



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

MAYOR'S AD HOC BLUE RIBBON 41ST STREET COMMITTEE

Thursday, April 20, 2023 - 5:00 p.m.

First Horizon Bank 400 Arthur Godfrey Rd, Ste 210, Miami Beach, FL 33140

Minutes

Committee Members:

- Yechiel Ciment, Chair (P)
- Bonnie Crabtree, Vice Chair (A)
- Jerri Hertzberg Bassuk (P)
- Betty Behar (P)
- Michael Burnstine (P)
- Seth Gadinsky (P)
- Eric Hankin (P)
- Robin Jacobs (P)
- Marcella Novela (A)
- Jeremy Wachtel (P)

P = Present; A = Absent, E = Excused

Commission/City Staff/Consultants:

- Vice Mayor Steven Meiner
- Heather Shaw, Economic Development Assistant Director
- Diana Fontani Martinez, Redevelopment Specialist/Committee Liaison
- Lissette Arrogante, Tourism and Culture Director
- Fernando Pestana, Tourism and Culture Administrative Services Manager
- Roberto Novo, Aide to Commissioner Steven Meiner
- Florida Fresh Market Vendor Staff

Community Attendance

- Michael Goldberg

Yechiel Ciment opened the meeting at 5:05 p.m. and welcomed everyone to the meeting.

1. January and March Minutes - Motion made by Michael Burnstine seconded by Betty Behar. Motion passes unanimously.

2. City Updates

A. Artisanal/Farmer's Market - Tourism and Culture Department - Lissette Arrogante introduced Iris Casanova from Florida Fresh Market (FFM). She gave a 10-minute presentation (attached) regarding FFM markets in South Florida. She informed the Committee that the 41st Street market was not successful at that parking lot location, and she thought it would improve when FFM moved next to Henry Liebman Square but unfortunately it did not improve. The following questions/comments were made by the Committee during the presentation:

1. The Committee asked if the issue was that there were more tourists than local residents. Iris stated that she did not think that was the issue as she thought it was more residents, not tourists, attending the market.
2. The Committee suggested that more outreach and promotion is needed for the market. The Committee suggested to reach out to the Mid-Beach Neighborhood Association and to the concierges of the hotels nearby.
3. The Committee stated that they also sent the farmers market flyer to their personal contacts but nobody seemed aware. They feel that the nearby residents did not know about the market.
4. The Committee asked if the current vendors want to come back to the market and the answer was no.
5. The Committee feels that a nighttime activation may work better for the 41st Street neighborhood. They suggested doing a nighttime activation with music, food trucks and kid friendly activities. Iris suggested that the Committee visit the nighttime market in Pembroke Pines so they can see, firsthand, how this market works.
6. The Committee suggested that FFM visit the nearby schools to promote the market as well.
7. The Committee also suggested to have more kosher vendors.
8. It was determined that FFM will submit a proposal of ideas for 41st Street market, including a nighttime activation with potential vendors.
9. It was also determined that the current 41st Street market would pause until FFM has a new concept for the 41st Street market.

B. Transportation Update - Transportation and Mobility Department – Jose Gonzalez, Director of the Transportation and Mobility Department, introduced Otniel Rodriguez. He is the new Assistant Director for Transportation and Mobility Department. Jose informed the Committee that he had good news regarding Florida Department of Transportation (FDOT). After many FDOT discussions and traffic studies, FDOT has concluded that the second southbound lane to turn onto 41st Street coming from Collins Avenue will be added again. In addition, Jose informed the Committee that FDOT has a project nearby 41st street that is in the ninety (90) percent design phase. The project was temporarily on hold to not affect the outcome of the traffic studies referenced above. The project (commonly referred to as the southbound dual right turn lanes at the intersection of Indian Creek Drive and 41 Street) will start construction in a year and is anticipated to last ten (10) months. This is the long term

solution and FDOT is not open to a short term solution. Discussions were held to gather the negative impact of the traffic on 41st Street. The Committee asked Jose what it would take for FDOT to prioritize this project, and considered whether it may take State representatives to prioritize the project.

Jose also mentioned that at Chase Avenue and 40th Street there was a missing crosswalk. To install the crosswalk, we have to ensure that it is American Disability Act (ADA) compliant and install a few storm drainages and stop signs. The Public Works Department is looking into creative ways to resolve this issue.

Seth Gadinsky stated that the City need to identify the root cause why there is an increase in traffic. He suggested that the City poll the drivers on 41st Street to understand where people are coming from and where they are going. Jose stated that multiple factors are affecting the increase in traffic, including increase in traffic on the Julia Tuttle Causeway post pandemic, I-395 construction, and lack of public transportation within the area. To better understand all of the traffic issues and discuss potential solutions, the Transportation and Mobility Department intends to coordinate a roundtable discussion. The 41 Street Committee requested that they be notified of the roundtable date and requested to have a seat at the roundtable representing 41st Street Committee.

- C. Update on Fountain in Henry Liebman Square - Facilities and Fleet Department-** Diana Fontani informed the Committee that the Facilities and Fleet Department have received revised permit drawings from the architect of record and the plan is to release an Invitation to Quote (ITQ) for Construction on or before 04/26/23.
- D. Status of 41st Street Request for Letters of Interest (RFLI) for Mixed-Use Development on City Owned Parking Lots - Economic Development** - Heather Shaw, Assistant Director of Economic Development, stated that the RFLI is ready to be issued on Friday, April 21, 2023. Seth asked about the marketing plan for the RFLI and Heather stated that Economic Development Department will be working in conjunction with the Marketing and Communications Department to ensure that the RFLI will be marketed to local, state and national companies.
- E. Status of 41st Street Business Improvement District (BID) - Economic Development-** Heather informed the Committee that there are two (2) resolutions regarding the BID set to be considered by the Commission on April 28, 2023 regarding the Memorandum of Understanding with the City and the BID and notification of BID elections.

4. Chair Update - Yechiel stated that some Committee members have expressed the option to attend the meetings virtually. Discussion was held among the Committee members regarding this. It was emphasized that the preference should be to attend in person and to attend virtually as a last resort or emergencies. The Committee passed the following motion:

Members present: Yechiel Ciment (Chair), Jerri Hertzberg Bassuk, Betty Behar, Michael Burnstine, Seth Gadinsky, Eric Hankin, Robin Jacobs, Jeremy Wachtel

Motion: The Mayor's 41st Street Blue Ribbon Committee recommends that members are allowed to attend via Zoom but with the preference of in person, which would make the meeting hybrid.

Motion made by: Betty Behar
Motion seconded by: Michael Burnstine

Motion passed: 8-0

Public Comment – No public comment

Meeting Adjourned at 6:15 p.m.

Next meeting date: Thursday, June 8, 2023