



**Coconut Grove Business Improvement District Board of Directors Meeting
Peacock Garden 2889 McFarlane Road, Coconut Grove, FL 33133
Tuesday, June 8th, 2021 at 10:00 AM**

Board members in attendance:

Ken Russell, Chair
Alejandra “Alex” Argudin
Lauren Carra
Michael Comras
Donna deMichael
Lalo Durazo
Stephen Keup
Monty Trainer

Board members not in attendance:

Claire Lardner - via Zoom call-in
Olaf K.

Non-board member participants:

David Collins	Sue McConnell
Joe Harrison	JS Rashid
Steven Licata	Diego Abreu
NRO Borges	Aileen Rodrigues
Jenny Lee Molina	Allison Burgos
Matt Fillioue	Katrina
Alan Campbell	Eduardo Sarasola
Cynthia Seymour	Rachel Markel

Chairman Commissioner Russell called the meeting to order at 10:07 am.

Agenda:

Call to Order and Opening Remarks - Commissioner Ken Russell

1. Approval of February 4th, 2021 meeting minutes. - Commissioner Ken Russell

Motion: Michael Comras

Second: Commissioner Russell

2. October/November Fall Event Presentations

Utopia (Presentation)

Discussion: Presentation by Matt Filoe and Katrina Delgado with Utopia includes footprint of Regatta Park, Kenneth Meyers and Seminole Boat Ramp area taking place November 6-8, 2021. Unanswered questions by BID BOD and guests centered around concerns of driving participants back into the business district post event. Concerns stated were lack of vision for the event, what is the key attraction, named vendors, sponsors and key audience that would be targeted. Monty Trainer strongly opposed as Utopia is essentially dove-tailing on the long established CGAF. Commissioner Russell asks for more work to be done as to the overall theme and not be cannibalistic to the upcoming CGAF and consult with Retail Chair Member, Claire Lardner. In addition Commissioner Russell at the will of the board requests for City of Miami Attorney Xavier Alban to research and draft an amendment to the specific section of the City of Miami Code to expand the BID encatchment to include Regatta Park with regards to approval for events and collection of event fees. The motion to draft and present to the City of Miami Commission was unanimously approved

Motion: Michael Comras

Second: Lalo Durazo

Seed Food & Wine Festival (Presentation) - ACTION Item - Approval or Denial

Discussion: Presentation by Alison Burgos event consists of a plant based food, wine and spirits venue requesting to be held in Regatta Park on Saturday, November 6, 2021 now in its seventh year as an annual event. BID restaurant and merchants invited to participate for free. Estimated attendance at 10,000 attracting local and domestic participants and celebrity guests. The event is focused on wellness activities and products, plant based restaurants and chefs, family zone, puppy lounge, bike valet, live music and more. Alison boasted a zero carbon footprint for the venue, a local clean up with Debris Free Oceans to kick off the event seeking use of Regatta Park was primary ask. BID Board Member Lalo Durazo requested to brand the event as the Coconut Grove Seed Food & Wine Festival and make it an annual event. BID Board voted unanimously to approve the event.

Motion: Lauren Carra

Second: Commissioner Russell

3. Update on final responses to the Coconut Grove BID Business Economic Needs Survey 2021. Discussion regarding the results to date. - This is important because the information gathered is a Preamble for Data-Driven Decision Making & has shaped some of the initiatives we are going to present to you all today. Here are some of the facts and findings gathered during the study.

- There are Approx. 225 general property stakeholders

- 190 business Stakeholders are recognized this Spring with 13 locations still empty and to be occupied again
- Cocowalk added since the beginning of 2021 approx. 28 new locations of which 10 are still empty and the movie theater still closed. We have requested and are Pending an update from Cocowalk.
- There was a low response from the commercial stakeholders of the following buildings: BayShore in the Grove Management Building, Cocowalk Offices, Grove Square Offices, & Mayfair Offices. Many of them are still unoccupied by the majority of their office workers.
- Business/Office Stakeholders not yet back in full swing with major employees
Sapient / Publicis; Marca Hispanic; Sony Latin America; Virgin Hotels; General Electric;
- All Mayfair office building & Cinepolis Coconut Grove - Cocowalk
- Many Businesses in the District are looking to have these business back open (the Movie theater) and the offices to a new normal occupation (lunch and happy hour, employees going out in the District)
- Based on the Survey results, we realized that we needed to get into deeper discussions with the business owners to better understand their hopes and needs for the upcoming year. So we have been working together as a team to set one on one meetings with business owners to identify short term and medium term goals, as well as gathering their priorities in regards to Long Term Initiatives. Here's what we have found out during our discussions so far:
- Business that took advantage of the 2020 Pandemic for renovation and or re-branding their concept to give it a new start:
 - The Sandbar and Grill – renovation
 - Peacock Garden Café – renovation and rebranding in Peacock Restobar
 - Spillover – rebranding concept into Kush Coconut Grove
 - Chugs – new concept to be announced
 - Cinepolis Coconut Grove – remodeling to be open in Fall 2021
- Businesses still under construction or going to in the summer of 2021:
 - Corner of McFarlane and Grand Avenue – opening early 2022
 - The Mayfair Hotel and Spa – starting renovation August 2021
- New Businesses besides Cocowalk that have come to the District:
 - Palm Produce – back in the Grove on Main Highway
 - SunTrust Bank – on Grand Avenue – opening fall 2021
- 3 new businesses opening in fall 2021 on Main Highway: Bodega; Krus Kitchen; Sirene Fashion
- Through the BID we were able to distribute the application for the SBA Restaurant Revitalization Grant, first it was emailed further distributed by walking such

Stakeholders. As many as a dozen reported to have taken advantage and 4 Stakeholders were personally helped to file and apply for.

- We received many suggestions. Most were to bring more local clientele to the District, more promotions and events. Also, the rebranding of Coconut Grove after the long dry spell of excitement due to construction and competition of other neighborhoods since 2017 (Wynwood; Brickell; Design District, South Miami).
- There were 3 primary complaints: the homeless, parking (which also includes affordable parking for employees as most workers come from outside Coconut Grove), and inclusion of businesses away from the heart of the Grove [Florida. Rice, McFarlane) – not only in the activities but also in holiday decoration and events.
- Many suggested better coordination and help with cross-promotional campaigns to help each other and to bring excitement back. And there is an interest in the return of Freebee and or valet parking in certain locations (Rice Str.)
- Some of the retail Stakeholders question the continuation of the free side-walk cafe waiver and use of the parking for the restaurants. It has been suggested (although many have understanding for the help given), this support should be ended and the little parking available given back to the pool, so all stakeholders can have their clients park.
- A compliment was given to the Ambassador and the ‘door to door’ program (specially from some new Business Stakeholders). The team has been visible and active throughout the pandemic. They were also favorable about the BID weekly marketing emails that inform and promote the different Stakeholders.
- There were also requests for new and more garbage receptacles in the District together with a higher frequency of servicing or maybe a bigger size of container. Since the side-walk renovation was started and finally finished early this year it was pointed out this new look needs maintenance before it starts to deteriorate (Grand Ave, Main Hwy).

4. Acting Executive Director updates:

a. Capital Improvements - Main Highway Sidewalks

- Ribbon Cutting - March 2021 - **Video #StevieSentMe**
- A Dog’s Walk - #StevieSentMe Video - Metrics
 - Facebook:
 - Plays: 60k
 - Post Impressions: 75K
 - Shares: 17
 - Cost per result: \$0.03
 - Cumulative Grove BID and Plantain views 3k
 - Post Impressions: Plantain- 1600
 - Shares 30

- b. Capital Improvements - Fuller Street Temporary Closure extended through Sept 2021
- Completed: Meetings with Stakeholders - Positive from Restaurants vs. Concerns about Parking from Retailers
 - Completed: Flexipave Installed, New Trash Cans, Peacock & Restored Lighting. New Trees are pending installation by Public Works in June
 - Upcoming activations: Father's Day, Grove Heritage Day,
 - Under the Sea - Lisa Remeny Street Art & Tree Lighting on Main
 - Short Term - Potential for Crosswalk Painting - Pending County Approval
 - Mid Term - Potential for Milling and Resurfacing - Public Works in October \$60,000
- c. Operations - Outdoor Dining Program - New Barricade Covers - March 2021
- Completed: Fresh, Green Tropical Foliage covers that straddle both sides of the barricades - All Restaurants have been updated
 - Based on Board Recommendations: We Conducted Extensive Research on the Planters - Public Works informed us that the restaurants must be in Compliance Requirements for Outdoor Cafe Permits, which requires Yodok Water-filled barricades. So, now we have the information and can budget accordingly pending future extensions and requirements from Public Works.
 - In the meantime, it is our Recommendation is to use this money for a Summer Spruce Up program for all businesses: Based on our research and interviews with local business owners, there is more of an interest in "facade improvements" and outdoor furniture. This could include Retail Awnings, Planters, Pressure Washing, Sidewalk Gum Removal, and Window Visual Merchandising Consulting - We would like to propose a Business Relief Allocation of \$50,000 for Retail Window Activation, Planter & Facade Grants of up to \$3000. And For Restaurants an Outdoor Cafe Grant Program of \$50,000, which would include: Planters, Umbrellas and Cafe Furniture - up to \$3,000. (In addition to Restaurant Improvements, we also have the 2nd round of Grove Stove kicking off this week to help during the slower Summer Months and this will feature Sustainable To-Go Packaging.) → ACTION Item
- Discussion:
Motion:
Second:
- d. Operations - Streetscapes: New Bike Racks - April/May 2021
- New Bike Racks Map & a New Parking Map → Can also be used for Digital Kiosks, Web and Social Media content to help create awareness
 - Digital Kiosks - Update → Pending Permits from the City → Installation in August
- e. Operations - Public Safety - Coordinated Comms with City of Miami Police
- Set up WhatsApp Channel as a standard for Business Owners having a Direct connection for reporting issues to Commander Lewis and her NRO's
 - Conducted a series of 4 Public Safety "Coffee with a Cops" to share with businesses the process for reporting and responding to concerns regarding trespassing, panhandling and the need for safety courtesy assistance to parked cars. Also created

Ambassador cards that clarify their hours of operation, contact information and what they can and cannot do.

- Completed Installation of Camera system feeding into Police Department

f. Marketing - Heart of the Grove - In Process and debuting in June - Local Love

- Interviewing Local Grovites and Business owners & telling their story through photography, social media & honoring them on banners.
- These stories will honor & celebrate a local characters in a fun & engaging way
- Our Goal is 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 - Bringing Back the Magic & Attracting People to the Grove

1. Quarterly Bike Rides with Commander Lewis - Get Lucky in the Grove in March and Rock N Roll Bike Ride in May. Next up will be Back to School & Halloween.
2. Cinco de Mama - May 5th, 2021 - Video
3. Upcoming Event: Father's Day Comedy Crawl on 6/19 - JLPR
4. Upcoming Event: Grove Heritage Day on 7/31
5. Upcoming FY 2021-22: Miami Symphony Orchestra Quarterly Event

h. Scramble vs. Isthmus Discussion - Initiated discussions with County - New County DTPW Director Eulois Cleckley coming this Summer from Denver. He is known for promoting creative solutions and forwarding pedestrian friendlier urban environments.

With no further business, the meeting adjourned by Commissioner Ken Russell at 12:15 PM.