there are no staff raises budgeted for the next fiscal year due to uncertainty from the pandemic.
- As per Manny Gonzalez, the County tax roll will enable the BID to collect up to 50% of assessments within 60 days of release, and relieve the City of Miami from the tedious process of removing liens for payment of outstanding BID assessments from fiscal years 2013 through 2021.
- It was noted that the discount incentive for early payment of the yearly Wynwood BID special assessment will remain intact as Miami-Dade County assumes the responsibility of the assessment collection.
- The Wynwood BID is expected to collect the remaining assessments from 2013-2021, now that Miami Dade County will be collecting via Ad Valorem tax rolls. Based on previous annual trends, the Wynwood BID expects to conservatively collect up to \$100,000, via liens placed by City of Miami Legal Department.
- It was noted that the Wynwood BID conservatively projects \$360,000 in parking waivers contributions for the coming year and are expected to bill up to \$1,000,000 for potential parking waivers, as per projects currently in the pipeline.
- It was noted that the Wynwood is collecting nominal interest on the *Parking Trust Fund* and *Tree Trust Fund* bank accounts currently held at Bank OZK.

- It was noted that the Wynwood BID submitted a legal services request (LSR) to open an interest generating account for the \$10,000,000 in *Public Benefit Trust Fund* contributions currently being held at the City.
- It was noted that the BID will create a special committee, consisting of Commissioner's representatives from City of Miami District II and District V, in addition to members of the Wynwood BID, in order to oversee proper expenditure of *Public Benefit Trust Fund* dollars.
- It was noted that the BID is scheduled to donate \$118,000 to the City of Miami Police Department for additional cameras and license plate readers, which was tabled due to delays on the repeater installation on 545 Wyn.
- It was noted that Wynwood BID, in support of the *Wynwood Noise Pilot Program*, has proposed and budgeted \$5,000 for the City of Miami Code Compliance sound meters and recording cameras, as per commitment by the Wynwood BID.
- It was noted that the Wynwood BID budgeted \$362,000 in marketing expenses.
- It was noted that the Wynwood BID will bundle services for PR agency, social media, photography and design and has allocated \$105,000 for the 2021-2022 fiscal year.
- It was noted that the Wynwood BID proposed to allocate \$100,000 for the creation of *Special Event Grant* and \$50,000 for the *Façade Improvement Grant*.
- It was noted that Wynwood BID will create an evaluation committee that will review applicants for the *Special Event & Façade Improvement Grants*.
- **See motion #2**
- **Wynwood BID FY 2021-2022 Budget on file**
- **Action Item:**
- Marlo Courtney requested the BID inquire the possibly of procuring pressure cleaning services for the sidewalks in Wynwood.
- **Action Item:**
- Sven Vogtland requested the Wynwood BID explore possible pest control solutions due to concerns from puddles of stagnant water along certain sidewalk curbs in Wynwood.
- It was noted that the Wynwood BID will procure custom windbreakers for the board members and staff.

MARKETING & ECONOMIC DEVELOPMENT UPDATE:

- Wynwood BID Marketing Manager, Chris Hoffman, provided the Marketing Report and the various initiatives that are currently in progress.

- It was noted that social media audience continues to grow with a total audience of more than 218, 805 and social media posts received over 33,000 engagements combined.
- It was noted that the BID has facilitated a partnership between the IKE Smart City creative team and the Wynwood Walls, along with Miami's Best Graffiti Guide, for implementation of local artists work into the digital kiosks.
- It was noted that Wynwood Pride was success and the main events were from June 18th through June 20th.
- It was noted that numerous businesses in Wynwood placed promotions in support of Pride and there were events from venues including the Oasis, 1-800 Lucky, Coyo Taco, Wynwood Walls, Freehold Miami, R House, Pizza & Beer, and Veza Sur.
- Albert Garcia provided an update on The Greater Miami Convention & Visitors Bureau (GMCVB) and noted that William Talbert will step down as President and CEO of the GMCVB on August 16th.
- As per Albert Garcia, it was noted that William D. Talbert & Rolando Aedo will be attending the next meeting BID Board of Directors meeting.
- Taylor Cavazos provided a recap of public relations initiatives that Kivvit has managed for the Wynwood BID for June & July.

CAPITAL & REGULATORY AFFAIRS UPDATE:

- Albert Garcia provided an updated engagement proposal from Plusurbia Design for the provision of consulting services to proposed updates to the current Wynwood NRD-1 zoning overlay.
- **Plusurbia Proposal is on file.**
- Albert Garcia provided an updated on the Wynwood/Midtown/Edgewater Commuter Rail Station.
- As per Albert Garcia, it was noted that Miami Dade County is awaiting a Senate vote for a \$1 trillion bipartisan infrastructure bill that, if passed, will release federal funds for the implementation of the commuter rail service for the Northeast Corridor portion of the Strategic Miami Area Rail Transit (SMART) Plan.
- It was noted that Perkins Eastman was contracted to develop the train station master plan for the NE 27 St location.
- The remainder of the Capital & Regulatory Affairs update was postponed to the next BID Board of Directors meeting due to time constraints.

NEW BUSINESS:

- Wynwood BID Board Chairman, Albert Garcia, reopened Public Comments.
- Allison Freidman, on behalf of the Museum of Graffiti, advised the BID that they lost eight (8) murals to nearby developments and have expressed disappointment that there are not funds being allocated for the development of murals in Wynwood.
- Albert Garcia advised Allison Freidman that Wynwood BID, in approving budget for the 2021-2022 fiscal year, allocated \$50,000 for the implementation of a *Façade Improvement Matching Grant Program*.
- As per Albert Garcia, the program will consist of assisting tenants and property owners with the costs of upgrading building facades, that qualify for improvements. The program will offer 50/50 matching grants with a maximum grant from the BID of up to \$3,000 per applicant.
- **Meeting adjourned at 1:41pm.**

MEETING MOTION SUMMARY:

MOTION #1: June 3, 2021 Board of Director’s Meeting Minutes:

- Upon a properly made and seconded motion, it was unanimously resolved to approve the June 3, 2021 Wynwood BID Board of Directors meeting minutes.

First motion provided & seconded
Motion Passed Unanimously

MOTION #2: Wynwood Business Improvement District Budget FY 2021-2022:

- Upon a properly made and seconded motion, it was unanimously resolved to approve the Wynwood Business Improvement District 2021-2022 BID Budget totaling \$1,325,000.

First motion provided & seconded
Motion Passed Unanimously