



Wynwood BID Board of Directors Meeting

Maps Backlot- 342 NW 24 St, Miami, FL 33127
November 10, 2021 from 11:10 a.m. to 11:58 a.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
Gabriele Braha Izsak, Wynwood BID
Amro Zakarni, Wynwood BID
Sven Vogtland, Wynwood BID
Glenn Orgin, Wynwood BID

Members Absent:

Jennifer Frehling, 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
Kelly Penton, Kivvit PR
John Stuart, Florida International University
Victor Sanchez, Goldman Properties
Asi Ackerman, Goldman Properties
Rebecca Koppel, Goldman Properties
Jonathan Trestyn, More Development
Kate Kavanaugh, More Development
Amir Setayesh, Arlo Hotels
Steven Wernick, Wernick & Co
Robin Alonso, Tricap
Andrew James, Nichols Brosch Wurst Wolfe & Associates
Meilyn Yanes Vega, Nichols Brosch Wurst Wolfe & Associates
Marissa Amuial, Akerman LLP
Andy Gonzalez, LAZ Parking
Gustavo Bracamonte, NOBULL Miami
Walter Camacho, NOBULL Miami
Katie Price, NOBULL Miami
Alli Torres, Freehold
Manny Lopez, Suite Habana Café
Adam Musilli, Loupe Sports Cards
Paul Lardi, Maps Backlot

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 11:10am.

PUBLIC COMMENTS:

- At commencement of the meeting, Albert Garcia opened the public comments portion for the BID Board of Director's meeting.
- Steven Wernick asked how businesses can be listed on the IKE Smart City Kiosk.
- As per Wynwood BID Marketing Manager, Chris Hoffman, local businesses are listed on the kiosks for free as their information is pulled from Google API.
- It was noted that further question regarding the IKE kiosks in Wynwood be directed to Chris Hoffman.
- Albert Garcia closed the public comments portion of the BID Board of Director's meeting.

FLORIDA INTERNATIONAL UNIVERISTY BID/CARTA PARTNERSHIP:

- Manny Gonzalez introduced John Stuart, FIU Associate Dean for Cultural and Community Engagement and Executive Director at the Miami Beach Urban Studios in the College of Communication, Architecture + the Arts (CARTA).
- It was noted that FIU is expanding its presence to include a facility at Mana Wynwood similar to their Lincoln Road location.
- Manny Gonzalez thanked Bruce Fishman and the Mana Wynwood team for assisting in CARTA's expansion and expressed the BID's interest in working with them to foster the next generation of young professionals.

ARLO HOTEL:

- Wynwood BID Executive Director, Manny Gonzalez, introduced the Managing Director of Quadrum U.S at Quadrum Global, Amir Setayesh.
- Amir Setayesh provided an overview of Quadrum Global's development project, Arlo Wynwood, located on 2217 NW Miami Ct.
- It was noted that Arlo Wynwood is an upcoming mixed-use hospitality concept with 217 keys and is anticipating opening by October 2022.

- Irving Lerner proposed that Quadram Global explore the possibility of allocating some of the spaces in their parking deck for the public.
- As per Amir Setayesh, the façade art for Arlo Wynwood is currently in development and will be shared with the community at the end of the month.
- It was noted that Arlo Wynwood will be utilizing local artists for their façade mural.
- Glenn Orgin asked how large the entertainment area for the development is.
- Amir advised the board that the third level of Arlo Wynwood will have a 4,220 sq ft courtyard with event spaces and an indoor/outdoor bar.
- Marlo Courtney questioned if there were sound attenuation measures in place.
- Amir assured the BID that it will not be a dancehall and noise is not expected to be an issue.

EXECUTIVE DIRECTOR & STAFF REPORT:

- It was noted that approval of the October 6th BID Board of Director’s meeting minutes was deferred due a printing issue in the meeting packets.
- It was noted that Amro Zakarni, Vice President of Development for the Related Group, is now serving as a member of Wynwood BID Board of Director after being sworn in by the City of Miami on November 8th.
- Wynwood BID Executive Director, Manny Gonzalez, provided an overview of the Executive Director Report for October 2021.
- It was noted that BID contacted the City to formally request a district wide noise and alcohol extension until 5 a.m. on the following dates listed below
 - Art Week 2021 - December 3, 4, 5
 - Music Week 2022 – March 25, 26, 27
 - New Year’s Day 2022 – Jan 1
- It was noted that the City Attorney’s Office advised the BID Chapter 4 changed and Section 4-3.1(a)(7) does not exist anymore. Alcohol extensions can only be obtained by alcohol service establishments under the amended Article 4-3(b) from the City Commission.
- Effectively the empty lots, or galleries, etc. cannot obtain a waiver to 5 a.m. The business located on the property has to be licensed as an alcohol service establishment in order to obtain any type of waiver.
- It was also noted that there is no waiver provision for the *Wynwood Noise Pilot Program*.

- It was noted that the Wynwood BID and City of Miami Code Compliance Department successfully hosted a joint Noise Ordinance Workshop on October 20th to discuss the new regulations and answer any questions prior to the new regulations taking effect on October 24th.
- Manny Gonzalez solicited input from the BID Board on the grant program *Façade Improvement Matching Grant Program*.
- As per Manny Gonzalez, the Wynwood BID, in approving budget for the 2021-2022 fiscal year, allocated \$50,000 for the implementation of the *Façade Grant Program*.
- Manny Gonzalez suggested the BID introduce language for the program to allow the installation and creation of façade murals as an applicable use.
- Manny Gonzalez also suggested there be two (2) year maintenance clause for mural façades that are funded through the grant.
- It was noted that the BID will release the grant after Art Week.
- It was noted that the release of funds for the grant will be piecemealed with \$25,000 for the first six (6) months and \$25,000 for the later six (6) months.
- As per Manny Gonzalez, it was noted that if program is a success, the BID can revisit discussion for allocating more funds in the grant program.
- It was noted the Wynwood BID will be meeting with the International Trade Consortium (ITC) and the Mayor of Pereira, Columbia along with a government delegation on November 19th to advise them about the transformation of Wynwood and how they can emulate the successes of the neighborhood abroad.
- Manny Gonzalez provided an overview of the CBRE retail and office reports for Q2 2021.

SECURITY UPDATE:

- City of Miami Police Commander Daniel Kerr provided an October 2021 security update to the Wynwood BID Board of Directors.
- In anticipation of large crowds coming to Wynwood on Halloween night, Sunday, October 31st, 2021 the Miami Police Department – with the support of the Wynwood BID – took special measures to ensure public safety and manage traffic in the Wynwood Arts District.
- Preparations include blocking off all on-street parking spaces on N.W. 2nd Avenue from N.W. 22nd Street to N.W. 29th Street and on North Miami Avenue from N.W. 23rd Street to N.W. 29th Street. The elimination of on-street parking will allow for a safer

pedestrian experience on N.W. 2nd Avenue and help the Miami Police Department to efficiently control vehicular traffic on North Miami Avenue.

- It was noted the City of Miami Police Department did not have to close down vehicular traffic on the major thoroughfares in Wynwood during Halloween.
- As per Commander Kerr, there was very little crime during Halloween.
- It was noted that the Miami Police Department – with the support of the Wynwood BID – will take similar measures to ensure public safety and manage traffic in the Wynwood Arts District during Art Week.
- As per Commander Kerr, the City of Miami Police will try to keep the streets open if they can safely stay open.
- It was noted European tourists are back and are expected to affect the attendance numbers for Art Week.

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 as of October 31st social media audience continues to grow with a total audience of more than 222,000 and social media posts received over 14,000 engagements combined.
- It was noted that the BID reopened the Request for Proposals for Integrated Communication Services it was made available to the public as of Wednesday, October 27th, 2021 at 9:00 a.m.
- The deadline date for submittals is Wednesday, December 8th, 2021 at 5:00 PM. (Reference RFP #10272021)
- Additional project information and submittal requirements can be found at <https://wynwoodmiami.com/RFQ>
- As Chris Hoffman, the BID continues to collaborate with WeTrek as they develop their digital platform in which the public can utilize as a means of exploring and discovering the Wynwood neighborhood through in depth digital tours of the street art and business in Wynwood.
- It was noted the New Tropic hosted a roundtable on November 9th including a panel discussion with Manny Gonzalez, Sven Vogtland and the Executive Directors of the Coconut Grove and Lincoln Road BID
- As per Chris Hoffman, the Wynwood BID has been in contact with the Tourist Development Council (TDC) which awards grants to not-for-profit organizations, local

government and/or municipalities, and for-profit organizations producing tourist-oriented activities.

- Kelly Penton provided a recap of public relations initiatives that Kivvit has managed for the Wynwood BID for October.
- It was noted that Kivvit heavily promoted Wynwood as one the go to of Halloween destinations.
- As per Kelly Penton, Kivvit assisted in the coordination of new piece with Univision that highlighted of efforts of the BID to make the community safer through implementation of the BID camera network through a partnership with the City of Miami Police Department.
- It was noted that Kivvit has been leveraging infrastructure bill with county officials about how it relates to the commuter rail project.
- It was noted that Kivvit has been ramping up promotion of Art Week in Wynwood and leveraging the return of international travelers increasing the districts visitation numbers.
- Albert Garcia notified the BID Board that Kelly Penton is leaving Kivvit and will subsequently no longer work with the BID on Public Relations.
- It noted that Kelly Penton has been supporting the Wynwood BID's public relations efforts since its inception in 2013.
- The Wynwood BID presented Kelly Penton an award for her years of service to the BID and the Wynwood community.

CAPITAL & REGULATORY AFFAIRS UPDATE:

- It was noted that the BID is waiting for Plusurbia Design to deliver the draft of the Wynwood NRD-1 amendments.
- It was noted that following the results of the local elections, Christine King was sworn in today as the new City of Miami District 5 commissioner.
- It was noted that the BID will extend an invitation to Christine King and her staff to attend the BID Board meeting in December.
- As per Albert Garcia, the Wynwood Streetscape & Street Tree Masterplan is currently being implemented in a piecemeal basis and more development projects are completed.
- It was noted that the revised NW 29 St section of the NRD-1 plan is not currently feasible due logistical concern.
- Albert Garcia proposed the BID re-adopt the original NW 29 St section plans.

- **See motion #1**
- As per Albert Garcia, the NW 1 Ave Woonerf is currently in review with the City of Miami Planning staff.
- It was noted that the NW 3 Ave Woonerf has already been reviewed by the City and has been accepted by the City commission.
- It was noted that preliminary cost estimates for implementation the NW 3 Ave Woonerf and NW 1 Ave Woonerf are \$3,000,000 to \$5,000,000 and \$2,000,000 to \$3,000,000 respectively.
- It was noted that the BID will need to reconvene with stakeholders' meetings on how to proceed with design and development for the woonerf and subsequently determine a final cost estimate.
- It was noted that structural art element on north end of NW 3 Ave woonerf is not included in the preliminary estimate.
- 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 President Joe Biden signing the \$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 the BID will reengage with the County following the ratification of the infrastructure bill.
- As per Albert Garcia, the rail station completion is date is estimated to be within 18 to 24 months.

NEW BUSINESS:

- Irving Lerner requested the BID discuss the potential allocation of BID funds to encourage events in Wynwood.
- Amro Zakarni requested an update on the BID's community give back initiative that was discussed at the previous BID Board meeting.
- Manny Gonzalez advised the Board that BID will execute a Holiday Toy Drive in partnership with the City of Miami and the Centro Hispano Catolico Child Care Center located on 125 NW 25 St.
- As per Manny Gonzalez, the BID will commit to distributing flyers to our Wynwood District Members for this "give back" initiative, in light of what we have to be grateful for during these trying times.

- It was noted that the BID will also commit to working with local establishments that we will provide boxes, covered in gift wrapping as designated drop off locations, i.e., Wynwood Walls, Mana Marketplace, Swarm and other good will members of the District.
- It was noted that the BID will work with Centro Hispano with you to establish that total number of children & their ages to help determine what sort of toys to donate.
- As per Manny Gonzalez, the delivery date for the toys has not yet been determined.
- Albert Garcia opened discussion on the potential of hosting another annual *BID Holiday Party*.
- It was noted that *BID Holiday Party* was canceled last year due to the Covid-19 pandemic.
- Sven Vogtland offered to host party at the Oasis Wynwood.
- It was noted that the following Wynwood BID Board of Directors meeting will be held the morning of December 15th and the *BID Holiday Party* will be held later that evening.
- It was noted that BID will begin the election process soon for the appointment of the BID Board of Directors.
- It was noted that Albert Garcia and Irving Lerner will no longer be eligible to return as BID Board members due to term limits in the City ordinance.
- It was noted that the BID will begin solicitation for potential candidates next week.
- **Meeting adjourned at 11:58am.**

MEETING MOTION SUMMARY:

MOTION #1: Neighborhood Revitalization District (NRD-1) plan for NW 29 St section:

- Upon a properly made and seconded motion, it was unanimously resolved to endorse the originally planned NRD-1 street section for NW 29th Street.

First motion provided; seconded
Motion Passed Unanimously