



**Coconut Grove Business Improvement District Board of Directors Meeting
Mayfair Hotel 3000 Florida Avenue, Coconut Grove, FL 33133
Thursday, February 4, 2021 at 10:00 AM**

DRAFT

Board members in attendance:

Commissioner Ken Russell, Chairman
Alejandra Argudin
Lalo Durazo
Donna DeMichael
Olaf Kohrsmeyer
Steven Keup
Michael Comras
Monty Trainer, non-voting board member

Board members not in attendance:

Lauren Carra
Claire Lardner

Non-board member participants:

Xavier Alban, Esq., City of Miami Attorney's Office
Daniel Hernandez, District 2
Commander Wesleyne Lewis
Cynthia Seymour, Acting Executive Director
Rachel Markel, CG BID Marketing
Diego Abreu, CG BID Operations

Chairman Commissioner Russell called the meeting to order at 10:15 am.

Agenda:

Call to Order and Opening Remarks - Commissioner Ken Russell

1. Approval of December 17th, 2020 meeting minutes. - Commissioner Ken Russell

Motion: Alex Argudin

Second: Olaf Kohrsmeyer

2. Approval or denial of the Acting Executive Director's recommendation to accept and approve the Annual Report 2020 submitted in Draft form to the City of Miami on January 15, 2021 and pending approval of the Coconut Grove BID Board of Directors. Presentation by Acting Executive Director, Cynthia Seymour.

Motion to approve: Olaf Kohrsmeyer

Second: Alex Argudin

Comments: Board Members like the graphic design.

3. Update on current responses to the Coconut Grove BID Business Economic Needs Survey 2021. Discussion regarding the results to date.

- Right after the last Board Meeting - on December 18th, we sent out a targeted email listing the various organizations with links to grants available in 2020, including the City of Miami Small Business Assistance Grant
- On January 26th, we sent the Business Needs Survey and the links to the PPP 1 and PP2 Grants
- On February 1st, we sent out a 2nd request to complete the survey along with all of the free training for PPP applications and currently available business support.
- The information was sent to over 200+ businesses in the Coconut Grove BID.
- To date, we have received 28 responses. And we will continue to encourage business owners to complete the survey over the course of February.
- This will provide us with the opportunity to be responsive to the business owners needs and target our response accordingly.
- Based on the information received so far...
- Discussion & Ideas: Board Members would like the Coconut Grove BID to continue with the Survey until the end of February 2021

4. Acting Executive Director update:

a. Capital Improvements - Main Highway Sidewalks

- Met with OCI on 2/2 regarding Final Punch List walkthrough
- Oak Trees = observing for 30 days
- Planning upcoming Ribbon Cutting & Video - Late February

b. Capital Improvements - Fuller Street Temporary Closure extended through Sept 2021

d. Operations - New Barricade Covers - Outdoor Dining Program - March 2021

- Now that the Outdoor dining program was extended, it is time for a refresh on the designs of the Barricade covers

- Fresh, Green Tropical Foliage that straddles both sides of the barricades
Motion directing the Coconut Grove BID to explore options regarding designed barricade covers - not to exceed 50,000 and roughly 5,000 per outdoor cafe location
Motion - Steve Keup
Second - Michael Comras
- c. Operations - New Bike Racks for Florida Bike Month - March 2021
 - Bike Coconut Grove and BID Ambassadors - Promoting
- e. Operations - Public Safety - Coordinated Communications with City of Miami Police
 - Working on Standard Operating procedures to provide enhanced communications between the business owners, the BID Public Safety team and the City of Miami Police
 - This will streamline the process for reporting and responding to concerns regarding trespassing, panhandling and the need for safety courtesy assistance to parked cars.
- f. Marketing - Heart of the Grove in February -April
 - Celebrity Stylist Sandra Madjdi Glasgow and her video production team - 6 episodes
 - These videos will be featuring local restaurants and retailers
 - She will be working with celebrity athletes and local “Grovides” to spotlight where to shop, eat, play in the Grove
 - These stories will celebrate a local “hero” - teachers, volunteers or first responders who will be surprised with a chance to be immersed in the Coconut Grove lifestyle
 - Our Goal is to highlight the retailers and to highlight ways people can fall in love with the Grove again through a series of stories that will steal the hearts of all.
- g. Marketing & Special Events - Florida Bike Month in March - Promoting Juicesence & City of Miami Police, Bike Racks, Mapping Bike Parking Locations
- h. Marketing & Special Events - Yelp Promotions in April highlighting retail and restaurants

5. Policy - Sidewalk Cafe Fees - Commissioner Ken Russell

Comments: Commissioner Russell explains to the board discussing legislation to waive all sidewalk cafe permit fees from the start of the pandemic last year. City of Miami Commissioners voted unanimously in support on January 29th with a second reading in February. This will save restaurants \$2k- \$7k+ per year during the recovery.

6. New Business:

- a. Loading Zones & Traffic Initiative- Commander Lewis
 - Awareness and education is their first priority
 - PSA
 - Meeting with Businesses
 - Traffic Initiative
 - Collaborations with Police, MPA and Coconut Grove BID to raise awareness
 - “Parking Walk”
 - Commissioner Ken Russell Commented that he is supportive of enforcement
 - Commissioner Ken Russell also commented that he would be open to a policy that would change the moratorium for the hours for delivery if needed.
 - MPA - Alex Argudin would like to be kept in the loop on communications & to work

together on raising awareness

New Restaurants - Need to understand the rules of the road both for their deliveries and their patrons

Concerns about ongoing deliveries blocking traffic on Florida Ave - raised by Monty Trainer

b. Retail Perspective and Outlook - Michael Comras

Word on the street is that 2021 is “the Year of the Grove”

This is an opportunity for appealing to local tourism and residents

Cocowalk is 90% leased up and openings are coming

Movie theater will be coming back too

c. Marketing and Branding Discussion:

Based on Michael Comras’s discussion above, this is a good time to be rethinking our branding and development of a comprehensive marketing strategy to take advantage of the renewed & growing interest in the Grove.

Lalo Durazo - discussed the importance of branding and the need for a com

Commissioner Russell suggested that we might want to prioritize marketing over PR this year to better position the Coconut Grove BID businesses for the trends ahead

Monty Trainer suggested that the Coconut Grove BID consider an RFP for a Marketing and Branding Strategy

d. Scramble vs. Isthmus Discussion - Initiated by Michael Comras.

Concerns were raised about the ideas about the intersection of Main Highway, Grand and McFarlane

Board suggested that we research the past efforts and results of any traffic studies that may have happened in recent years regarding the Scramble. There may also be an opportunity to look into the Isthmus, as a pedestrian treatment for the location.

Coconut Grove BID will research the past efforts and attempt to get the County perspective.

With no further business, the meeting adjourned by Commissioner Ken Russell at 11:37 AM.