



Wynwood BID Board of Directors Retreat

50 NW 24 St, Miami, FL 33127

April 28, 2021 from 9:30 a.m. to 1:05 p.m.

Meeting Minutes are not verbatim

Board Members in Attendance:

Albert Garcia, Wynwood BID
Irving Lerner, Wynwood BID
Marlo Courtney, Wynwood BID
Glenn Orgin, Wynwood BID
Bruce Fischman, Wynwood BID
Jennifer Frehling, Wynwood BID

Members Absent:

Jon Paul Perez, Wynwood BID
Gabriele Braha Izsak, Wynwood BID
Sven Vogtland, Wynwood BID

Others in Attendance:

Mayor Francis Suarez, City of Miami
City Manager Arthur Noriega, City of Miami
Commissioner Jeffrey Watson, City of Miami D5
Commissioner Ken Russell, City of Miami D2
Juvenal Santana, City of Miami Public Works
Cesar Garcia-Pons, City of Miami Planning
Chief Art Acevedo, City of Miami Police
Commander Daniel Kerr, City of Miami Police
Sergeant Michael Valladares, City of Miami Police
Sergeant Alexander Lamprou, City of Miami Police
Domini Gibbs, City of Miami City Attorney's Office
David Snow, City of Miami Planning
Lazaro Quintero, City of Miami
Patrick Barham, City of Miami D5
James P. Jackson Jr, City of Miami D2
Moises Hernandez, City of Miami
Kelly Penton, Kivvit PR
Taylor Cavazos, Kivvit PR
Raiza Velez, Kivvit PR
Joey Flechas, Miami Herald
David Polinsky, Fortis Design+Build
Jonathan Trestyn, More Development
Andy Charry, Metro 1
Danielle Margherite, Danielle Margherite Photography

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 9:30am.

PUBLIC COMMENTS:

- At commencement of meeting Albert Garcia opened the public comments portion for the Wynwood BID Board of Director's meeting.
- It was noted there were no public comments.

EXECUTIVE DIRECTOR & STAFF REPORT:

- Wynwood BID Executive Director, Manny Gonzalez, provided an overview of the Executive Director Report for May 2021.
- It was noted that the BID conducted annual reviews for both Chris Hoffman and Aleksander Sanchez on April 14, 2021.
- Following the results of the evaluation, it was noted that Aleksander Sanchez has been promoted to Operations Manager for the Wynwood BID.
- As per a request from Irving Lerner, the BID submitted a legal services request to the City Attorney's office in April for clarification on the qualifications necessary to be a BID board member.
- As per Manny Gonzalez, the BID has noted an influx of illegal advertisement murals within Wynwood, in addition to providing sample sites currently on display.
- It was noted that current City of Miami Code does allow for advertisement murals so long as they are within the permitted locations and meet the criteria for approval and provide the necessary bonds, fees, and indemnification needed, once they are selected by the annual lottery facilitated by the Mural Department.
- The Wynwood BID has noted over 20 advertisement murals that were illegally placed in Wynwood over the past several months.
- The Wynwood BID has been proactive in identifying and reporting said murals to City of Miami Code Compliance but current penalties for the illegal murals has done little to detract their occurrence.
- As such, the Wynwood BID has been in discussion with Code Compliance and the City Attorney's office to seek new ways to remedy the situation.

- It was noted that 545Wyn is in the process of finalizing an agreement for the installation of a repeater on top of their building.
- Expansion of the Real Time Crime Center network of Cameras in Wynwood will commence once the repeater has been installed.
- It was noted that the Wynwood BID was able to address all of the advocacy line items that were identified by the BID during its inception in the 2013 Business Plan.
- It was noted the Wynwood BID has been in discussion with Major League Baseball (MLB) and the Miami Marlins for the restoration of the baseball field within Roberto Clemente Park, 101 NW 34 St.
- The baseball field has been in poor condition for several years and a restoration would benefit the historically Puerto Rican neighborhood just north of the BID area.
- As per Manny Gonzalez, the Wynwood BID is working in conjunction with the City of Miami to ensure that the public right-of-way surrounding the various active developments in Wynwood be restored in a timely fashion after completion of their utility work.
- Marlo Courtney expressed interest in reviewing the BID's efforts on the public right-of-way improvements, specifically the work performed by utility contractors that have been called out by the BID to come back and repair and finalize their refurbishing of the street.
- It was noted the Wynwood BID is in the process of finalizing language for inclusion of BID assessments into the Miami-Dade County yearly tax role for the affected properties, which are scheduled to come out in October 2021.
- Past collection rates from the Coconut Grove BID have indicated that inclusion into the County Tax Role could radically improve the Wynwood BID collection rate to over 50% within the first month of the new fiscal year.
- It was noted that the Wynwood BID is working with the *City of Miami Department of Resilience and Public Works* for the insertion of "drop zones" to better control the new influx of scooters that have been impeding the sidewalks in the recent weeks.
- It was noted that the Wynwood BID 2019-2020 annual report has been printed and ready for dissemination to the public.
- It was noted that the annual report is 10 pages longer than the previous years and includes the BID's recovery initiatives concerning the pandemic.
- Wynwood BID Operations Manager, Aleksander Sanchez, provided a report of activity since the previous board meeting on March 8, 2021.
- It was noted that the BID reported 14 instances of illegal dumping, 3 potholes, 7 pedestrian walking hazards, 8 damaged/vandalized signs, and 8 miscellaneous items.

- It was noted that the schedule for implementation of the IKE Smart City Kiosks in Wynwood was adjusted to account for the permitting process and the arrival of the kiosks.
- IKE is now looking at a timeframe closer to the beginning of June and once permits are approved, they will provide a construction schedule for the locations in Wynwood
- It was noted that there are 22 approved permits for Temporary Outdoor Cafes in Wynwood as part of the City of Miami Restaurant Recovery Program.
- The BID is currently renting out 178 barricades from Roadsafe & Bob's Barricades and has thus far spent approximately \$83,000 total for the barricade rental and vinyl wrappings.
- It was noted that the Wynwood BID received 8 mural notifications and reported 4 illegal commercial murals in Wynwood.

CITY OF MIAMI MANAGER ART NORIEGA:

- The BID provided opening remarks to City Manager Art Noriega.
- The BID requested the City Manager to provide input on the sponsoring of a potential pilot program for the Wynwood noise ordinance, which has been supported by the Wynwood Bar Association and BID.
- It was noted that the BID, in order to facilitate the effect enforcement of the noise ordinance, has offered to purchase the noise measurement equipment for Code Compliance staff.
- As per City Manager Art Noriega, it was noted that the City of Miami is in the process of hiring a new Code Compliance Director.
- The BID clarified that the proposed noise pilot program is intended to affect only the Wynwood area and the BID will provide a draft of said pilot program to Domini Gibbs.
- The Wynwood BID expressed concern regarding the numerous illegal advertisements that keep occurring in Wynwood and the City of Miami.
- The BID advised City Manager Art Noriega that the BID has placed disclaimers in the mural notification program regarding the legality of the advertisement murals, but it has done little to mitigate the issue.
- The BID proposed the City Manager consider implementing more stringent fines for illegal advertisement murals.
- It was noted that the BID will work with Domini Gibbs and the City Attorney's Office to explore avenues for further deterrence of the illegal advertisement murals.

- It was noted that Art Noriega will review the Wynwood BID baseline services agreement that was provided to the prior administration for execution but was never completed.
- As per request from the Wynwood BID, Art Noriega advised that Assistant City Manager Natasha Colebrook-Williams will organize a follow up meeting to discuss a plan of action for addressment of homelessness in Wynwood.
- It was noted that the Wynwood BID has been waiting over six (6) months for the City Attorney's office to sign off on the legal agreement between the BID and ArquitectonicaGEO for the development of the landscape architecture schematic design for the NW 1st Ave woonerf from NW 29th St. to NW 25th St.
- Domini Gibbs advised the BID that said PSA was sent to the City Attorney's Office from Procurement and Attorney Pablo Velez has been handling the matter with the Department.

CITY OF MIAMI POLICE DEPARTMENT CHIEF ART ACEVEDO:

- City Manager Art Noriega introduced the newly appointed Chief of Police, Art Acevedo, to the Wynwood BID Board of Directors.
- The Wynwood BID expressed concerns about the growing homeless population in Wynwood.
- As per Chief Acevedo, the City of Miami Police will redirect efforts to focus on the criminal transient population as opposed to the resident homeless community.
- As per Chief Acevedo, the City of Miami Police will collaborate with the City of Miami Homeless Assistance Program to ensure that outreach staff are safe when addressing the homeless.
- It was noted that the Wynwood neighborhood is currently passing pre-pandemic levels of visitation numbers.
- Manny Gonzalez provided an overview of BID contributions to City of Miami Police Department, including several donations for expansion of the *City of Miami Real Time Center* into Wynwood.
- Marlo Courtney requested that Chief Acevedo be cognizant of Wynwood's transition from an Arts & Entertainment District to a multifamily residential neighborhood.
- As per Marlo Courtney, quality of life concerns such as noise will become increasingly prevalent as more residential projects are completed.
- It was noted that Commander Kerr anticipates the later year events, e.g., *Halloween, Art Week 2021, and Music Week* to have a record-breaking number of visitors in Wynwood and has been in communication with the Chief for staffing.

- Chief Acevedo advised the BID to be aware of who is performing and crowds they draw into the neighborhood.

CITY OF MIAMI MAYOR FRANCIS SUAREZ:

- It was noted that Mayor Suarez, in support of Miami Tech Week, hosted a Cafecito Meetup with Venture Café Miami at Miami City Hall during the morning.
- The Wynwood BID Board expressed concerns over the length of time it takes the City to process permits for incoming businesses.
- As per Mayor Suarez, it was noted that the City of Miami is beta testing E-Gov as a means for the public to virtually interact with the various municipal departments.
- It was noted that Mayor Suarez intends to assign city resources for the review of Miami 21 code as it is considered to be outdated.
- Mayor Francis Suarez acknowledged that businesses are hurting due to delays from the City and noted that the current average of 3-5 review cycles for projects needs to be cut down.
- Mayor Suarez advised that project review transparency needs to be improved so that developers can have more oversight of their engineers and addressing workflow issues accordingly.
- Albert Garcia proposed that the City of Miami consider area specific planning staff for special zoning areas such as the Neighborhood Revitalization District 1 (NRD-1) and the newly approved NRD-2.
- It was noted that the BID is willing to assign dollars in next year's annual budget to supplement the cost of hiring new city planners.
- As per Mayor Suarez, it was noted that the federal government is potentially withholding \$139 million in aid due to his efforts in lowering taxes.
- It was noted that Mayor Francis Suarez offered to sponsor the Wynwood BID noise ordinance pilot program at the City of Miami Commission meeting.
- The BID expressed concerns about the increasing homeless population in Wynwood.
- Mayor Francis Suarez assured the BID that the City staff are currently working on a plan of action to address homelessness within the City of Miami.
- The BID advised Mayor Suarez the Greater Miami Convention & Visitors Bureau (GMCVB) could do more to promote Miami.

- Mayor Suarez advised the BID that civic spaces and incentives need to be re-evaluated to make events more financeable for potential clients.

**CITY OF MIAMI PLANNING DEPARTMENT CESAR GARCIA PONS
CITY OF MIAMI PLANNING DEPARTMENT DAVID SNOW & CITY OF MIAMI
DEPARTMENT OF RESILIENCE & PUBLIC WORKS JUVENAL SANTANA:**

- The Wynwood BID made opening remarks for the City of Miami Planning Department Director Cesar Garcia Pons, City of Miami Planning Department Chief of Urban Design David Snow, & City of Miami Department of Resilience and Public Works Director Juvenal Santana.
- The Wynwood BID proposed to the City Department Directors that the NRD-1 language limiting the roof area of new developments for stair, elevator, mechanical enclosures or non-habitable rooms on rooftop activation to twenty (20%) be amended to fifty (50%).
- The Wynwood BID proposed to the City Department Director that language be inserted into the NRD-1 in order to differentiate microunits from co-living units.
- The BID expressed concerns about the current *Wynwood Streetscape and Street Tree Master Plan* the for implementation of the NW 29 St road diet.
- The BID suggested that the City amend the ordinance language so that the verge and bike lane on NW 29 St change positions.
- As per David Snow, the City is currently reviewing the masterplan to clarify and refine language regarding the discovery of a new work around the sight visibility triangle requirements.
- Albert Garcia expressed concerns about the current roadway striping conditions within Wynwood.
- Juvenal Santana advised the BID that roadway striping within the City of Miami are managed solely by Miami-Dade County Department of Transportation and Public Works, but will work with the BID on making the connections to the proper channels for evaluation.
- Dr. Irving Lerner expressed that implementation of *Wynwood Streetscape & Street Tree Master Plan* within the NRD-1 has over encumbered small business owners from re-developing underutilized industrial lots and that the tree list on the masterplan is not visually appealing.
- As per David Snow, the tree list within the Wynwood Tree Master Plan was carefully selected over the course of several months of research and feedback from Wynwood property owners.

- As per David Snow, City of Miami currently uses covenants as mechanism for all nonstandard improvements to the public right-of-way, including the Wynwood Masterplan.

CITY OF MIAMI DISTRICT 5 COMMISSIONER JEFFERY WATSON:

- The Wynwood BID Board of Directors made opening remarks to City of Miami District 5 Commissioner Jeffery Watson.
- City of Miami District 5 Commissioner Jeffery Watson expressed his commitment to fostering a good working relationship with the Wynwood BID and to assist the neighborhood in future endeavors.
- The Wynwood BID asked Commissioner Watson for his support of the proposed NRD-1 noise pilot program.
- Commissioner Watson advised the Wynwood BID that Wynwood, as a neighborhood, is commonly identified as an entertainment district and noise should be noted as “part of the charm”.
- The Wynwood BID offered Commissioner Watson to assist on matters pertaining to the growing homeless in Wynwood.
- Commissioner Watson advised the BID to direct their concerns to Florida Representative Frederica Wilson.
- Irving Lerner provided clarification and noted that noise became an issue as certain organizations appropriated Wynwood’s popularity as an arts district to promote their events and transition Wynwood into a more entertainment-based district.
- It was noted that Commissioner Watson is currently going through drafts of action plans to increase violations for people who feed the homeless without addressing the waste being left behind and for donating tents to the homeless that become obstructions to the public right-of-way.

CITY OF MIAMI DISTRICT 2 COMMISSIONER KEN RUSSELL:

- The Wynwood BID Board of Directors made opening remarks to City of Miami District 2 Commissioner Ken Russell.
- Marlo Courtney expressed concern about the on-going delays with permitting within the City of Miami.
- Commissioner Ken Russell advised the BID that the City will need to revisit the Electronic Plan Review (ePlan) program launched by the City of Miami in October 2018.
- Commissioner Russell advised the BID that he will propose a resolution to the City Commission to task staff with revising e-plan to address its current inadequacies.

- The BID requested Commissioner Russel sponsor the proposed Wynwood BID noise ordinance pilot program at an upcoming City of Miami Commission meeting.
- It was noted that Commissioner Russell was reappointed as chairman of the Omni Community Redevelopment Community Agency (CRA) and will advise the CRA staff to work with the BID to address the ongoing homelessness in the Southeast quadrant of Wynwood.
- As per Commissioner Russell, the Omni CRA could help the BID address areas beyond the Omni boundaries through a partnership with the BID.
- Commissioner Russell advised the BID that properly addressing homelessness in the area will require a combination of short-term solutions (e.g. getting people into shelters) and long-term solutions (e.g. developing more affordable housing and eventually transitioning the homeless out of section 8 housing through job training).

NEW BUSINESS:

- Kelly Penton, Taylor Cavazos and Raiza Velez from Kivvit Public Relations provided a recap of the communications initiatives that Kivvit has managed over the month of March, and the priorities for the months ahead.
- It was noted that Kivvit continues its efforts to underscore the neighborhoods emerging office market and leverage the influx of notable culinary establishments to support outreach focused on the neighborhood’s booming development.
- It was noted that the Wynwood BID will, in the coming months, end the agreement of public relations services with Kivvit and will consequently begin the procurement process for a new public relations firm.
- A Request for Proposal (RFP) for the procurement of public relations services will be released by the BID in the coming weeks.
- **Reference Motion #2**
- **Reference Motion #3**
- It was noted that the annual performance review form for the Wynwood BID Executive Director, Manny Gonzalez, will be disseminated to the Wynwood BID Board of Director’s for input.
- Assistant City Attorney Domini Gibbs will facilitate the dissemination and collection of the Executive Director annual performance review.
- **Meeting Adjourned at 1:05 PM**

MEETING MOTION SUMMARY:

MOTION #1: March 9, 2021 Board of Director's Meeting Minutes:

- Upon a properly made and seconded motion, it was unanimously resolved to approve the March 9, 2021 Wynwood BID Board of Directors meeting minutes.

Motion Passed Unanimously

MOTION #2: Salary raise for Wynwood BID staff:

- Upon a properly made and seconded motion, it was unanimously resolved to award a \$5,000 annual salary increase to the Wynwood BID Operations Manager, Aleksander Sanchez, and Marketing Manager, Chris Hoffman, as result of their excellent annual review.

Motion Passed Unanimously

MOTION #3: Solicitation of PR services via RFP:

- Upon a properly made and seconded motion, it was unanimously resolved to begin solicitation of public relations services for the Wynwood BID via a request for proposal (RFP) process.

Motion Passed Unanimously