



Coconut Grove Business Improvement District Board of Directors Meeting Minutes

*Thursday, August 25th, 2022 at 12:30pm
Coconut Grove Arts Festival Office - 3390 Mary Street*

BID BOD In Attendance:

Commissioner Ken Russell
Alejandra Argudin
Ellen Buckley
Lalo Durazo
Michael Comras
Olaf Kohrsmeyer
Donna DeMichael (by Phone)

Absent:

Claire Lardner
Steve Keup
Monty Trainer

Additional:

Olav Smit
Sara Diaz
Cynthia Seymour
Marimar Molinary
JennyLee Molina
Bill Kress
Sully Silva
Diego Abreu
Sue McConnell
Steven Licata
Alan Campbell
Maestro Eduardo Marturet
Eduardo Sarasola
Joe Harrison
Steve Capellini
Atchana Capellini
2 City of Miami Legal Interns

Agenda & Opening Remarks

- Call to Order at 12:35pm & Opening Remarks: Chairman Commissioner Ken Russell
- Opening Comments: Proud to be winning Miami. Great job setting the neighborhood up for success and moving forward.

1. Approval of April 7, 2022 Meeting Minutes

Motion to Approve: Olaf Kohrsmeyer

Seconded: Alejandra Argudin

Passes Unanimously

2. Approval or Denial of Acting Executive Director's Recommendation to Accept & Approve Annual Budget FY 2022-2023

Presentation by Cynthia K. Seymour

A. Projected Revenues Overview:

- Special events, cannot project at this time; same w/ café fees...
- Revenues slightly down from last year. While this year's revenue stream is healthy, due to market conditions, we are being impacted by investment losses.
- Parking Surcharges are up - More people are parking in Coconut Grove
- Banner fees will be collected next year - More events are coming back to the Grove and this is a revenue stream that can be optimized
- Sidewalk Cafe Fees are undetermined at this time, but projected to increase due to more restaurants electing to get sidewalk cafe permits.
- Ken Russell: Where is money from Kiosks? - Cynthia Seymour indicated that the BID has not currently received any revenues from the IKE Kiosks.
- Ken Russell: City approval was contingent on this being a revenue source, so, need look into this. To be determined - Xavi Alban will research the IKE contract.

B. Proposed Expenditures Overview:

- Shifted ambassador hours out of security and into sanitation due to influx of visitors to meet needs; also increased staff hours.
- Ken Russell/CS: Discussion of Block by Block pay rates and recommended 5% standard increase for team members - Cynthia Seymour and Xavier Alban will research the Miami Dade County standards and will report back in an upcoming meeting. They will present recommendations based on the information and budgetary impact. CS: The Ambassador supervisor is now heavily documenting

activity; The BID is seeing significant increases in multiple areas that are measurable.

- Ken Russell: Recommend to mirror County's living wage rule rather than reassess pay rates every year. Recommend to approve BID budget leaving room to make that change... Get consensus today on budget, allowing for wiggle room, and then come back next Board meeting with potential budget amendment. At that time.
- CS: Numbers across the board, marketing-wise, are phenomenal.
- Cynthia Seymour requested a slight increase in the General Administrative budget to account for the increases in rent, utilities, and staff salaries. As cost of living increases, it would be advisable to provide staff with the standard 5% increases that the City of Miami typically gives their employees.
- CS: General Administrative: Asking for increase to get back to pre-pandemic staffing levels. Typically, headcount is four; so, Cynthia Seymour recommends reinstating the one additional staff member: Office Manager/Accounts Payable position, which is needed again now that all BID personnel are back in the office.

C. Capital Projects Overview:

- New planter designs on Commodore Plaza - Curtis and Rogers will present in October Board meeting
- New trash cans and benches - Amenities Master Plan by Curtis and Rogers in October Board meeting
- Ellen Buckely: Inquiry re Advertising and Related Costs (marketing fees) and Marketing and Special Events budget; as well as Freebee budget
- CS: Exactly the same as last year. \$700,000; of that, Freebee is \$50,000.
- Ken Russell: Asked Alex Argudin for an overview of the MPA FreeBee program that is coming in the Fall. She indicated that the MPA would be sponsoring 2 FreeBee carts to run between the parking locations as a circulator.
- Ellen Buckely: What purpose does Freebee serve?
- CS: It serves as a supplemental mode of transportation. Helps to get visitors from all garages, circulator, to events, etc.
- Ken Russell: what else is included in \$700,000 and how much open for new decisions.
- CS: Among expenditures is Miami Symphony Orchestra, Blue Grove Block Party,, Halloween, 150th Anniversary (Further review of this Jan. 6 2023, event)
- Ken Russell/CS: Discussion and review of Fuller Street activities; discussion of regularly scheduled Fuller Street program, i.e., hire a company that to manage once per month music/concert event and increase special events budget in order to do so with objective to keep people in the Grove...
- Ken Russell: Miami City Manager has declared Fuller a "Play Street" and KR wants the BID to be a part of this with options beyond BID's existing plans in place for Oct., Nov., Dec., and Jan.
- Ken Russell/Cynthia Seymour/ Ellen Buckely: Discussion of street resurfacing in general; installation and location of Flexipave.
- CS: Electrical Conduits to be installed to provide flexibility to change out street lighting features and that cost ranges and changes.

- Ken Russell/Cynthia Seymour/ Donna DeMichael: Discussion of cost of decorative balls; revisit Fairchild Gardens orchid-installation project.

Motion to Approve FY2022-2023 Budget: Olaf Kohrsmeyer as amended (ability to increase Block by Block pay rates; Fuller Fridays)

Seconded: Alex Argudin

Passes Unanimously

3. Update: Board of Directors Election Results

Presentation Board of Directors Election Results by Cynthia K. Seymour

Donna DeMichael requested that the BID conducts an audit of the Election process to formally determine the final election results. Xavier Alban will advise the team and conduct the audit of the process with the BID Team

4. Update: Research Related to Lease Options for BID Office

Presentation by Cynthia Seymour:

- Received a proposal for an office at 3326 Mary, but it is no longer available;
- Current proposals at Grand Bay Grove \$34,000/year
- Ken Russell/CS/ City Attorney: Discussion of any conflicts of interest; ethical concerns w/ board members; what's the process in place that would allow for it?
- Or sign agreement to remain in current space with rent increase to \$60,000/yr (3% increase) through end of year(?); and thereafter increase 42% and that not online
- Budget Approved: \$6,491/month
- CS on the hunt, \$ is approved, and she has authority to sign lease on behalf of the Coconut Grove BID
- Research and execute

Motion to Approve: Olaf Kohrsmeyer

Seconded: Ellen Buckley

Passes Unanimously

5. Update: Block by Block:

Presentation by Cynthia Seymour & Sully Silva - BBB

Cynthia Seymour: Greatest success Story of FY2022-23. All areas of Public Safety and Sanitation measurement up over previous year.

Chairman Ken Russell inquired about the cost of living and living wage standards in Miami Dade County. Cynthia Seymour and Xavier Alban will research and bring back a

proposal for compensation informed by current county standards. This data can be considered for future negotiations with the service provider.

6. Review of Miami Symphony Orchestra from FY 22-23 - Special Events

- Presentation by Symphony Reps: Thanks to Ken Russell and CS; Pleased with success and look forwards to continuing agreement; Well exceeded projections and expectations
- Ken Russell: A proven concept; this coming year perhaps scale up promotion by pushing the idea that people come and dine in advance of the shows.
- Ken Russell/CS: Discussion of four-show budget for upcoming year.

Meeting Adjourned by Commissioner Ken Russell - 2:37pm