



**Wynwood BID Board of Directors Meeting**

Lombardi Properties- 160 NW 26 St, 2nd Floor, Miami, FL 33127

October 6, 2021 from 11:10 a.m. to 12:30 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  
Gabriele Braha Izsak, Wynwood BID  
Sven Vogtland, Wynwood BID  
Jennifer Frehling, Wynwood BID

**Members Absent:**

Glenn Orgin, 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  
Andrew Ogugua, City of Miami Commission District 5  
Alain Rimpel, City of Miami Commission District 5  
Taylor Cavazos, Kivvit PR  
Asi Ackerman, Goldman Properties  
Amro Zakarni - Related Group  
David Lerner, Lerner Family Properties  
Vanja Plavša, Mana Wynwood  
Eric Gonzalez, Central Commercial Real Estate  
Robin Alonso, Tricap  
Andy Gonzalez, LAZ Parking  
Calex Guimaraes, WeTrek  
Fernando Brandt, WeTrek/ Big Bus Tours  
Sydney Dixon, Swarm/ Wynwood Marketplace  
Helena Chackman, Swarm/ Wynwood Marketplace  
Christina Gonzalez, Swarm  
Jack Rio, Le Rouge Lounge  
Shayla Garcia, Shots Bar  
Gustavo Bracamonte, NOBULL Miami  
Walter Camacho, NOBULL Miami  
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.
- It was noted that there were no in-person public comments.
- Albert Garcia closed the public comments portion of the BID Board of Director's meeting.

### **EXECUTIVE DIRECTOR & STAFF REPORT:**

- Wynwood BID Executive Director, Manny Gonzalez, provided an overview of the Executive Director Report for August 2021.
- It was noted that Jon Paul Perez, President of Related Group, formally submitted his resignation letter from the Wynwood BID Board on August 2021.
- It was noted that the Wynwood BID submitted a legal services request to the City Attorney's Office on August 9<sup>th</sup> for assistance in working with the City of Miami on the preparation of documentation and required procedures for the re-election of the Wynwood BID, for another 10-year cycle, to begin in 2023.
- As per action item from the August 4<sup>th</sup> BID Board of Directors Meeting, the Board of Directors unanimously agreed to endorse additional police support, via memo to the Chief, for Wynwood NET Commander Daniel Kerr due to an overwhelming increase of activity in the neighborhood.
- Subsequently, the BID formally submitted a memo to the City of Miami Police Chief, Art Acevedo, on September 9<sup>th</sup> to express support for the allocation of additional police for the Wynwood area.
- It was noted that the City of Miami, in collaboration with the Wynwood BID, modified the language for Notice of Violations (NOVs) concerning the illegal commercial murals as part of an initiative to preserve the artistic integrity of the neighborhood.
- It was noted that the NOV for mural code violations will now reflect a required compliance deadline of 24 hours, and are immediately working as per first
- It was noted that the Wynwood BID will work with City of Miami Code Compliance to ensure that the property owners are properly notified in the event of a citation issuance.

- It was noted that the Wynwood BID has spearheaded a “give back” initiative to promote goodwill in the community via a partnership with the City of Miami, local Wynwood businesses, and the Centro Hispano Catholic Child Care Center located on NW 25 St.
- It was noted that the Wynwood BID has committed to working with local businesses to establish toy drop off locations throughout the neighborhood that will begin in late November 2021.
- It was noted that the Miami Dade County Commission has placed a resolution for their September 2021 Commission Meeting to establish policy to encourage the creation of play streets in Miami County and directing the County Mayor to establish and standardize the process for the creation of play streets.
- It was noted that the Wynwood BID’s outreach efforts have decreased the amount of outstanding BID assessment payments \$1,000,000 to \$650,000.
- Wynwood BID Operations Manager, Aleksander Sanchez, provided a BID operations update.
- It was noted that the Wynwood BID has been in communication with FDOT for participation in the statewide *Non-Motorized Traffic Monitoring Program*.
- It was confirmed that the BID will have 16 infrared pedestrian counters for Art Week 2021.
- It was noted that the Wynwood BID re-released a modified request for proposal (RFP) for *Integrated Marketing Communication* services (RFP#08022021) on August 2nd at 9:00 a.m.
- It was noted that only two (2) submittals were received by the RFP deadline date on September 13<sup>th</sup>.
- Due to lack of submittals, the Wynwood BID cannot proceed with the review process and will need to re-release the RFP at a later date.
- As per action item requested from Wynwood BID Board Member Sven Vogtland, the BID made the initiative to address pending drainage issues in Wynwood.
- As the request of the BID, a subsequent sidewalk curb and gutter improvement project by City of Miami Public Works on NW 24 St, between NW 2 Avenue & N Miami Avenue, commenced on August 30<sup>th</sup> and work was completed the week of September 13<sup>th</sup>.
- It was noted that the BID continues to request Miami Dade County Public Works implement flashing beacons due to ongoing concerns about pedestrian safety for the new NMA crosswalks on NW 23 St and NW 26 St.

- It was noted the Wynwood BID commenced a new initiative for the removal of advertisement signs that were illegally installed on the utility poles and street signage poles on August 9th and have thus far collected 84 signs.
- It was noted that the BID created a non-exhaustive *Local Artist Inventory* and has 48 local graffiti artists documented as well as several local organizations that curate murals.
- The document has already proved to be a valuable resource since its creation and been well received by several property owners and incoming business in Wynwood that have asked for guidance on which local artists to use for graffiti.
- It was noted that the BID proactively reported three (3) utility poles in Wynwood to Public Works several months ago for addressment to due hazardous conditions: 123 NW 23 St, 2600 NW 1 Ave, and 255 NW 23 St.
- It was noted that after several follow up emails in the months that followed, two (2) of the three (3) poles have been recently addressed by AT&T.
- It was noted that there are currently 24 approved permits for Temporary Outdoor Cafes in Wynwood and the BID spent approximately \$100,000 through the 2020-2021 fiscal year (October 1, 2020 to September 30, 2021) for rental of the water barricades and their vinyl wrappings.
- It was noted that in anticipation of the new fiscal year, the Wynwood BID notified all participating restaurants that effective October 1st the BID will no longer be subsidizing the rental costs for water barricades for the temporary outdoor cafes.
- It was noted that participants were further instructed to contact Roadsafe or Bob's Barricades before end of day September 27 to start the process of transitioning the water barricade rental agreement.
- It was noted that the BID collected letters of support for the second reading of the proposed *Sidewalk Café Ordinance* amendment (SR.2- 9311) to present to the City of Miami Commission meeting on September 23<sup>rd</sup>.
- It was noted City of Miami Commission deferred the *Sidewalk Café Ordinance* amendment to a later meeting.
- It was noted that the City of Miami Commission approved the extension of the Temporary Outdoor Café program to December 31st.

**SECURITY UPDATE:**

- City of Miami Police Commander Daniel Kerr provided an August & September 2021 security update to the Wynwood BID Board of Directors.

- As per Commander Kerr, it was noted that Wynwood has had a spike in retail theft and the City of Miami Police have subsequently notifying retailer to take necessary precautions to mitigate theft.
- It was noted that III Points musical festival is schedule for Friday, October 22nd, and Saturday, October 23rd.
- The City of Miami Police Department is anticipating attendance to be approximately 25,000 to 28,000 per day.
- As per Commander Kerr, it was noted that III Points will be the first major event in Wynwood since the pandemic.
- It was noted that in anticipation of large crowds coming to Wynwood on Halloween night, Sunday, October 31st, the Miami Police Department – with the support of the Wynwood BID – will be taking special measures to ensure public safety and manage traffic in the Wynwood Arts District.
- These efforts will go into effect beginning at 6:00 a.m. on Sunday, October 31st and preparations will 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.
- It was noted that the Commander Kerr believes that the elimination of on-street parking will allow for a safer pedestrian experience on NW 2nd Avenue and help the Miami Police Department to efficiently control vehicular traffic on North Miami Avenue.
- For pedestrian safety reasons, it is expected that NW 2nd Avenue may need to be shut down to motorists once the thoroughfare hits maximum capacity.
- It was noted that businesses on NW 2nd Avenue and North Miami Avenue should also adjust their delivery schedules accordingly and ensure that any necessary deliveries are completed by Saturday, October 30th. Alternatively, delivery vehicles can use the appropriate side street to make deliveries on Halloween Day, prior to 4:00 p.m.
- As per Commander Kerr, the City of Miami Police Department will coordinate necessary road closures on Sunday, October 31st beginning at 4:00 p.m. and the restoration of on-street parking access along NW 2nd Avenue and North Miami Avenue in the early morning hours of Monday, November 1st.
- Additionally, the City of Miami Solid Waste Department will be cleaning up the streets in the early morning hours of Monday, November 1st, with completion expected before 8:00 a.m.
- It was noted that the BID assisted by hosting a Halloween Coordination Meeting on October 5th which included participation from City of Miami Department of Solid

Waste, City of Miami Public Works, the Miami Parking Authority, City of Miami Police Department, Bob's Barricades, and rideshare providers Uber & Lyft.

- Additionally, the BID will assist further by sending email notifications to pertinent businesses and property owners with the closure information for Halloween.
- As per Commander Kerr, it was noted that Sunday afternoons have historically been the busiest time of the week and additional police will be on site to ensure safety.
- It was noted that the closures used for Halloween will inform how the City of Miami Police Department will address the influx of pedestrians during Art Week 2021.
- As per inquiry from Marlo Courtney, it was noted that will there be access to the Wynwood Garage, 311 NW 26 St, during the Halloween road closures.
- As per Commander Kerr, the cellular services should no longer be impaired during peak visitation numbers due to recent cellular infrastructure improvements in Wynwood.
- It was noted that the rideshare service providers will not allow patrons to make pickup/drop off request NW 2nd Avenue during Halloween.

#### **FINANCE UPDATE:**

- Manny Gonzalez provided an update on the status of the Wynwood BID budget for the 2021-2022 fiscal year.
- It was noted that the proposed Wynwood BID 2021-2022 budget was passed by the City of Miami Commission on September 13, 2021.

#### **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 August 31<sup>st</sup> social media audience continues to grow with a total audience of more than 220, 000 and social media posts received over 15,000 engagements combined.
- It was noted that the BID won the bronze Flagler Award for best website at the 2021 Florida Governor's Conference for tourism.
- It was noted that the BID was awarded the TripAdvisor Travelers' Choice 2021 and is one of the top 10% of TripAdvisor listings.
- It was noted that the BID reached out for pricing to advertise on bus benches within major metropolitan areas and it will cost approximately a minimum of \$5,000 for one month for one City.

- It was noted that the BID has begun compiling the 2020-2021 annual report.
- As per action item requested by Marlo Courtney at the August 2021 BID Board of Directors Meeting, the BID modified the Wynwood mural notification system on BID website, <https://wynwoodmiami.com/learn/mural-notification/>, so that the Miami Parking Authority and the City of Miami Police Department may be better informed.
- The mural notification modifications include language pertaining to the active hours for said mural installation and the impact to pedestrian and vehicular traffic (I.e., will there be scissor lift, etc.).
- It was noted that the BID is working in tandem with the City of Miami and IKE Smart City to acquire initial analytics for the first kiosk in operation.
- It was noted that local businesses are listed on the kiosks for free as their information is pulled from Google API
- Taylor Cavazos provided a recap of public relations initiatives that Kivvit has managed for the Wynwood BID for August & September.

**CAPITAL & REGULATORY AFFAIRS UPDATE:**

- Manny Gonzalez provided an update on the *NRD-1 Wynwood Noise Ordinance Pilot Program*.
- It was noted that the Wynwood BID and community partners have been working tirelessly over the past year to craft a new noise ordinance consistent with the neighborhood's identity.
- It was noted that the City of Miami Commission unanimously approved the Wynwood Noise Pilot, and the new noise ordinance is set to take effect on Sunday, October 24th, 2021.

**Action Item:**

- It was noted that the Wynwood BID and City of Miami Code Compliance Department will host a joint meeting to discuss the new regulations and answer any questions prior to the new regulations taking effect.
- It was noted that a draft of the Wynwood NRD-1 amendments will be ready for circulation to the board by the end next week.

**NEW BUSINESS:**

- Manny Gonzalez introduced Calex Guimaraes and Fernando Brandt from WeTrek as they are currently developing a new collaborative digital platform in which the public can utilize as a means of exploring and discovering the Wynwood neighborhood.

- It was noted that WeTrek is developing their application through collaborative input from the BID and local businesses to provide in depth digital tours of the street art and business in Wynwood.
- It was noted that the WeTrek app is anticipated to be completed by Art Week 2021.
- Wynwood BID Board Chairman, Albert Garcia, reopened public comments.
- Walter Camacho, Assistant manager of NOBULL Miami, No Bull asked on how do business get be included on the app.

**Reference Motion #1**

- Albert Garcia nominated Marlo Courtney as Vice-Chair of the Wynwood BID Board of Directors.

**Reference Motion #2**

- Albert Garcia nominated Amro Zakarni, Vice President of Development for the Related Group, as a BID Board.

**Reference Motions #3**

- It was noted Amro Zakarni has been appointed as a new Wynwood BID board member and will serve a full two (2) year term effective October 6, 2021.
- Aleksander Sanchez provided an update on the Wynwood Design Review Committee (WDRC).
- It was noted that Oscar Glottman submitted a letter of resignation for the WDRC on September 2<sup>nd</sup>.
- It was noted that the WDRC now has two (2) vacant seats due to the loss of Paul Lardi & Oscar Glottman.
- As per Aleksander Sanchez, the WDRC requested the Wynwood BID board of directors' transfer Shamim Ahmadzadegan from alternate seat member to the vacant member seat via resolution from the BID board.
- If the requested resolution passes, the WDRC will then have one (1) regular seat and one (1) alternate seat open.



#### **Reference Motion # 4**

- It was noted that the two (2) new members will be serving the remainder of the term of the previous members (Paul Lardi & Oscar Glottman).
- It was noted that the BID will contact the City of Miami Commission District 5 to request BID area an extension until 5 a.m. on the following dates:
  - Art Week 2021 - December 3, 4, 5
  - Music Week 2022 – March 25, 26, 27
  - New Year’s Day 2022 – Jan 1
- **Meeting adjourned at 12:30pm.**

**MEETING MOTION SUMMARY:**

**MOTION #1: August 4, 2021 Board of Director’s Meeting Minutes:**

- Upon a properly made and seconded motion, it was unanimously resolved to approve the August 4, 2021 Wynwood BID Board of Directors meeting minutes.

First motion provided; seconded  
Motion Passed Unanimously

**MOTION #2: Appointment of Marlo Courtney as Wynwood BID Board Vice-Chair**

- Upon a properly made and seconded motion, it was unanimously resolved to appoint Marlo Courtney as the Wynwood Business Improvement District Board Vice-Chair.

First motion provided; seconded  
Motion Passed Unanimously

**MOTION #3: Appointment of Amro Zakarni as Wynwood BID Board Member**

- Upon a properly made and seconded motion, it was unanimously resolved to appoint Amro Zakarni, from the Related Group, as a Wynwood Business Improvement District board member following the member vacancy from the resignation of Jon Paul Perez.

First motion provided; seconded  
Motion Passed Unanimously

**MOTION #4: Reassignment of Alternate WDRC Member Seat & Appointment of two WDRC members.**

- Upon a properly made and seconded motion, it was unanimously resolved to reassign Shamim Ahmadzadegan from the alternate Wynwood Design Review Committee (WDRC) member to a regular WDRC member, and to assign Jordan Trachtenberg & Andres Arcila as a regular WDRC member and alternate member, respectively.

First motion provided; seconded  
Motion Passed Unanimously