



Wynwood BID Board of Directors Meeting

Wynwood BID Office
February 20, 2019 at 11:00 a.m. – 2:15 p.m.
2751 N Miami Avenue #3, Miami, FL 33127
Meeting Minutes are not verbatim

Board Members in Attendance:

Joseph Furst, BID Board Chairman
Albert Garcia, Wynwood BID
Irving Lerner, Wynwood BID
Dylan Finger, Wynwood BID
Jonathan Yormak, Wynwood BID

Members Absent:

Others in Attendance:

Daniel Diaz, City of Miami Attorney's Office
Charles C. Scott, Florida Congressional District 24
David Snow, City of Miami Planning
Humberto Escandon, Miami Parking Authority
Jessica Goldman Srebnick, Goldman Properties
Marlo Courtney, Goldman Properties
Robert Hoffman, Goldman Properties
Victor Sanchez, Goldman Properties
Elias Mitrani
Glenn Orgin, Soho Studios
Brandon Cauff, Tristar Capital
Jordan Levinson, Red Sky Capital
Marc Coleman, One Real Estate Investment
Gabriele Braha, Red Group
Francesco Pozzessere, Red Group
Catherine Lackner, Miami Today
Frank Alvarado, The Real Deal
Michelle Cintron, ArquitectonicaGEO
Veronika Ortega, ArquitectonicaGEO
Ana Faria-Delfino, ArquitectonicaGEO
John Hutchens, ArquitectonicaGEO
Walter Meyer, Local Office Landscape Architecture
Jennifer Bolstad, Local Office Landscape Architecture
Tony Garcia, Street Plans
Irene Balza, Street Plans
Patrick Shearer, E-Sciences

David Polinsky, Fortis Design
Steven Wernick, Akerman LLP
Robin Alonso
Lauren Golembioski, Jonathan Bernstein Consulting Corp.
Ryan Wockenfuss, Warby Parker
Lindsay Greenblatt, Aesop
James Adams
Kelly Penton, Kivvit PR
Manny Gonzalez, Wynwood BID
Aleksander Sanchez, Wynwood BID
Chris Hoffman, Wynwood BID

- Executive Director, Manny Gonzalez, called the Wynwood Business Improvement District Board of Directors meeting to order at 11:00 a.m.

EXECUTIVE DIRECTOR REPORT:

- Manny Gonzalez provided an update on the various initiatives currently in progress by the Wynwood Business Improvement District as of February 19, 2019.
- It was noted that the Wynwood BID is in discussion with the City of Miami and the Omni CRA for the installation of supplemental lighting via flood lights for the SE Quadrant of Wynwood due to health and safety concerns and will reach out to FPL in the coming days to install additional LED lighting where none exists now.
- It was noted that the Wynwood BID met with AT&T to discuss district wide cellular connectivity issues in the Wynwood area which has been a major life safety issue when the District reaches capacity and the telecom grid fails on a weekly basis.
- It was noted that the Wynwood BID will be aiding AT&T, in tandem with the City of Miami PD, with permitting at the City of Miami for the implementation of long-term solutions to the area to help address this life safety issue.
- It was noted that according to a Miami Dade County report for the boundaries of the Wynwood BID, a total of \$8,133,065 in road impact fees have been collected from 2013 to 2018.
- It was noted the Wynwood BID is seeking commercial property owners to nominate prospective candidates to serve on the BID Board. Participants may also self-nominate or nominate current Board members that are eligible for re-election.
- It was agreed by the BID board that the Wynwood BID will be releasing the nomination forms for the upcoming BID Board of Director's elections on February 22, 2019.
- It was noted that the Wynwood BID is seeking for Commissioner Keon Hardemon to sponsor the ordinance amendment at the City of Miami Commission Meeting.

- It was noted that the deadline for submittal of nominations is March 22, 2019 at 5:00pm.

MARKETING UPDATE:

- Albert Garcia provided an update on the various marketing initiatives currently in progress by the Wynwood BID.
- It was noted the Wynwood Business Improvement District (BID) and Miami City Ballet have partnered for the Wynwood-inspired program *Heatscape*, created by Tony Award-winning choreographer Justin Peck.
- The Miami City Ballet will be performing *Heatscape* at the Adrienne Arsht Center for the Performing Arts from February 22, 2019 to February 24, 2019.
- As part the partnership, the Wynwood community will receive a 20% discount on tickets purchased for *Heatscape*. Use the code WYNWOOD when purchasing online.
- It was noted the Home Design & Remodeling Show will be returning to Wynwood from March 1, 2019 to March 3, 2019 at the Mana Convention Center.
- **(Marketing Committee on File)**

NEW BUSINESS:

- Michelle Cintron and John Hutchens from ArquitectonicaGEO provided an update of the *Wynwood Streetscape & Street Tree Masterplan*.
- It was noted that ArquitectonicaGEO is seeking input from the public regard the necessity of crosswalks how many parking spaces will the public be willing to concede for their development.
- It was noted that 4 parking spaces will be lost per addition of every midblock crossing.
- It was noted that ArquitectonicaGEO will need to discuss with the Miami Parking Authority regarding the potential net loss of on street parking spacing in Wynwood.
- It was noted that the tree list in process of finalization pending further discussion with City of Miami Environmental Resources Division.
- It was noted that ArquitectonicaGEO will be discussing with the Wynwood BID for wayfinding and having a call to artists for aid in the artistic direction of the design.
- Manny Gonzalez asked if there was consideration of FPL underline burial & the potential for transformer box locations.

- Jessica Goldman Srebnick expressed concern regarding the amount greenery being disingenuous to Wynwood and its industrial roots.
- Charles Scott expressed concerns regarding the potential impact of root systems and how it increases maintenance costs of surrounding structures.
- Charles Scott expressed further concerns about the tree canopies affecting mural visibility in Wynwood and the necessity for discussion with the City of Miami Department of Public Works for the maintenance of the trees.
- Victor Sanchez requested ArquitectonicaGEO expedite release of their street tree list to ensure proper dissemination of information for upcoming developments presenting to the WDRC.
- It was noted that ArquitectonicaGEO will provide a short list of recommend street trees for the public right of way once finalized in the coming weeks.
- Marc Coleman suggested that lush greenery be consigned to NW 5 Ave due to favorable street conditions.
- Jonathan Yormak suggested reducing the number bus stops on NW 2 Ave to offset some of the parking spaces lost.
- *Wynwood Streetscape & Street Tree Masterplan* presentation available via request.
- Local Office Landscape Architecture (LOLA) provided an update on the Wynwood Woonerf schematic design.
- It was noted that the City of Miami and LOA will be hosting a community outreach meeting on February 20, 2019 at 6:30 for the Wynwood Woonerf.
- It was noted that the main guiding principles for a Wynwood Woonerf are that it (1) creates a common that seamlessly connects the public and private realm (2) expresses and enhances the identity of Wynwood in the Streetscape and (3) ensures the built environment contributes to the health of the natural environment and the social and economic resilience of the community.
- It was noted that this will be the first Woonerf in south Florida.
- It was noted that LOLA is requesting input as to what extent will the NW 3 Ave Wynwood Woonerf allow vehicular access.
- As per the presentation, LOLA provided conceptual designs of a Wynwood Woonerf as a promenade, habitat, art canvas, and as a garden.

- LOLA is request input from the public regarding the conceptual designs as their feedback will set a canvas for the final design of the Wynwood Woonerf.
- It was noted that a major factor in the design process is in determining whether the NW 3 Ave Wynwood Woonerf will have 1 lane or 2 lanes designated for vehicular traffic.
- Marc Coleman expressed a desire for having 2 driving lanes due to the amount of vehicular traffic on NW 3 Ave.
- Victor Sanchez echoed his desire for 2 driving lanes due to the impending completion of the Wynwood 25 development and the expected increase of vehicular traffic as there is more activation along NW 3 Ave.
- Jonathan Yormak expressed desire in the Woonerf being a transformative project for the district and that anecdotal evidence from New York City indicates that vehicular traffic patterns can adjust accordingly.
- Albert Garcia, Dylan Finger, and Irving Lerner indicated a preference for 1 lane to be designated for vehicular traffic.
- It was noted that further analysis will be necessary to determine the appropriate vehicular traffic flow for the NW 3 Ave Wynwood Woonerf.

Meeting adjourned: 2:15 pm

MEETING MOTIONS SUMMARY:

MOTION #1: January 16, 2019 MEETING MINUTES:

- Upon a properly made and seconded motion, it was unanimously resolved to approve the January 16, 2019 Wynwood BID Board of Directors meeting minutes.

Irving Lerner provided first motion, Joseph Furst seconded
Motion Passed Unanimously