



Wynwood BID Board of Directors Meeting:

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

February 23, 2022, from 11:07 a.m. to 12:19 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
Glenn Orgin, Wynwood BID
Amro Zakarni, Wynwood BID
Gabriele Braha Izsak, Wynwood BID
Sven Vogtland, Wynwood BID
Jennifer Frehling, Wynwood BID

Members Absent:

Others in Attendance:

Domini Gibbs, City of Miami City Attorney's Office
Commander Freddie Cruz, City of Miami Police Department
NRO Joel Perez, City of Miami Police Department
Sergeant John Marin, City of Miami Police Department
Officer J. Quesada, City of Miami Police Department
Officer Jorge Agrait – City of Miami Police Department
Daniel Sierra, City of Miami Code Compliance
Yacmany Salvatierra, City of Miami Code Compliance
Katherine Toyos, City of Miami Intern
Wilfredo Soto, Miami Parking Authority
Lauren Lamb, Miami Today
Mathew Thomson, AMLI Residential
Diego Ojeda, Rilea Group
Jonathan Trestyn, More Development
Kate Kavanaugh, More Development
Jacob Epstein, Haber Law
Sachin Dhupelia, Rupees Inc
Bhavin Dhupelia, Rupees Inc
Christina Gonzalez, Wynwood Marketplace
Helena Chackman, Wynwood Marketplace
Heather Michaels, Bottled Blonde
Janice Sheil, Bottled Blonde
Gaston Becherano, Smorgasburg Miami
Alli Torres, Freehold Miami

Scott Srebnick, Goldman Properties
Daniel Whyte, Goldman Properties
Victor Sanchez, Goldman Properties
David Lerner, Lerner Family Properties
Teddy Yan, Patbe Investments
Elias Mitrani
Annelise Velazquez, Annel Real Estate
Marshall Steingold, Miami Maps
Steve Wernick, Wernick & Co
Manny Gonzalez, Wynwood BID
Aleksander Sanchez, Wynwood BID
Christopher Hoffman, Wynwood BID

- Wynwood Business Improvement District (BID) Chair, Albert Garcia, asked the BID Vice Chair, Marlo Courtney, to govern the meeting.
- Wynwood Business Improvement District (BID) Vice Chair, Marlo Courtney, called the meeting to order at 11:07am.
- Marlo Courtney, on behalf of the Wynwood BID, thanked Paul Lardi for allowing the use of his space to host the BID Board meeting.

PUBLIC COMMENTS:

- At commencement of the meeting, Marlo Courtney opened the public comments portion for the BID Board of Director's meeting.
- Teddy Yan, expressing concern for his property on 2545 North Miami Avenue, inquired about rumors concerning Miami Dade extending their Metro mover to run along North Miami Avenue.
- Albert Garcia advised Teddy Yan that he would provide clarification on the matter later in the meeting.
- Marlo Courtney 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 as of the previous BID Board meeting on December 15, 2021.
- It was noted that Manny Gonzalez, on behalf of the Wynwood BID, submitted a Legal Services Request (LSR) to City of Miami on December 2021 seeking assistance in amending the language within the City ordinance to allow ex officio members with the BID Board.

- It was noted that the above matter has been assigned to Domini J. Gibbs, Assistant City Attorney, as Matter ID No. 21-3057.
- Manny Gonzalez provided an overview of the *2020-2021 Wynwood BID Annual Report* that was submitted to the City of Miami, City Manager's Office and City Clerk's Office on January 15, 2022.
- ***2020-2021 Wynwood BID Annual Report on file.***
- Manny Gonzalez provided the BID Board with an overview of the *Wynwood BID 2020 Annual Purpose Report* and the *Wynwood Design Review Committee 2020 Annual Purpose Report*.
- It noted that due to concerns about noise from events being hosted within the Wynwood Marketplace disrupting the surrounding businesses, Manny Gonzalez has provided business a direct line of contact with the event manager, Swarm.
- As a result, there were no complaints when Swarm hosted Wynwood Life the weekend of February 19th.
- It was noted that on January 6, 2022, the Wynwood Business Improvement District (BID) announced that eight, six voting and two non-voting, Wynwood BID Board of Director seats were scheduled to expire and that we were seeking self-nominations for evaluation.
- As per the deadline date of February 18th, 2022, the Wynwood BID received a total of 16 nomination submittals.
- On February 22, 2022, the Wynwood BID Selection Committee evaluated 16 total submittals and recommended the following proposed slate:

Business Designee:

- Jennifer Frehling, Frangipani
- Sven Vogtland, 1-800-Lucky/Coyo Taco

Property Owner:

- Amir Setayesh, Quadrum Global
- Bruce Fischman – Mana Wynwood
- Daniel Whyte, Goldman Properties
- David Lerner, Lerner Family Properties
- David Weitz, Carpe Real Estate Partners
- Diego Ojeda, Rilea Group

- It was noted that the selection committee consisted of the following BID Members: Eli Mitrani (BID co-founding member), David Polinsky (former BID Board member), and David Lombardi (BID co-founding member).
- As per Wynwood Business Improvement District internal control policies, the new class of board members will also have to be updated at Bank OZK for signatory

privileges and remove the prior Board Members, at the conclusion of the “up and down vote:

- **Reference Motion #2 for new signatory names to be on file.**
- It was noted that in accordance with the Wynwood BID Board ordinance requirements, the BID will imminently release an “up or down” vote for final ratification by the property owners within the Wynwood BID boundaries.
- As per Manny Gonzalez, Wynwood is epicenter of tech scene in Miami with businesses such as Actuate Law, Ramp Financial, Founders Fund, Atomic, Open Store, Spotify, and Nirvana all residing within the 50-block district.
- It was noted that a direct link to the Miami-Dade Beacon Council Business Growth Incentives has been added to the Business Resources webpage within Wynwoodmiami.com.
- As per Manny Gonzalez, BID staff will be attending a meeting to discuss a plan of action for the revitalization of Roberto Clemente Park on March 2nd.
- It was noted that following discussion between the Wynwood BID and the MLB, they will begin planning the Roberto Clemente Park field repairs with their partners at the Miami Marlins.
- As per Manny Gonzalez, the Wynwood BID will also coordinate with elected officials and try to fly the Clemente family to Miami and provide them with rooming to come out to the unveiling of this neighborhood treasure.
- It was noted that the current Wynwood BID office lease will end in September and will be required to relocate.
- It was noted that the new Wynwood BID office location is to be determined and the BID is open to recommendations for office spaces in Wynwood.
- It was noted that to provide Wynwood specific signage on the public right of way, the Wynwood BID is working on an interlocal agreement in which the City of Miami enters with the Miami Dade County Department of Transportation and Public Works Traffic Signals and Signs Division.
- As per Manny Gonzalez, the BID has been proactively working on the BID 10-year recertification, which is due next year.
- It was noted that the BID is in the process of developing a Business Plan for the Wynwood BID 2.0 and must finalize the new annual assessment rates that will fund the BID for the next 10 years.
- Manny Gonzalez provided the Wynwood Board of Directors with a copy of the renewed Directors & Officers Liability and Excess Liability Insurance.

- Wynwood BID Operations Manager, Aleksander Sanchez, provided a report of BID operations as of December 15, 2021.
- It was noted that the BID successfully installed 16 infrared pedestrian counters (8 locations) for Art Week 2021.
- As per Aleksander Sanchez, FDOT has confirmed that their pedestrian counter registered the highest they have seen yet.
- Pedestrian information is now available on the FDOT website.
- It was noted that The BID will pursue redeployment for the next cycle.
- It was noted that IKE Smart City installed one (1) new kiosk in the corner of NW 28 St and NW 3 Ave.
- It was noted that IKE received approval from the County to install on County-owned rights-of-way, which will unlock all the locations on 2nd Ave and Miami Ave.
- As per Aleksander Sanchez, City of Miami Code Compliance and the Wynwood BID are now working concurrently to remove illegal signage from the public right of way.
- It was noted that there were 42 illegal signs removed collectively within the month of February.
- The Wynwood BID has reengaged discussion with the MPA for the deployment of *Wynwood BID Park Smart Signs* throughout the neighborhood.
- It was noted that only the East side of NW 2 Ave has the new Park Smart signs placed and the MPA only has 10 signs in stock.
- Based on prior quotes from General Sign Company, the production of 100 Park Smart sign will cost \$1950.
- Aleksander Sanchez advised the BID to procure 300 signs to canvas the entire neighborhood and account for the replacement of signs due to vandalizations.
- 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 January 31st social media audience continues to grow with a total audience of more than 226,000 and social media posts received over 13,000 engagements combined.
- As per Chris Hoffman, the BID continues connecting with new and upcoming business in the neighborhood with recent ones including Studs, Pretty Young Thing, MAD Club and The Arsenal.

- It was noted that that the Wynwood BID is in process of updating the street art section of website to include the top artists that are currently in the neighborhood.
- It was noted that the Wynwood BID started to compile a list of Miami Music Week events announced within the neighborhood and will the list to promote the district as a must visit destination for music week events.
- It was noted that the list will also be shared with the City of Miami Department to keep apprised of the increased activity in the neighborhood.
- As per Chris Hoffman, the BID is currently working through edits of the annual report with a plan to finalize within the next few weeks.

SECURITY UPDATE:

- Marlo Courtney welcomed the newly appointed Wynwood Police Commander Freddie Cruz.
- It was noted that Commander Cruz had previously been assigned to work as the Police Commander for the Little Havana area and has been working in Wynwood for approximately one and a half months.
- Commander Cruz’s contact information is available upon request.
- As per Commander Cruz, public safety is his priority, albeit crimes involving the theft of personal property are the most prevalent in Wynwood.
- It was noted that Commander Cruz intends to increase police visibility within the neighborhood and address the increase in homeless activity.
- It was noted that Commander Cruz will be working in conjunction with City of Miami Code Compliance for the enforcement of the Wynwood Noise Ordinance Pilot Program.
- It was noted that Ultra Music Festival is set to return to Downtown Miami for Miami Music Week and will be from March 25, 2022, to March 27, 2022.
- Commander Cruz anticipates a significant increase of pedestrian and vehicular activity in Wynwood and is currently working on acquiring appropriate staffing due to activity from the numerous Miami Music Week events occurring in Wynwood during that time. Manny Gonzalez provided an overview of the Wynwood BID financials for the 2020-2021 fiscal year (October 1, 2020, to September 30, 2021).

FINANCE UPDATE:

- Manny Gonzalez provided the BID Board with an overview of the Wynwood BID annual *Independent Auditor’s Report* completed by Sanson, Kline, Jacomino & Tandoc, LLP (SKJ&T) for the fiscal year.
- As per Manny Gonzalez, the Wynwood BID received another clean audit.

- It was noted that the annual audit reported the BID collected \$774,407 in assessment fees, \$468,000 in parking waiver fees, and \$19,240 in miscellaneous revenue gain for the fiscal year.
- As per the audit report, they had \$1,261,647 in total revenue and \$1,141,358 in total expenditures, with an excess of revenues over expenditures amounting to \$120,289.
- Albert Garcia thanked Manny Gonzalez for successfully facilitating yet another clean audit for the Wynwood BID.
- Marlo Courtney agreed with Albert Garcia and noted that the Wynwood BID has continually received clean audit results since his employment as Executive Director of the Wynwood BID in 2017.

MARKETING & ECONOMIC DEVELOPMENT UPDATE:

- Aleksander Sanchez provided an overview of the BID's Request for Proposals (RFP) for *Integrated Communication Services*.
- It was noted that the RFP 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*)
- As per Aleksander Sanchez, it was noted that there were Three (3) submittals were received: *Jacober Creative*, *Markham Yard*, *Rock Orange*.
- It was noted that the RFP Evaluation Meeting was held on February 23, 2022, at 10:15am.
- As per the procurement requirements set forth earlier by the BID Board of Director's for RFP #10272021, each evaluation member was instructed to score based on the following criteria: *Quality of Submittal, Firm Relevant Experience, Strategic Approach & Creative Ability, References/ Client Satisfaction, Pricing, and Local Preference*.
- At the conclusion of the evaluation meeting *Jacober Creative* was determined as the winning respondent with a score of 355 total points.
- *Markham Yard* was awarded second place with a total of 327 points and will be the fallback agency in case Wynwood BID cannot come to a contract agreement with the winning respondent *Jacober Creative*.
- It was noted that *Markham Yard*, the second-place respondent, would be notified as the alternative winning respondent, in the case negotiations with *Jacober Creative* were unsuccessful, during the professional agreement process with the City of Miami Legal Department and Wynwood BID.

- It was noted that the Wynwood BID Board approved the result of the RFP and directed the BID staff to notify the winning respondent and submit an LSR to the City Attorney's Office to draft an agreement.
- It was noted that as per the City of Miami Code of Silence further discussion of the RFP is prohibited.

CAPITAL & REGULATORY AFFAIRS UPDATE:

- Albert Garcia provided an update on the Wynwood NRD-1 amendments.
- It was noted that the proposed amendments are open to further refinement before final approval from the City Commission.
- Albert Garcia addressed Teddy Yan's question concerning the possible transit project for North Miami Avenue.
- It was noted that the Wynwood BID has been working with local stakeholder to obtain a commuter rail station along the FEC tracks on NE 27 St.
- As per Albert Garcia, it was noted that while the rail station is currently in final engineering design phase, funding is still pending discussion with estimates for entire commuter project reaching \$1 billion dollars.
- As per Albert Garcia, Miami-Dade County's Department of Transportation and Public Works (DTPW) has announced plans to overhaul the aging subsystems responsible for keeping the Automated People Mover (APM) functioning as they approach the end of their design life spans.
- It was noted that those plans include a possible extension of the Metro mover as a people mover system to Miami Beach, Wynwood, Midtown Miami and the Design District, of which the Metro mover will run along North Miami Ave.
- As per Albert Garcia, the plans are still very early in the planning phase and may not be realized until several years later.

NEW BUSINESS:

- Gaston Becherano, CEO of Smorgasburg Miami, addressed the public concerning the opening of Wynwood's newest open air food market on 2600 NW 2 Ave.
- As per Gaston Becherano, Smorgasburg Miami will feature 60+ local/national food vendors and will be open to the public on Saturday, March 12th.
- It was noted that the Smorgasburg Miami will operate solely during the weekend.
- Irving Lerner requested an update on the NW 3 Avenue Woonerf.

- Marlo Courtney advised the BID to remain in close communication with David Snow and the City of Miami Planning Department to ensure that the NW 3 Avenue Woonerf remains top of mind.
- Marlo Courtney provided his closing statement.
- It was noted that Marlo Courtney will be retiring from Goldman Properties after serving for over 40 years.
- Marlo Courtney introduced Daniel Whyte who will be replacing him as Senior Managing Director of Goldman Properties.
- Manny Gonzalez thanked Glenn Orgin for his service as a member of the Wynwood BID Board of Directors.
- **Meeting adjourned 12:19pm**

MEETING MOTION SUMMARY:

MOTION #1: December 15, 2021, Board of Director's Meeting Minutes:

- Upon a properly made and seconded motion, it was unanimously resolved to approve the December 15, 2021 Wynwood BID Board of Directors meeting minutes.

First motion provided; seconded
Motion Passed Unanimously

MOTION #2: Approval of Wynwood BID Board Slate Nominations:

- Upon a properly made and seconded motion, it was unanimously resolved to the approve the following slate of Wynwood BID Board of Directors as recommended by the Wynwood BID Selection Committee, as per By Law requirements:

Business Designee:

- Jennifer Frehling, Frangipani
- Sven Vogtland, 1-800-Lucky/Coyo Taco

Property Owner:

- Amir Setayesh, Quadrum Global
- Bruce Fischman – Mana Wynwood
- Daniel Whyte, Goldman Properties
- David Lerner, Lerner Family Properties
- David Weitz, Carpe Real Estate Partners
- Diego Ojeda, Rilea Group

First motion provided; seconded
Motion Passed Unanimously