

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: March 18, 2020

HLS

SUBJECT: REPORT OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE (FERC) MEETING ON FRIDAY, FEBRUARY 28, 2020

A meeting of the Finance and Economic Resiliency Committee was held on Friday, February 28, 2020 at 10:00 a.m. in the Commission Chambers, 3rd floor of City Hall. Attendance: Commissioners Ricky Arriola, David Richardson, Mark Samuelian, Steven Meiner, and Micky Steinberg. Members from the Administration and the public were also attendance.

MEETING OPENED AT 10:08 A.M.

OLD BUSINESS

1. DISCUSS A COMPOSTING PROGRAM IN NORTH BEACH SIMILAR TO THE PROGRAM AT THE MIAMI BEACH BOTANICAL GARDEN

May 8, 2019 – C4 E

Environment & Sustainability

ACTION

Yanira Pineda, Senior Sustainability Coordinator, presented the item. She provided an update and let the Committee know that the site is currently being set up and are anticipating having it completed sometime in April 2020 with a ribbon cutting and special event for the community towards the end of April. They will work with Marketing and Communications to develop a flyer and use social media and all other communication channels to make sure they reach out to everyone in the North Beach area.

NO ACTION TAKEN

2. DISCUSSION ON SPONSORSHIP OF THE COLLEGE FOOTBALL CHAMPIONSHIP GAME TO BE HELD IN MIAMI FROM FRIDAY JANUARY 8 – MONDAY JANUARY 11, 2021

October 30, 2019 – C4 B

Tourism and Culture

ACTION

Heather Shaw, Tourism and Culture Assistant Director, presented the item. She introduced Eric Poms, CEO of the College Football Playoff Host Committee.

Mr. Poms showed a brief video and a powerpoint presentation. He said this is a new event and his job is really with the Orange Bowl Committee. He explained the Orange Bowl Committee joined Hard Rock Stadium Miami Dolphins to pursue this through a highly competitive bid process. The College Football Playoff (CFP) has risen the popularity of the sport. ESPN has its biggest cable audience in history with the CFP. He spoke about the economic impact and showed it in the presentation. He spoke about the benefits to Miami Beach including hotel rooms and said they expect a whole weekend leading up to the game on Miami Beach. The Team and special guest hotels are going to be the Fontainebleau, the Ritz Carlton, and Loews. He continued

to talk about the events that will come to Miami Beach. There will be a whole weekend of activity at the Miami Beach Convention Center called Playoff Fan Central, which is free to the general public. There will also be free concerts and a 5K run that there will be an entry fee for, but there will be a discount for Miami Beach residents. He also spoke about the Taste of the Championship food and wine event that will take place in one of the Convention Center ballrooms and it is a fundraiser that gives back to education on Sunday, January 10, 2021. For those events that are not free there will be a 25% discount for Miami Beach residents. He continued to explain what they will do in regard to marketing and the further community benefits that are indicated in the presentation. He spoke about the recommendation that staff provided, which is a cash sponsorship of \$400,000, city services in kind up to \$250,000, the special event permit fees not to exceed \$175,000, rental waiver not to exceed \$850,000 which is replicated from the Super Bowl, a creation of a "clean zone", and a Coca-Cola waiver, which was replicated from the Super Bowl as well.

Mr. Poms said that ESPN will also be replicating what FOX Sports did in Lummus Park as well.

Discussion was held.

Commissioner Samuelian said directionally he is supportive. He also mentioned the Taste of Championship and that portion of the money goes to non-profits, he asked if it would be acceptable to direct that to a local non-profit.

Mr. Poms said yes and that it is already happening. The CFP has a program called extra yard for teachers. As a host committee they contribute to that and they come in and work with the School Board's superintendents. They have been working with Alberto Carvalho, it is \$1 million match that goes all throughout Miami Dade County, one of which is Nautilus Middle School.

Commissioner Samuelian asked if they can talk to staff about doing something for the Miami Beach Senior High School kids.

Mr. Poms agreed.

Commissioner Arriola said that it was said during the Super Bowl that a lot of the money that was contributed to the Super Bowl was used for to just pay for the teams to stay in our hotels. He asked if that is the same thing here.

Mr. Poms said for the main official hotels, they subsidize the rates to go down a little bit, but they are not asking the City to participate in that. They will raise corporate dollars to make that happen.

Commissioner Richardson asked what they are planning to use the \$400,000 sponsorship for.

Mr. Poms said they have a responsibility to put on the game, hotel commitments, transportation, security, take care of the events that were indicated in the presentation, etc.

Commissioner Richardson asked Heather Shaw if she has started doing work on this and if she has any comments.

Heather Shaw said they did make a recommendation and she and Assistant Police Chief Acosta are partnering with the CFP to make sure everything goes smoothly. All of the recommendations were in the memorandum except the displacement fee, that was something that wasn't taken into consideration. However, Mr. Poms has a great team and they are starting early, they had a meeting with about 50 of them to make sure everything is done thoroughly and that we are organized in regard to the economic impact. In addition, they are making sure that we are getting the adequate public benefits and everything we do is ultimately in the best interest of the City. She said she would like the Committee to accept the Administration's recommendation to send to the Commission to approve this as well. As far as the displacement, she doesn't have a recommendation, to provide a number of what they think it would cost, they use the Dave Matthews Concert that the Orange Bowl put on in December 2018, which will be a similar impact. The cost that the City received for that is \$30,000.

Commissioner Samuelian recommended that the Committee moved the positive recommendation without the displacement, let Heather Shaw and the Administration work on the displacement, add in the Miami Beach Senior High School kids to play a role at the Tasting of the Championship event and direct it to the full Commission.

Commissioner Richardson said he will second that with the items Commissioner Samuelian mentioned he would like to see for public benefit.

Commissioner Arriola said he is fully supportive of this, but he wanted to talk about some of the wish list things. He said obviously having ESPN on Lummus Park with the Ocean Drive backdrop is amazing for our brand. The more activities that can be on Miami Beach the better. He asked if the Orange Bowl paddleboard race is part of this.

Mr. Poms said no, the host committee is a separate board and a separate entity, but it is connected to the Orange Bowl.

Commissioner Arriola asked if they typically have the paddle board race in Virginia Key and if it would be possible to move it to Miami Beach through our waterways.

Mr. Poms said it is a possibility.

Commissioner Arriola said it is a very cool event and would love to have it here and that we will work with them to bring it to Miami Beach. He also said that the Championship brings a lot of college kids and alumni, he asked to what extent can we get help to activate our beach with friendly college kid competitions to promote our brand. If we can stage these types of events, that would be great. Kids, now a days with social media are our best brand ambassadors. If we can set that up for a little amount of money, he thinks it would be a good idea.

Mr. Poms said the Playoff Playlist live is concerts, but there are other activations. He spoke with the CFP about that and it is viable on their end, in addition the host committee will activate as well. It is in the early stages, they had their first meeting down here, they came for Super Bowl to observe it, as it evolves he thinks more events will be coming to Miami Beach and they will also go on the road and find those opportunities.

Commissioner Arriola said he remembers an Orange Bowl a few years back with tailgates for different teams, it was amazing. The imagery of it is very good for us.

Mr. Poms said playlist live is a 2-3-day event of what Commissioner Arriola is talking about. In addition, the host committee will be doing separate activations on the beach as well.

Commissioner Arriola said the more we can do the events on Miami Beach and have the exposure on ESPN will be great.

MOTION: Commissioner Samuelian moved to accept the Administration's recommendation with the displacement to be determined, also adding in the Miami Beach Senior High School kids to be involved in the Taste of the Championship event, and a few of the points that Commissioner Arriola mentioned and go favorably to Commission. Commissioner Richardson seconded. All in favor.

3. DISCUSSION TO EXPLORE WAYS THE CITY CAN ASSIST THE HOUSING AUTHORITY OF THE CITY OF MIAMI BEACH TO CREATE AFFORDABLE AND WORKFORCE HOUSING

May 8, 2019 – C7 E

Sponsored by Commissioner Arriola and Co-sponsored by Commissioner Góngora
Office of Housing and Community Services

ACTION

Maria Ruiz, Director of Housing and Community Services, presented the item. The request from last month's meeting was to take a look at the actual cost in fees that are charged for development that is proposed by the Housing Authority at its northern lots. There is a breakout of all of the individual fees attached with the memorandum. It was an educational experience for all involved. After consulting with multiple other Departments, the one area that made sense not being directly related to a hard cost would be the training and tech fees charged by the Building, Planning, Fire, and Public Works departments which is a percentage of the actual permit fee. For the Housing Authority's project it would equal about \$71,302. They feel that it is an amount that can be sacrificed, it is the only area that isn't directly related to a hard cost associated with the actual development. Discussed last month was about whether these can be memorialized going forward that those costs can be waived for those projects that are for affordable housing. It is about 10% of the project and it is the only fee that isn't tied to a hard cost to the project. All the others do have a hard cost alignment.

Discussion was held.

The training and tech fee pays for each of the departments to buy technological tools and train their staff to ensure they comply with the current standards for the building code and the industry standards.

John Woodruff, Chief Financial Officer, said that these funds are in good shape at this point and this wouldn't be a big hit. We have already replaced our permit system, we have covered a lot of the big technological costs in the last few years, so we are in pretty good shape to accommodate this request.

Maria Ruiz confirmed this would be a reduction of the training and tech fees for this project and also for any future affordable housing projects.

Rafael Paz, Deputy City Attorney, said they look at this with Planning and if you are going to reduce or eliminate the fee all together, it should be for a category of projects, not for specific properties. So the fee would be eliminated for workforce housing or affordable housing projects.

Commissioner Arriola asked how this fee is calculated.

Maria Ruiz said that particular line item is 6% of the permit fee.

Rafael Paz said we would have to amend the Code to revise the fee schedule to eliminate the training and tech fee for workforce housing and affordable housing projects. The Committee would need to send this back to Commission with a recommendation from the Committee to amend the Code to eliminate the fee.

Commissioner Richardson said one thing they could do is agree to waive the fee for a period and then come back and take another look at it. He is not sure he wants to waive it forever since we don't know the full impact.

Rafael Paz said there were reductions in the mobility fees that were adopted last year for a time period through 2025, so we can look at that.

Commissioner Richardson said he would be open to doing that and have it sunset in 2025 and have the Commission take another look at it so we know the full ramifications. He moved the item so that the fees are waived for workforce housing and affordable housing projects and sunset it in 2025.

Matis Cohen, business owner, spoke. He said this is a complicated issue. This specific ordinance would reflect workforce and affordable housing. The housing supply if we were to meet our goal in the growth management plan for workforce housing, we would have to substantially deliver 3-4 buildings a month. Sunsetting it or not sunsetting it is not going to make a dent in our budget. There are 4 potential projects to be done in North Beach. If the City would to use some of the other properties and decide it is viable, then this would carry through as well. He would like to expand that to market rate when it comes to North Beach. Since the moratorium took place 4 years ago before the conservation and historic districts, there has been only one building that has been built in North Beach. The effect that this will have will be the reduction in actual costs because no one is building luxury there. They are building market rent that will be for the lower

income people. If we can expand this to the North Beach area it could give it another little edge. He would like to see it sunsetting for North Beach, give them some period, some breathing room.

Commissioner Richardson asked if the way this is written if it would be citywide.

Rafael Paz said it would be citywide. He said we could limit it to an incentive area like we did with the mobility fees back in 2019.

Maria Ruiz said as it currently stands, they have evaluated properties owned by the housing authority, which are the 4 lots in the North Beach area.

Discussion continued.

It is being recommended that this would apply to workforce and affordable housing developers citywide.

The \$71,302 is the estimate provided for this development.

Commissioner Arriola said Mr. Cohen raised something, but the question is how we define market rent. We are short workforce and affordable housing and anything we can do to provide more housing for working class is good policy.

Maria Ruiz said if we are going to apply something unilaterally to a group of developers the question is how do you do so and be equitable and fair. Once we analyzed the fees and what the City has to provide for those fees, it was a significant amount of labor. To not affect the operating costs of all the departments that have a function, this was the one expense they felt they could isolate that we can say it does not affect the quality of work being done or the scope of the project that must be performed to ensure the safety of the building and ensure it complies with the laws.

Matis Cohen said why should it only be applied to the affordable housing and not to everyone else.

Commissioner Richardson said the impact we need to consider is on the operating budgets of City Departments. He is prepared to listen to that item in the future, but he is not prepared to do that today because he doesn't know the economic impact on the city budget. He proposed that they move on the item as it is drafted and sunset it in 2025 and he would like to take Matis Cohen's proposal and have another conversation, so they can evaluate the economic impact on city departments. He moved to approve the recommendation of the Administration based on the 4 properties and sunset it at the end of 2025.

Rafael Paz said they will prepare the ordinance to sunset in 2025.

Commissioner Samuelian seconded.

Rafael Paz said there was one more component on this item that is a reduction in the mobility fee, which is a separate fee.

Maria Ruiz said the mobility fee was discussed specifically with the Parks and Recreation Department and Public Works and once these buildings are built services are going to be continued to be offered and no taxing are being collected on that property. There is in fact a subsidy for these buildings that goes in perpetuity as long as it is used as affordable housing. The mobility fees themselves, while the seem small, there is a direct impact on the service level that these departments have to offer once these buildings are built. While the mobility fees can be waived there is a direct cost associated with that. There are new people being served by those departments that aren't there right now. There is no way to recoup it through property taxes because those buildings are exempt from property taxes. If we waive the fee it will result in slightly lower development costs. For this particular project it would be about \$21,000.

Rafael Paz said the mobility fee would have to be handled the same way, we would reduce the fees for the category of projects. In 2019, Commission reduced the fees by 62% and it scales down through 2025.

The mobility fees are \$15,918 for this specific project.

Commissioner Richardson said he would be fine with the mobility fee reduction.

Commissioner Samuelian said it is not a huge amount of money and it sounded like there was a recommendation to do it, but now he is hearing some departments don't want it.

John Woodruff said he is not comfortable recommending that at this time.

The Committee agreed to pull that part out.

MOTION: Commissioner Richardson moved to approve the item as recommended without the mobility fee piece. Commissioner Samuelian seconded. All in favor.

4. DISCUSSION REGARDING MIAMI BEACH COMMUNITY DEVELOPMENT CORPORATION AND ITS FINANCIAL CONDITION

April 10, 2019 – C4 D

Sponsored by Vice-Mayor Richardson
Office of Housing and Community Services

ACTION

Sharhrzad Emami, Legal Counsel for Miami Beach Development Corporation, spoke. She introduced the new board chair, Mike Hammon. She said he will provide the financial and economic stability of the organization as of today. They brought their auditing team here, GLSC, they can answer any questions about the audit findings. They submitted the 2018 audit to the Committee this month and the 2019 audit is scheduled to be out in May, which is well within the 9-month timeframe that is allotted for non-profit organizations to submit the federal audit findings to the federal government. She said they also have their property management company present as well if there are any questions.

Mr. Hammon spoke. He explained he is the new chairman of the board and he became chairman in January. He said they finally have a good handle of where they are financially. They know where they are heading and it has been a tough 2 and a half years for the organizations, but they are headed in a better direction. Some of the changes they have made over the past year include outsourcing the property management, Ram is now the property manager, they manage thousands of units of affordable housing, they also outsourced all of their accounting to Kauffman and Rossin. He explained that today in the agenda there are the financial statements for fiscal year ending September 30, 2018. It took 17 months to produce the statements, which is unacceptable. They are working on the 2019 statements and they should have those out in May or June. When they get to the fiscal year 2020, those statements should come out in 120 days because everything should be in order. Financially where they are at when they look at their 2020 budget, they are still showing an operating deficit of \$100,000-\$120,000 this year. They are getting Ram and the Related Group's numbers to benchmark their numbers where they are not performing. When they look at insurance costs, they are paying \$1,400 per unit for their portfolio where the 2 for profit companies are only paying \$600 per unit a year. That one item alone would take them from being in the negative to being in the positive. They know their insurance won't be as low as the others because they are on Miami Beach. They are going to be working hard this year to see what they can do to bring those costs down. The other line item they are way out of wack on is on utility costs, they are at around \$1,600 a unit where the other entities mentioned before are at around \$800 per unit. The City's is higher but not as high as theirs. They are going to tackle those 2 big line items this year. They have the cash flow to withstand the deficit, but ultimately, they want to turn it around. They have identified the problems and are correcting them, they have a new board, it has members like him who are in the industry, they have a contractor, another affordable housing developer on the board and another member who manages apartment complexes, and also people who lead with their heart. They really have a great board. They are analyzing their assets. They are also probably going to look into doing joint ventures with for profit companies as well.

Commissioner Richardson said he had a good field trip, they visited 5 properties. He is satisfied that they are moving in the right direction. One of the properties had some major renovations. In his opinion things weren't quite as bad as what he anticipated and suggested to him. He wants to schedule another tour in a few months so he can see where they are making progress. He would like them to schedule a time for them to go into his office in March to go over the 2018 financial reports in detail. He said he thinks they recognize while they have this cushion to take care of this short-term problem, they cannot lose money on a long-term basis because in the long run they will run out of money. This short fall must be a short-term thing and they need to present to the Committee how that is not going to happen long term.

Commissioner Samuelian thanked Commissioner Richardson for rolling up his sleeves and wished Mr. Hammon good luck in his new role.

Commissioner Arriola thanked Commissioner Richardson for being out in the field and it is good to hear that they passed his inspection.

Commissioner Richardson said he will go back out to look at those properties with them in May and a few others they didn't get to.

DIRECTION: Come back to the May 22, 2020 FERC meeting with an update.

5. DISCUSSION REGARDING IMPLEMENTING TACTICAL URBANISM PROJECTS THROUGHOUT THE CITY

July 17, 2019 – C4 I

Sponsored by Commissioner Arriola
Economic Development

ACTION

Amy Mehu, Economic Development Assistant Director, presented the item. She explained that tactical urbanism is a form of quick, cheap, community activation of an underutilized space, a public right-of-way space primarily. She believes that last year there was a group working with the school or possibly partnering with Miami Beach Senior High.

Commissioner Arriola mentioned Rue Vendome, the painting of the street is placemaking, the painting of the water tanks in North Beach. These are quick projects that create a sense of placemaking.

Amy Mehu said a lot of this gets discussed within departments as part of trying to see how we can execute a lot of the Commission direction when it comes to projects tasked to different departments. They are still trying to go down that route and come up with tactical urbanism with any of the capital projects that get approved by the Commission and when necessary reach out to a vendor and go out to bid to go a little deeper. A good example is Commissioner Arriola's request to do something from Ocean Court through Espanola Way to Lincoln Road and to the Convention Center. That is an example of where they are working with consultants and the Planning Department to come up with how we can do some quick things before getting to some of the more permanent infrastructure. They are also trying to do some lighting enhancements for decorative pathing. She believes Planning has some things they are working out with the different developers as part of the alleyway activations and Transportation is also trying to do some projects as well.

DIRECTION: Continue with ideas for placemaking with different projects.

6. DISCUSSION REGARDING CITY'S HOMELESS WALK-IN CENTER

September 11, 2019 – R9 O

Sponsored by Commissioner Samuelian
Office of Housing and Community Services

ACTION

Commissioner Samuelian opened the item. He explained that the Administration needs a little more time on the location, so the actual location is deferred, but he thought it would still be helpful to have an update. He said there was some good news that came out of the 63rd Street encampment, there is still the issue around the Homeless Trust, and then put forth effort to see if there were any areas that warranted incremental funding. She asked Maria Ruiz to address the previously mentioned items.

Maria Ruiz, Director of Housing and Community Services, spoke. She provided an update on the \$250,000 that was allocated at the October meeting. The agreement for the Miami Dade County Homeless Trust is pending their execution, as is the Domestic Violence Board. In terms of how that money will be expended, for the Homeless Trust we are looking at \$125,000 of which \$115,000 would be used for rapid rehousing services, which will help with down payment assistance for people to go into permanent housing and the \$5,000 will enable hotel placements, that was a line item that was removed from us by the Homeless Trust, so it replenishes that line item, and then lastly \$5,000 for a pilot program to begin hostile placements for those individuals who are homeless, but have a job within the City of Miami Beach.

Commissioner Samuelian asked how many beds does the \$115,000 give us for the rapid housing.

Maria Ruiz said it helps anywhere between 12-13 people. It depends where you site the household.

Commissioner Samuelian asked if she thinks that is enough, he asked her if she would like to try more or try the 12-13 and see how it grows.

Maria Ruiz said we are getting into this rather late, they just approved this at the County this past week, that means we have the rest of this year to see how the \$115,000 gets rolled and we will have more data at that time. The big concern she would have is the length of time that the subsidy has to be provided and then what length of time the person does not come back into the system for services.

Commissioner Samuelian said he wants to makes sure that through this pilot we learn, it sounds like Maria Ruiz thinks what we have will get us going, but we obviously want to see the data, if we need to look for more in the next budget cycle we will.

Maria Ruiz said one of the concerns she has is the hotel placement. We have placed 10 families in hotels since December because there hasn't been a shelter placement accommodation to enable families. Out of the 10 families we have placed, 7 of them were people evicted outside of the City of Miami Beach and 3 were evicted within the city. We have already expended over \$20,000 and we still have families in hotels. That is the line item that is most concern to her right now. There are cold weather placements taking place today because of the cold weather. We will have a better understanding of this as we clear out the last family that we have.

Maria Ruiz continued to talk about the Domestic Violence Oversight Board, she said they also received \$125,000, they would be working in conjunction with our Miami Beach Police Department victim services office. They would be committing \$82,500 for security deposits for domestic violence victims that need to be relocated, \$5,000 for relocation assistance which means being able to buy them as ticket for them to go someplace safe, and \$37,500 for additional support services, which would include everything from buying them cloths, toiletries, immigration assistance, day care assistance, this would limited to \$1,000 per household.

Commissioner Samuelian said for him, the community wants us to do better. The community survey indicated that. He said if he read the memorandum correctly, it sounded like funding wasn't really the issue. He would like to know what more we need to do or different to help this topic.

Maria Ruiz said the big issue is that beds drive the rest of the process. You keep reaching out to people as long as you have a bed to fill. We did reach out to our shelter providers for additional beds, they said they have some available but couldn't give us a concrete number yet. They are also going through a lot of changes with the County.

Commissioner Samuelain said last month, there was a pretty good discussion about Old City Hall possibly being a good location for the homeless office, proximity to the Police Department.

Commissioner Arriola asked if next time staff will come forward with recommendations for facilities.

Adrian Morales, Property Management Director, said that they are confident to come back in about a month. They are looking at all options and what tenants we could potentially relocate. The Homeless intake center has specific requirements about ground level and the proximity for services, etc.

Commissioner Arriola said he doesn't want to kick the can down the road on this, so we'll just keep it on the agenda. He confirmed the Homeless/Community Services office will be losing their space this year at some point. He asked if there is a date.

Maria Ruiz said there is no date.

Adrian Morales said that they should be out with the housing section at the end of April. The homeless section will be mobile until we find a place.

Commissioner Arriola said he is not a big fan of the mobile thing. The shorter time we can be mobile the better.

Commissioner Richardson said he understood that they weren't leaning in that direction which is why they wanted staff to look for some space.

Adrian Morales said the 555 17th Street building will be available to the hotel developer as early as April 30th, Code Compliance is already partially moved out to 1680 Meridian Avenue and there is a small that is still there pending a small renovation for a lobby for a visitor intake center in that building, the next piece is the Housing Department's renovation in 1701 Meridian Avenue. That is underway and they should be moving in April 15th.

Commissioner Arriola said we need to hustle on this. He said he will pick a location for staff if they don't, so he asked to please come back with some firm recommendations with 2 or 3 options and what is involved with getting those people who are there now moved and relocated.

Adrian Morales said they are looking at a lot of different options of what is the quickest, easiest, and path of least resistance. We are looking at a space standard that will dictate how many square feet for personnel, so we don't have to go out to market to lease space. Also, they are working on reshuffling some departments, eventually not have to lease because we have identified some space savings.

Commissioner Richardson said to be clear the Committee is not in favor of a mobile approach.

DIRECTION: Staff to come back to the March 20 or April 17th FERC meeting with concrete recommendations on locations.

7. UPDATE FROM THE ECONOMIC DEVELOPMENT DEPARTMENT REGARDING STEPS TAKEN TO STREAMLINE THE BUSINESS PERMITTING PROCESS, IMPROVE BUSINESS RETENTION, AND ATTRACT NEW BUSINESSES

December 12, 2018 – C4 E

Sponsored by Commissioner Arriola
Economic Development

ACTION

Commissioner Arriola thanked Bo Martinez for his service and said that he will be missed.

Bo Martinez, Economic Development Director, and Amy Mehu Economic Development Assistant Director, presented the item. Bo Martinez explained they have been very busy working on different projects over the last quarter. Three projects they have been working on are the Byron Carlyle, Collins Park Garage, and the Barclay. They did sit down and meet with the developers for each of these proposed projects and they are still doing their due diligence and they hope to come back in the Summer 2020 with recommendations. He mentioned the North Beach CRA as well, they are an important tool, and he hopes those conversations will continue so it does get created to provide investment to the community going forward. He also mentioned they have been very busy with the 41st Street corridor. They received funding to implement lighting along the corridor. The inaugural farmers market will be launched this Sunday on 41st Street and Pine Tree Drive, from 9 a.m.-2 p.m. They are also working with AECOM, they have been engaged as our consultant to do a master action plan study for the corridor which will include land use, transportation and mobility, as well as economic development. That is going to be starting very soon, so they should have something in the Summer or Fall 2020 to come back to the Committee as well as Commission to take a look at that plan. They also see the vacancy rates decline for the retail and other market entities within the City of Miami Beach as well as the unemployment rate. They also saw 2.3% increase in our resort taxes from 2018 to 2019.

Amy Mehu said that they are quite excited with the efforts that are taking place within the Department. The BTR process improvement will be wrapping up soon with the Planning, Building, Fire, Code Compliance, Finance and IT departments. The bifurcation of the BTR and CU process will go for second reading in March. Along with that they will be doing some more business outreach and dealing with some of the roadblocks that a lot of the businesses have. Not only are they addressing the issues on a case by case basis, but they are also working on resolving the root causes with our internal stakeholder departments to resolve the bigger issues, so we are not continuing to repeat the same cycle with preventing our businesses to open up or be successful with their existence. One of the other initiatives the department is taking on is creating a business guide, which shows the step by step process of how to open the business. One of the other efforts they have going on is branding and marketing campaign for the corridors. They are working with the Marketing and Communications Department to obtain a consultant to identify branding for each of our corridors in North, Mid, and South Beach. They are looking at creating one-pagers that will highlight our resources, assets, and education, because people aren't realizing what we have here. They will be developing other resources so they can go out and market the community to tell the story about Miami Beach and why they would want to be here.

Commissioner Samuelian thanked Bo Martinez for his service. He said everything that was said sounds great, but he would like to underline that business recruitment is a very tangible idea, we can really be proactively looking where to go. He would like to see the results of the Beacon Council and how they affect us. He said one of the nice things we did was for the vacant storefronts with the DASH students and mentioned that on the north side of Lincoln Road they look like they have paper bags on their storefront, he would appreciate as a follow up if we can look and see if they are in compliance or at least offer them something nicer.

Bo Martinez said if anyone else sees that across the city to send an email to the Economic Development Department and they will follow up with the business owners. They have been very proactive with the program. He also said we have been engaged with the Beacon Council over the past year, we are responding to several different prospects they have sent their way on the office front. They are also working with a few healthcare companies as well as retailers.

Amy Mehu said they are also trying to find ways to foster, grow, and nurture business associations and bids in the community. We really see a benefit there.

Commissioner Richardson said they had a conversation and started thinking out loud about a program he wanted to get behind, he is sad that Bo Martinez is leaving, but he wants him to leave his idea here and he wants to follow through on it. The idea is to have a more formal approach to supporting our business associations, the idea is to have more of a process instead of people harassing us for local funding, whether it is a street fair or something like that. He wants to continue that conversation that they started; he wants to proffer a formal program that the Commission can consider. He also thanked Bo Martinez for his service.

DIRECTION: Come back to the May 22, 2020 FERC meeting with an update.

NEW BUSINESS

8. PROPOSED ORDINANCE TO GOVERN CITY'S APPROVAL OF MASS TRANSIT FIXED GIDEWAY PROJECTS

October 16, 2019 – R5 Q

Sponsored by Mayor Gelber

Office of the City Attorney

ACTION

DIRECTION: Item withdrawn by sponsor.

9. DISCUSSION REGARDING A FINANCIAL PLAN FOR THE WATER AND SEWER SYSTEM MASTER PLAN

January 15, 2020 – C4 A

Public Works

ACTION

Roy Coley, Public Works Director, presented the item. He explained that recently the Public Works Department supported by our consultant Hazen and Sawyer has developed a water and wastewater system master plan. That plan included a complete mapping of our system, developing hydraulic models of our water and wastewater and an assessment of the condition of our system components. That assessment was developed both by using age techniques and visual inspection. They have ultimately delivered a 25-year master plan to us. More importantly the consultant helped us to develop a 5-year plan of critical components that must be addressed. The reason they are calling them critical components is that they are components due to their age or actual condition and are at a higher likelihood of failure. He went through the presentation about the 5-year plan and talked about the sewer critical needs and water system critical needs. He explained that from their professional opinions the needs are not want to do's, they are must do's. If we don't do these items, we will have a higher risk of catastrophic failures such as Fort Lauderdale is experiencing. He explained they are asking the Committee to authorize the unallocated portion of our water and sewer bond money from 2017 towards these efforts. There is roughly \$24 million that has not been allocated for anything else. We already had a substantial amount of money set aside for these needs because as we have been developing this plan with Hazen and Sawyer we have been setting aside money. Staff is asking to allocate the rest of the money towards this plan and authorize them to reach out to the rate consultants to help determine what the current rate structure will support in financial capacity to raise additional funds because we are still going to be about \$61 million short, if the Committee authorizes everything been asked for today. We will have enough money to proceed until about 2021 if the Committee authorizes everything being asked for today, we will have to raise money going into 2022 to be on track. He pointed out that the dollar amount presented was developed during planning phases, none of this work has been designed yet and certainly don't have bids for it, he asked the Committee to view these numbers as planning level estimates that are likely to be higher or lower depending on the conditions they find.

Commissioner Samuelian said they heard this at the Land Use and Sustainability Committee and gave a favorable recommendation. Some of it is just absolutely must do work. He asked if we have ever done anything like this before.

Roy Coley said he is not aware of it, but in the last 5 years that he has been with the City we have spent about \$50 million on water and sewer needs as we have been working on our neighborhood improvement projects. The plan was at that time was that we would do the improvements as we went neighborhood to neighborhood and a big portion of this is that we have to attack this whether we go into the neighborhoods or not.

Commissioner Samuelian said we have to do this, and we are doing a little bit of catch up from previous decades. He is supportive of staff's recommendation, his only request is that if and when we move forward a little bit around timing, as the next version comes he would like to know about specific start dates, our best estimates of end dates, and then some periodic reporting maybe to this Committee or Land Use quarterly and after a few rounds give an update by LTC. He thinks we need to get on with this and we need to move as expeditiously as possible.

Commissioner Richardson mentioned that he noticed several items on the list are for 2020. He asked if those are included in the current 2020 budget.

Roy Coley said they are either funded in this year or partially funded. The Commission also approved 1 or 2 months ago an odor control system as part of the wastewater system. So many of them are funded in this year's budget.

John Woodruff, Chief Financial Officer, said he would meet with Roy Coley and go through the items in detail and determine which ones we have funding for and which ones are eligible for the bonds funds and then prepare a budget amendment if there was a need to, to move some money around to match the latest schedule. In 2017, we went out with a big water and sewer bond for about \$80 million, there is an unspent amount there. They can go through that and make sure we can utilize those funds. They will double check everything and be able to go back to Commission if needed.

Roy Coley reiterated that staff is looking for the Committee's favorable recommendation to the Commission as a whole to authorize the use of the uncommitted bond funds towards this critical plan, roughly \$24 million.

Commissioner Richardson said he is okay with it but would like John Woodruff to go through the projects and when this goes back to the Commission, they would like to know that the projects that are going to utilize that money are authorized.

John Woodruff said that would be the first step, to make sure all of our bond documents, whatever we committed to in there is consistent with that. They are usually written broad enough so he is pretty optimistic about that. Second, there are some water and sewer projects that we would try to time with the stormwater underground projects as well. What this does is in theory if that project prioritization takes a little longer, we are going to prioritize this first. If we need to commit more funds toward the stormwater related projects, we may have to speed up a rate increase a little faster than we otherwise would.

Roy Coley said Hazen and Sawyer was also our engineer for that water and sewer bond, they provided the engineers report for the 2017 bond, they also built this plan, so if there are any questions on that we would reach out to them and ask them to opine on that appropriateness because they are already familiar with both requirements. He also mentioned that 100% of this is playing catch up, we have been spending the last few years chasing what we thought were emergency conditions that were nonstop. All of these are probably things that should have been addressed over the last decade.

Staff will try to bring this to the March Commission meeting, if not the April Commission meeting.

Commissioner Samuelian confirmed that it sounds like they have consensus on the \$24 million, we will investigate the rate for the remaining gap. He reiterated that on the next iteration he would like start dates, end dates, some periodic reporting.

MOTION: Commissioner Samuelian moved the item as recommended by the Administration. Commissioner Richardson seconded. All in favor.

DIRECTION: Come back quarterly to the FERC meetings with updates.

10. DISCUSSION ON REVISIONS TO THE EVENT SPONSORSHIP GUIDELINES

September 11, 2019 – C4 A
Tourism and Culture

ACTION

Heather Shaw, Tourism and Culture Assistant Director, presented the item. The way it works now is that event organizers come to the City and ask for sponsorships in different methods. They ask for waivers of fees or cash, etc. These requests come sporadically, and they come with short notice. One of the things we want to do is make it more efficient. In addition, we are spending a lot of money on the sponsorship requests. The Administration feels they should provide a snapshot of the amount of money the City is giving out to events. For fiscal year 18/19 just in waivers, the City gave \$450,000 and for cash sponsorships, we gave \$1.5 million. The sponsorship for the Super Bowl is not included in these numbers because it was a special case and a one-time thing. For fiscal year 19/20 up until now, the waivers have amounted to \$224,000 and the cash sponsorships today are \$1.6 million. Regarding the changes in the guidelines, Heather Shaw explained we want to be able to have events that eventually add something to the City. We also would like time to verify some of these organizations. Some of them come to the City with very late notice and it is very difficult with a small team to do the due diligence. We also want to make sure the events are serving our market and that they are expanding our brand nationally and internationally. We also want to make sure they are providing an engaging experience, that they have done this before, and it is not their first time. In addition, we would like the events to leverage and strengthen our culture and tourism. To do this, we looked at our cultural grants, for the cultural grants we only receive cultural grants applications once a year. We do that in January. It may be easier for staff to be able to evaluate requests for sponsorships potentially twice a year, in April and October. Right now, we are spending about 12-16 hours of staff time to actually do one, if we do them collectively it might be more efficient. Right now, we don't have a process to do it twice a year, right now the request are coming in at the events' request and at the Commission's request. They are being handled as they come. We are also asking the event has a one-to-one match, whatever they are asking from us that they have a match to it. If they actually are doing what they are supposed to be doing and growing, then they should have other sponsors, the City shouldn't be the only sponsors. In the memorandum there is a rating card example with criteria of how we would rate the events. She touched on some of those things. She said we are also suggesting that if we have multiyear agreements, they are not more than 5 years and if they are that they are in a step-down process, with sponsorship decreasing every year. Lastly, staff would like to set a budget for all sponsorships for the City, so we know we have the money and we will use it for the best organizations that are going to have a higher rate of return for the City on many levels, including increasing our resort tax, our brand awareness, and quality of life.

Commissioner Samuelian said he is very supportive of the direction we are going in. He highlighted a few things, he likes that idea of tightening our process and budget, second would be robust public benefits, and third would be measurement. We would need to see success and how the event did. Directionally, he is very much on board with this.

Commissioner Richardson said he also feels we need a process, he said even though he has only been on the Commission a few months he has seen requests already come in for an event that was only 4 weeks away. That doesn't give enough time to evaluate that. He is not a big fan of pushing and rushing these things through. He understands the cultural arts grants for example, there is a deadline of around March for the next budget year and if you don't get your proposal in, you have to wait a year. He would like to see us have a deadline for any one that is making a request so we can evaluate all requests for the next budget cycle and then anything that is really special that provides an exceptional public benefit, we would take on an exception basis, but there should be a process. Any Commissioner can put in a request and send it to budget and then it is left to 3 of the Commissioners to say no. He believes we need a process; he wants to see due dates and this money incorporated into the budget.

Commissioner Meiner said he agrees with this colleagues' comments. He added that the post evaluation process for him is very important, the financial and cultural benefits to the City versus the cost that we are spending on city resources. He would like to see that on every project, so we can decide going forward whether it is some sponsorship or event we want to involve our city with.

Commissioner Arriola said one of the things he finds difficult and annoying are the one-off requests we get with 4 weeks' notice for about \$25,000 with no real plan. He wants to get us out of that scenario. He thinks

coming up with a process that is clear and fair and has flexibility is the way to go. We need to inform people of what that process is and if they are outside the window, there will be extra scrutiny and we don't like being rushed. If the event is asking for emergency funding, they will have to go through a tighter gauntlet because we have been burned so many times.

Heather Shaw said these guidelines are tight, but if the Committee would like her to come back with something tighter, she is happy to do that. She thinks that we are tight enough that we can move forward and continue to adjust and try to work some things out. It would be great to have this in place now. She said to get this in place, the Committee would need to accept the recommendation by the Administration in the memorandum and refer the item to the Commission for review and approval.

Commissioner Arriola asked how what might be recommended affect the events that are going to be discussed today at the meeting.

Heather Shaw said her understanding was that the Commission wanted to hold off on any sponsorship requests until these guidelines were approved and put in place. She said we can hold off on approval of those requests on the agenda today until we have these guidelines in place or grandfather them in until this is done.

Rafael Paz, Deputy City Attorney, spoke. He said for exceptions to the sponsorships that would go through the annual budget process, there already is in the City Code the event sponsorship ordinance which provides that you can approve an exception on a 5/7th vote from the City Commission following the Finance Committee's review. If the Committee did want to take some of the events that are on the agenda today and consider them, it would be a 5/7th vote at the Commission if they were favorably recommended.

Heather Shaw said the other thing is she would make an exception for the National Championship because of how large an event it is.

Commissioner Arriola mentioned that we are going to be going into our budget cycle in May, the National Championship isn't until next year, he doesn't know what their needs are in terms of commitments and timing, but we would start that process in a few months and appropriate money for them if we so choose to in this coming budget.

John Woodruff, Chief Financial Officer, said that is correct and he agrees with Heather Shaw that the National Championship should be treated differently very similarly to how we treated the Super Bowl. We have a game plan for how to handle that, it is more of the other requests that we want to focus on. The sooner Heather Shaw's team can get started on it, when we get 2-3 months from now into the budget process, we can look and see how the recommendations are falling in with the new criteria. We can adjust if there needs to be changes in year one. The sooner we get started with the process the better.

Commissioner Samuelian said he is ready to move forward with this quickly, we need to bring increased discipline and fiscal responsibility. One thing that keeps coming up are the exceptions, he has a recommendation; he thinks the budget should have a budget for the exceptions. He thinks we should put a number and measure against that.

Commissioner Richardson said he agrees, we should have a line item in the budget for these exceptions. The only thing he would like to see added is dates on this. If we are going to have a process, we should set some dates, so everyone knows what we are talking about. If we are going into the next budget cycle which starts October 1st, we need to have a date so everyone in the community knows the last date they can make a request for it to be considered for the next budget cycle.

John Woodruff said he thinks when Heather Shaw's team brings this to Commission in March and all the dates can be included at least for this year and if next year is slightly different because we are getting a little bit of a late start this year, that's fine. He thinks what we are shooting for is that as of October 1st with our new budget that these have all been implemented. The guidelines would have informed the decisions that go into this year's budget process.

Commissioner Arriola said we are going to have at least 3 events coming up shortly. For example, the North Sea Jazz Festival for next Spring Break, we won't have a full funding commitment until the budget is approved in September. This event needs a real commitment in order to move forward, whether it is them or someone else. Even though it is a year out, they won't have a final certainty until we approve the budget in September. He asked how we deal with these scenarios.

John Woodruff said there are always going to be exceptions and timing issues, so he thinks the sooner we run all of the requests through the criteria and see where it is falling out, we can try to accommodate whatever needs to be accommodated. Depending on the legal opinion, maybe we can approve the contract now subject to the funding later. If there are situations where right now, the process isn't going to work for a certain event, maybe we can grandfather them in, we would have a lot more notice for the organization and consider requesting funds in a subsequent budget year.

All three requests that will be discussed today are for next fiscal year. Their timing is good.

If anything is not working adjustments will be made.

MOTION: Commissioner Samuelian moved that we proceed with the recommendation, incorporating the feedback that was given by the Committee and bring it to the Commission and get something in place as soon as we can. Commissioner Richardson seconded with incorporating the due dates as discussed. All in favor.

11. UPDATE ON THE CITY'S BLUEWAYS MASTER PLAN

July 17, 2019 – C4 K

Sponsored by Commissioner Arriola
Parks and Recreation

ACTION

Barbie Hernandez, Parks and Recreation Division Director, presented the item. She went through the presentation and explained when it was adopted and how we received a grant. She spoke about what the master plan entails.

Commissioner Arriola asked what is needed from this item.

Barbie Hernandez said this is an update for the new commissioners and it was presented as requested.

Commissioner Richardson requested Parks and Recreation to schedule a time to talk to him about this master plan to spend the adequate amount of time going over it.

Commissioner Samuelian said it was referred in July 2019, he asked if there were any specifics around the conversation.

Commissioner Arriola said the reason he put this item on here, we did this master plan about 5 years ago, and in his mind we haven't done enough. We spent money and it is a very good plan. Resident access unless you live on the water isn't where it needs to be. We have money in the G.O. Bond for dredging and we have created one kayak launch, but in his opinion, we are not fulfilling the master plan. He doesn't think we have prioritized it enough. He asked what the appetite is to start activating the waterways so they can be enjoyed by children and residents who don't have it as part of their backyard.

Commissioner Samuelian said one thing that jumped out at him is in the South area, Lincoln Road street end and it is something that has come up in the West Avenue project.

Matis Cohen, business owner, spoke. He said that he is happy this conversation is happening and that it started at this Committee. In 2008, there was a plan to expand behind the water tanks in North Beach. He

proffered to the City that we do something with Indian Creek and an easement for the City to build a seawall. There were originally 3 kayak launches in North beach and now in the plan there is only one. There was extensive work that was done on this plan and got one kayak launch out of that.

Commissioner Arriola said the reason this is at the Finance Committee is that he is frustrated that we are not doing more. He wants to personally start paying more attention to this. He said if Commissioner Samuelian wants to champion the Lincoln Road street end, that would be wonderful. Part of the reason he asked Mr. Palms from the Orange Bowl Committee about bringing their paddle boarding competition here is so that residents can start seeing there are ways to enjoy our waterways. The only people he sees in his neighborhood doing it are tourists. The water is not very accessible unless you live on the water. We have dozens of street ends across our city that aren't utilized right now, we need to start turning them into public assets.

Matis Cohen said we need a comprehensive plan that will work along the waterway. He mentioned again the 2008 plan of the water tanks behind North Beach and the original blue ways master plan had 3 kayak launches in North Beach alone and he didn't see them in this plan.

Commissioner Richardson asked for the meeting to include all of what has been mentioned.

Commissioner Arriola said this can be tied into adaptive reuse. He talked about paddle boards and kayaks.

Barbie Hernandez said she thinks the 2008 plan is a great plan already, it was just not vetted with the community, that is something we can continue doing with the community and informing them and educating them.

Commissioner Arriola suggested each of the Commissioners championing a neighborhood and bringing it to the Committee for the budget process, that is one way we can accelerate the Master Plan.

Commissioner Samuelian said the one he mentioned earlier would be great, the end of Lincoln Road right on the bay, as part of the West Avenue project, we should do something nice there, he is happy to champion that.

Commissioner Richardson said that he will meet with Parks and Recreation staff in early March to get the briefing before we come back to the next Committee meeting and he will pick out his favorite place and keep moving forward.

DIRECTION: Staff to brief Commissioner Richardson on the master plan. Staff to educate the community on the master plan. Continue discussions on locations to access waterways.

12. DISCUSSION REGARDING EARLY CHILDHOOD FUNDING

January 15, 2020- C4 C

Sponsored by Commissioner Arriola

Organizational Development

ACTION

Commissioner Arriola opened the item. He said he brought this up because he is very interested in pursuing something, as of 3 years ago he became a father and has become more attuned to the need for early childhood education and the gap that exists currently in our school system. Our schooling doesn't really kick in until kindergarten, however, early childhood education is really important for the first 3-4 years of their lives before they get to kindergarten. One of the issues we have in Miami Beach is we have some amazing public schools, almost all "A" schools, but Miami Beach is incredibly expensive to live. One of the things he has always wanted to do better is attract and keep young families. His thought is to create incentives to keep young families here. One of which is having a stipend or tuition reimbursement to keep our families here. He wanted to explore with this Committee whether this is a good policy direction to go in.

Dr. Leslie Rosenfeld, Chief Learning Officer, spoke. The City of Miami Beach is very invested in education and our youth. We have many different programs across the City. We have been involved with VPK for the past few years. Currently, there are approximately 20-25 providers of early childhood education in Miami Beach, including Miami-Dade Public Schools (MDPCS). MDPCS in the realm of VPK is considered a private provider because it is not their charge, which is K-12. MDPCS currently has 9 VPK classes throughout the public schools servicing approximately 80 youths in our city this school year. According to the early learning coalition there is approximately 89 children age 4 that are accessing VPK programs that live within the 3319, 33140, and 33141 zip codes, about 289 of them. Of the 9 programs in the public schools, 6 of them are completely free, they are either a title 1 program or a head start program. 3 of those are considered fee supported, which would mean for the hours beyond what the state pays for, which is 3 hours of the program there is a sliding scale utilized by MDPCS where the parent pays the fee. The other providers of early children education, some of them utilize the state funding that is available for the first portion of the day and any hours beyond that the fees vary significantly between them.

Commissioner Richardson asked what the fee structure is per child.

Dr. Rosenfeld said it depends what is being provided. The state currently provided according to MDPCS, for the programs they offer, \$2,473.20 per child for the first 3 hours. Beyond those hours of the 9 being offered, 6 of them are free to the parents because they are either Title 1 or Head Start funded for the remainder of the day. She doesn't have the information for the fee structure they use for the latter half of the day. There is no program before age 4 that she knows of, from MDCPS within the City of Miami Beach.

Commissioner Arriola said he has been sending his son to school for a while now and he is only 3, because he can afford it. The problem is other people that work in the city that cannot.

Dr. Rosenfeld said for the VPK programs through MDCPS it is a lottery system. It is that way if the number of youth interested in a particular program at a particular school exceeds the capacity, which is 20 seats per class.

Commissioner Richardson said when he was a kid, he had a stay at home mother, but for his friends' parents that worked they put them in day care. He asked how this programming is different than a day care programming.

Dr. Rosenfeld said she thinks these are different things, what Commissioner Arriola is talking about is specifically VPK which begins at age 4, which is partially funded by the state, early childcare before age 4 is a different conversation.

Commissioner Richardson asked if the kids cannot get into one of these programs if their parents are putting them in a commercial day care program.

Dr. Rosenfeld said yes there are many different private providers.

Commissioner Richardson asked if we are talking about expanding the VPK program, the possibility in having the City fund that, or if we are talking about the possibility of looking at something before 4 years old.

Commissioner Arriola said the problem is trying to attract and keep young families on Miami Beach and as an inducement we would have stipends for Miami Beach families, so they can put their children in a VPK program. If the families knew the City would have a stipend program. He is seeing more and more gentrification happening. We have a big gap in our community. We would be more likely to retain them. Young families are a chronic problem. Young families with 2 or 3 kids are moving to the suburbs. Long term what he is thinking about for a funding source is our Convention Center Hotel. One third of the rental payments for the hotel has to go to education. Might they want to earmark down the road as a funding source a portion of that stream of income for education to a program like this. Up until the hotel is built and generating revenue, his hope is we could do a pilot, to see if it helps families stay in Miami Beach or not.

Commissioner Samuelian said he is supportive of this. He confirmed they are talking about families with young children, families that don't have the economic means, he thinks we have done a lot as a community that relate to education and this is somewhat building on that. He doesn't see the dollar ask yet but wants to know that more. From a policy standpoint making Miami Beach more attractive for families from an education standpoint he does support. He reiterated the money about the convention center. If it is the will of body to proceed, that is a logical place to look for funding.

Discussion was held on the vouchers.

Commissioner Arriola said he would want any kind of stipend go to qualified education establishments. He wouldn't want to be funding a day care program just in someone's backyard.

Commissioner Richardson said he needs a lot more information.

Dr. Alan Jacob, resident, spoke. He has been a resident since 1977, he raised his children here. This is nothing less than the VPK program, it is not day care it is children being sent to qualified, vetted preschool. The program has been proven to enhance education. The only problem is that people cannot afford it, it is not because they are poor, it is because they are working. Many residents cannot afford to keep their preschooler full time in a pre-K program, even though it is vetted by the state and they receive money from the state. It only covers 3 hours. Some cities have solved this problem creatively, in New York, they provide a \$6,000 voucher to every pre-K student in the city irrespective of income. That is a very progressive approach to ensure everyone does it. Colorado has a similar program as well. The third major program is the Florida VPK program which provides VPK money to schools that meet the criteria of a quality education and that program is universal. He feels the City can adopt the program as a pilot. The vast majority of students who attend pre-K or received VPK money are in private enterprises.

Discussion continued.

Dr. Rosenfeld said there are about 109 students that are not participating in any VPK program through MDCPS, but through other providers throughout our city. There are really 269 that are paying some form of fee to providers for VPK services.

Commissioner Richardson said he thinks this fits in to the conversation they had early with budget and money, etc. He is going to need a lot more information before he can make a decision on this. He would like to see the details written down in a proposal that will be brought back to the Committee, if we are going to do this we can consider it for our next budget cycle. He thinks there are a lot of unknowns.

Commissioner Meiner said he likes the idea and it is an important program. We all know young families are looking where to move and where to stay. Education and safety are at the top of the list. He thinks if we can help young families offset the considerable cost of living here which will pay for itself. Most of his friends haven't been able to stay in Miami Beach and have moved away. It is not that they don't want to live here, they just cannot afford it.

Commissioner Arriola asked if Dr. Rosenfeld would work on some budgets and bring it back to next meeting or however long is needed. He would like to push this to the budget discussion if everyone is agreeable on it. Before they do anything, they will need a dollar amount and what the parameters would be for those stipends to be awarded and how we measure it for a period of time and if we would be willing to do something like this. At the end of the day these are taxpayer dollars generated from the families that live here, so we are giving it back so they can stay here. We have to be able to measure the results.

Commissioner Richardson said he is not sure the money is generated by the tax payers because it sounds like the money would come from the Convention Center hotel minimum rental payments and there is 1/3 of that which is earmarked for education funding and then they have to weigh how they want to spend that education money. The City is spending a little more than \$2 million in our schools and the question is whether or not we want to free up some of what has been coming out of our operating budget and have that money funded by the Convention Center money, so that can be freed up and use it for other things. He thinks there

is a lot to look at here. He wants to at least defer this for a month so he can work with Administration to get a better understand of this, regarding how much money and the students, etc.

Commissioner Samuelian said he is supportive of this moving forward.

Commissioner Arriola said if it helps Commissioner Richardson to get more information before making a firm decision, waiting a month is fine because even if they all vote, it still needs to go through the budget process.

Dr. Rosenfeld said typically when families are deciding on early childhood care, the decisions are usually finalized by February, especially if they are through MDCPS because there is a lottery. She doesn't know the specific restrictions on the other providers, but she suspects it is something like that. During discussions if there is a desire to do a pilot for the 2021-2022 school year in September it would have to move very quickly.

Commissioner Richardson said they are all very process oriented, especially him, and he wants this vetted.

Commissioner Arriola would like to know what we get for a certain amount of money and for what kind of increments for the stipends, how many families it would serve, how we do the follow up assessments, etc. He recommended Dr. Jacob to work with Dr. Rosenfeld since he has experience with this and putting together a plan for the Committee's review, that is a starting point.

Commissioner Samuelian said he likes where the chair is going, and he wants everyone to get the information they need. We are obviously not making this year, so we are talking 12 months out. He asked when Dr. Rosenfeld would need to know if we are going to do something for 2021.

Dr. Rosenfeld said it is similar to some of the other educational initiatives that we have in place. Money that we have in the budget for educational initiative is not this school year, but next school year because the next school year begins in August. What will happen is as the information comes we will have to simultaneously go through the budgeting process also have a nice looking idea what the program could potentially look like, so that if it is approved in September, there is an immediate outreach to the community, so during October and November they are aware of us and potentially the providers.

Commissioner Samuelian asked if it would make sense to give Dr. Rosenfeld and whoever else can contribute to this process at least 30 days and bring it back to the Committee here, so we have a little more definitive something they can opine on.

Commissioner Arriola said we could help a lot of families with about \$3,000 per family, he would like to really go through the numbers here. He said Mayor Gelber is going to be asking for more money for STEAM, possibly more money for arts and culture, things he supports, but we need to see where our priorities ultimately are going to reside. This is a worthy policy discussion they should be having. He believes there is a place to do something here and really market this. The message would be that Miami Beach that is the only community in Miami-Dade County doing this to help kids get early childhood education in Miami Beach and then they will stay here.

DIRECTION: Come back to the March 20, 2020 FERC meeting with more clarity and parameters.

13. DISCUSSION ON HOW THE CITY COULD CONTINUE TO SUPPORT THE INTERNATIONAL TENNIS FEDERATION (ITF) RETURNING TO MIAMI BEACH IN 2021-2023

January 15, 2020 – C4 D

Sponsored by Commissioner Steinberg
Tourism and Culture

ACTION

Commissioner Steinberg opened the item. She said this was an event that came to Miami Beach in 2017, 2018, and 2019. She likes this event because it is very low impact and high return. It doesn't cause people coming into the city. It is all the tennis players that come in with their families and coaches, but yet they spend

money in our city, they help our economic vibrancy. It is great for North Beach; it is centralized there. She didn't put forth a specific dollar amount, she wanted to vet this first with her colleagues. They are looking to come in 2021, 2022, and 2023, so the money can be put in this next budget cycle. The reason the event is before the Committee today is because the ITF needs a commitment that we are willing to be a partner again, do some sort of monetary contribution and let them know. Otherwise, they will have to plan and go somewhere else.

A video was shown.

Lori Nieder, resident, spoke. She explained that this was done for 3 years and it was a huge success. It is a great event. The residents can enjoy free tennis matches. The event is open to the public, nothing is charged. She introduced Carol Clay, from the ITF to give some background on the economic impact. She said the GMCVB did a study on the revenue, 2019 produced about \$4 million.

Carol Clay, United States representative for the ITF for adult tennis, spoke. The ITF benefits from the partnership with the City of Miami Beach coupled with excellent venues, locations, and personnel. In 2018, the total economic impact was \$2.8 million and in 2019 the total economic impact was \$4.4 million. The estimated room demands were 3,382 nights in 2018 and 4,805 in 2019. She spoke about the age groups and how they will be bringing seniors, which will cause a larger economic impact.

Commissioner Arriola asked what the request is.

Ms. Nieder said she believes the ITF received a \$100,000 deal, they increased the ask to \$150,000 for each year because they put in 2 additional events, one being a junior event, which is something Miami Beach has been seeking as well as an additional senior event. These are obviously negotiable, but she thinks they just want to know that the City is interested in bringing the event back because they have other countries making offers. They need to put the schedule out. It is a full 2-week event, everything that is held is on Miami Beach. They are given trolley maps and they used the trolleys, so they don't clog up the streets.

Commissioner Richardson asked if the \$150,000 is a cash ask.

Ms. Nieder said yes, they need it to offset the costs.

Commissioner Richardson asked what Lori means when she says it is a huge success and how it is measured.

Ms. Nieder said they measure it by website hits, participants, feedback, surveys, the people in Miami Beach coming and enjoying the free events. Other than the residents being slightly inconvenienced for 2 weeks and they don't get the tennis courts they want to play on, they make other accommodations with providing them with the other courts around. It is a win-win. It is exposure for Miami Beach.

Commissioner Samuelian said he thinks it is a very good event. He said it sounds like the ask if a 50% increase, he would like to know what good things will happen for the City that will warrant the investment.

Ms. Clay said there will be more people, players, coaches, families that will be coming and that will increase the number of hotel rooms and people going to restaurants and really saturating Miami Beach. The money that the ITF receives are reinvested into the event, they will need to increase the balls, officials, the functions, and play gifts, etc. It is a non-profit event. There is a fee for the players to participate.

Commissioner Richardson asked what their annual budget to host the event here.

Ms. Nieder said last year it was \$250,000.

For next year there are 2 additional events being added on.

Discussion was held on the budget.

Ms. Nieder said at a minimum they are asking for what they received last time and then go from there.

Commissioner Samuelian asked Heather Shaw whether she thinks we should proceed with this and if they had the opportunity to vet it.

Heather Shaw, Tourism and Culture Assistant Director, said she would recommend it go through the process that was discussed earlier in regard to the sponsorship guidelines, so they can evaluate it and be able to give a clear recommendation on the amount and the multiyear agreement.

Ms. Niederr said all of the sponsorships are matched, but she would need to do analysis on the additional 2 events, as well on the budget for the specific events. She would just like to know if the Committee is comfortable with at least where they were last year.

Commissioner Steinberg said she didn't put a dollar amount because she wanted them to take a good look at this and not commit themselves to any specific dollar amount. She thinks what they want regardless of an increase or not, is to know we are willing to commit to work with them to at least match what we have done in the past and not necessarily guaranteeing anything more. The sponsorship guidelines have been floating around for almost a year and they haven't been finalized in front of the Commission, so she couldn't take the chance to wait another year and lose the opportunity to properly program and reach out to the organizations they have around the world. The countries, teams and matches take time to put together. It is such a high-end class event that we need to make sure we do this right. She appreciates going through a process, we definitely need one, but she doesn't want to hold this up. Pending a process, she would like this to travel in tandem and get a commitment. If her colleagues are unsure, the ITF just needs to know.

Commissioner Samuelian said they like the event and he thinks they want it, he would just like staff to work through the details and proceed. He would be supportive of keeping the event here and making a financial commitment.

Commissioner Richardson agreed. He likes the event and would like to keep it here, but we have time to work with staff to get this polished up. He is fully supportive, and we should move forward, but he is not recommending a dollar amount. He would like to see all of the numbers that will be in the budget. He agrees in principle.

Commissioner Arriola said he likes the event as well. It is consistent with the Miami Beach brand, he loves athletic events, from what he has seen it does bring tourists here and it is not a lot of money for the bang we get for our buck. He thinks we can still vet the dollar amount through the budget process. If they want to ask for more money, he recommended ITF make the case.

Matis Cohen, business owner, spoke. He suggested making this simpler. He said since the new management of the tennis center, it has been thriving. He has 2 properties across the street and the pride of bringing people to North Beach is bringing them to this location. He spoke about the positivity this event brings. He suggested giving them the money they are requesting as long as it is a one-to-one match.

Commissioner Arriola said there is a process and they don't want to start saying yes to people just because they believe in it. We do have to look at the entire budget, but just know that the event has 5 supporters. There is a track record for 3 years, this is the type of event we want to promote. Until the budget is done and we have seen the numbers, it is hard to commit a dollar amount.

Commissioner Richardson said it seems that they will get \$100,000, unless Heather Shaw comes back and says the program of the ITF is something very different. There is a process and we want to go through the process.

Commissioner Steinberg said she does appreciate the process, because it is the right thing to do. Her gut tells her this event will check all of the boxes that are listed in the criteria of what we want in Miami Beach.

MOTION: Commissioner Richardson moved the item in concept, but the dollar amount will be decided during the budget process. Commissioner Samuelian seconded. All in favor.

14. DISCUSSION REGARDING THE BEST USES FOR THE COLLINS PARK GARAGE RETAIL SPACE

January 15, 2020 – C4 B

Sponsored by Commissioner Arriola
Economic Development

ACTION

Commissioner Arriola opened the item. He explained that we are building a great parking structure in Collins Park, which will help residents in that area with a challenging parking environment, but it can also be an economic catalyst for the neighborhood. The garage should be completed in May and we have ground floor retail in that garage, the question is what we want to do with it. Right now, it is completely raw space, it has dirt floors, we have to go and finish it which costs money. As we think about who we want to have as tenants there, to build out the space is very expensive so that is going to be a significant barrier to entry. Because this is in the RDA, we have money, he asked if we would want to fund the build out of the space so that won't be a barrier for entry for a tenant. The next question would be down the road, what kind of tenants we want to attract into the area.

Commissioner Richardson asked if we know how much it would cost to do the build out and can we definitely use RDA money.

Bo Martinez, Economic Development Director, said the cost of the build out, would be determined by the type of use, the type of tenant, and the amount of space they would need.

John Woodruff, Chief Financial Officer, said this is potentially tricky, most of the remaining capacity in the RDA for capital funds has been used up for the Lincoln Road project. There is a little bit of uncertainty about what we are going to do with Lincoln Road. We are also talking about potential renovations with the Fillmore, there are some moving pieces. If we are talking about \$250,000 that is one thing and if we are talking about \$1.5 million that is another thing. It would take some analysis to really see what is potentially available.

Commissioner Arriola said he does want to have a better understanding of what the capacity is going to be, he knows for certain that if we don't go in and finish it 100% it will lay dormant for years. We will have a dormant space that will slow down the economic development of that neighborhood or we are going to have to let the space go to businesses that can afford it, which is like a bank.

Mark Milisits, Asset Management Division Director, spoke. He said that \$200 per square foot is a good number. The space is planned to be turned over raw like Commissioner Arriola said. Just to bring it to a plain vanilla box, the Office of Capital Improvement Projects did an estimate and it will be about \$100 per square foot. The space would cost \$1.5 million. Depending on the retailer and their use to bring it up for turnkey could be another \$100 and for a restaurant/café it could be another few hundred dollars per square foot. His understanding is that CIP has a surplus from that project, but there are some competing needs as John Woodruff mentioned. About \$1 million is left.

John Woodruff said he would like to be able to come back next month with potential sources and be able to present a more complete picture.

Commissioner Arriola said he wanted to explain his vision. He said we have the Bass Museum, the Miami City Ballet, and other activation, that if this space lies dormant it is going to be an eye sore. Our investment in the space allows us to say what kind of activations we want there. Miami City Ballet has expressed interest in expanding their campus to take some space there, Miami New Drama is present today and he would like to hear from there. Art galleries, cafes, etc. things that create a vibrant neighborhood, that is the direction he would like to see us go. Considering we are going to be building artist housing across the street. He would like to see us have a real vision of what we want it to look like.

Commissioner Samuelian said this is an intriguing concept and a good look ahead and he looks forward to hearing from John Woodruff the big picture of how it all adds up. He would like to see some ideas from the Administration of what they think we should be thinking about in that area as well so we can have a holistic discussion when this comes back.

Commissioner Arriola said to get his colleagues appetite of what it could be, he would like to hear from Michel, from Miami New Drama to hear what their ask is and what their vision would be if the space were to be made available to them.

Michel Hausmann and Nicholas Richberg from Miami New Drama spoke. Mr. Haussmann said Miami New Drama produced over 200 performances per year at the Colony Theater. They have to rehearse their shows across the bridge because they have no infrastructure at the Colony Theater. They are looking for a rehearsal and office space, that can also be a space that is activated and programmed as a continuation of the work that is done at the Colony Theater. They would do robust programming at this space like they do at the Colony Theater.

Mr. Richberg said the rehearsal space in particular, causes challenges. Despite the fact they are performing 200 nights a year exclusively on Miami Beach. For their current production they had to rent almost the entirety of the Sandrell Rivers Theater in Liberty City having 3 studios running at a time for production and the education tour that they send out to the schools in Miami-Dade County. In addition to that, they had to rent out the entirety of the Olympia Theater in Downtown Miami to have a space that could fit the footprint of the Colony Theater. The way they imagine the 15,000 square feet, it would include office space and storage space, which the Colony Theater lacks, production space, in order to create local jobs for things like prop creation, costume building that they currently have to do outside of South Florida because there is no space to create. Primarily 2 rehearsal studios, which would serve for rehearsal and could also be outward facing to the community in the form of a 60 by 60 space, which would fit the footprint of the Colony Theater for rehearsals, a slightly smaller supplementary space for rehearsals, community events, play readings, and particularly educational programming they are not able to grow at the Colony Theater because of the way they are programmed. They have no doubt they can be transformative in the Collins Park area.

Commissioner Richardson asked if they would be bringing school groups, members of the public into the space for performances or readings.

Mr. Richberg said there would be the rehearsal space, which could also be outward facing in the form of a window space, that people walking down the sidewalk could see into the rehearsal, a windowed costume shop where you could see people working and creating beautiful costumes , and then a space where they could have public facing events including play readings, after school programs, morning children events, and concerts throughout the year, etc. Their vision of this space would be that it would both serve the elements that currently the Colony Theater cannot provide, it would also activate the neighborhood to create the idea of an arts district there.

Commissioner Richardson said from his perspective, he would like to see more outward facing as opposed to inward facing, if office space is going to be part of it, that's one thing, but if it is just administrative there are probably other places we could find for them that would be less expensive.

Mr. Richberg said most of the space would be outward facing.

Commissioner Richardson said we want community engagement.

Commissioner Arriola said what this item is about is trying to allocate some available RDA money and if we want to do that and then we have to go find the tenants. The Miami New Drama is being proactive and coming forward, but the Miami City Ballet is also interested and other people as well. He wants that retail space to be a placemaking neighborhood centric space that engages the community. The activation has to be for the daytime and nighttime.

Mr. Richberg said any spaces they have even space used for rehearsal during the daytime, in the evenings could be a convertible 150-200 seat black box that can be programmed. There are ways to have different programming.

Mr. Hausmann said they have activated the Colony Theater and they have the same energy to want to transform the space to be the heart of the district.

Commissioner Arriola said the issue is going to be the cost of the space.

Mr. Richberg said it would take an investment from them, but one that they are willing to explore.

Commissioner Arriola said he would rather them spend their money on the programming and us spending the RDA money to build out the space.

Commissioner Richardson said if we do a build out he would like the flexibility, since we don't know what is going to be there, it would be a program if we built it out for one type of tenant and then a different type comes in and we have to change the build out. We need to be thinking about how we will finish that space, so we don't have to redo the work.

Commissioner Arriola wants to find out how much RDA funds we have and earmark it then we start talking to tenants and then we start spending the money. He wants to encourage John Woodruff and Jimmy Morales to find the money.

Commissioner Richardson confirmed that staff can come back next month with availability on the money and the different options.

DIRECTION: Come back to the March 20, 2020 FERC meeting with availability on the funds.

DEFERRED ITEMS

15. DISCUSSION REGARDING ESTABLISHING A HISTORIC PRESERVATION FUND

April 11, 2018 – C4 O

Sponsored by Commissioner Arriola

Planning

ACTION

DIRECTION: Defer to the March 2020 FERC meeting, pending recommendation.

16. DISCUSSION REGARDING THE REVIEW OF THE JULIA TUTTLE BUS RAPID TRANSIT DEMONSTRATION PROJECT-QUARTERLY UPDATE

May 16, 2018 – C4 R

Sponsored by Commissioner Samuelian

Transportation

ACTION

DIRECTION: Update to be provided at the April 2020 FERC meeting.

17. DISCUSSION REGARDING THE CITY OF MIAMI BEACH EFFORTS TO COMMUNICATE THE DANGERS OF E-CIGARETTES AND VAPING AMONG YOUTH IN MIAMI BEACH

December 11, 2019 – R9 H

Sponsored by Mayor Gelber

Organizational Development

ACTION

DIRECTION: Update to be provided at the April 2020 FERC meeting.

18. DISCUSSION REGARDING THE BIGBELLY PROGRAM

October 16, 2019 – R7 H

Public Works

ACTION

DIRECTION: Defer to the March 2020 FERC meeting.

19. DISCUSSION TO CONSIDER THE SALE OF CITY-OWNED PROPERTY LOCATED AT 6950 HARDING AVENUE, KNOWN AS PARKING LOT 84, TO INTEGRA REAL ESTATE, LLC AND TO NEGOTIATE A PURCHASE AND SALE AGREEMENT THROUGH WHICH THE CITY OBTAINS FAIR MARKET VALUE; AND, REFERRAL TO THE LAND USE AND DEVELOPMENT COMMITTEE TO CONSIDER THE REZONING AND FUTURE LAND USE MAP AMENDMENT OF THE CITY-OWNED PROPERTY LOCATED AT 6950 HARDING AVENUE, KNOWN AS PARKING LOT 84, UPON THE SALE OF SAID PROPERTY TO INTEGRA REAL ESTATE, LLC

October 30, 2019 – C4 A

Sponsored by Commissioner Samuelian

Economic Development/Planning

ACTION

DIRECTION: Withdrawn by sponsor.

20. DISCUSSION REGARDING SPONSORSHIP OF THE AMERICAN BLACK FILM FESTIVAL

September 11, 2019 – C4 E

Sponsored by Commissioner Arriola

Tourism and Culture

ACTION

DIRECTION: Defer to the March 2020 FERC meeting, pending discussion on event sponsorship guidelines.

21. DISCUSSION REGARDING STORMWATER CONNECTION FEES FOR COMMERCIAL PROPERTIES

July 17, 2019 – C4 E

Sponsored by Commissioner Arriola and Commissioner Samuelian

Public Works

ACTION

DIRECTION: Defer to the March 2020 FERC meeting, pending analysis.

22. DISCUSSION REGARDING THE ANNEXATION OF NORTH BAY VILLAGE, AND TO REVIEW PROPERTY TAXES, ECONOMIC IMPACT, AND VALUE

September 12, 2018 – R9 E

Sponsored by Vice-Mayor Arriola

Office of the City Attorney

ACTION

DIRECTION: Defer to the March 2020 FERC meeting, pending discussions with North Bay Village.

23. DISCUSSION REGARDING THE ANNEXATION OF THE WESTERNMOST ISLANDS OF THE VENETIAN ISLANDS AND MAKING THEM A PART OF MIAMI BEACH, AND TO REVIEW PROPERTY TAXES, ECONOMIC IMPACT, AND VALUE

September 12, 2018 – R9 F

Sponsored by Commissioner Góngora
Office of the City Attorney

ACTION

DIRECTION: Defer to the March 2020 FERC meeting, pending discussions with City of Miami.

24. DISCUSSION REGARDING THE ANIMAL WELFARE COMMITTEE'S RECOMMENDATION TO FUND A PET ADOPTION FACILITY

July 17, 2019 – C4 N

Sponsored by Commissioner Arriola and Co-Sponsored by Commissioner Samuelian
Public Works

ACTION

DIRECTION: Defer to the March 2020 FERC meeting.

25. DISCUSSION TO EXPLORE IMPROVING CAPITAL ASSET CONDITIONS (E.G., STREETS, SIDEWALKS, BUILDINGS) BY INCREASING ANNUAL FUNDING FOR PAY-AS-YOU-GO (PAYGO) FUND

July 31, 2019 – C4 B

Sponsored by Commissioner Samuelian
Office of Management and Budget

ACTION

DIRECTION: Defer to the March 2020 FERC meeting.

26. DISCUSSION REGARDING THE JUNE 18, 2019 ANIMAL WELFARE COMMITTEE MOTIONS ON EXTENDING THE CAT FEEDER AND WATER PROGRAM AS WELL AS INCREASING THE FUNDING FOR THE TRAP, NEUTER, AND RELEASE (TNR) PROGRAMS

September 11, 2019 – C4 C

Sponsored by Commissioner Samuelian
Public Works

ACTION

DIRECTION: Defer to the March 2020 FERC meeting.

27. DISCUSSION ON A HOTEL ROOM BLOCK ATTRITION POLICY TO SECURE INCREASED MIAMI BEACH CONVENTION CENTER BOOKINGS

September 11, 2019 – R9 M

Tourism and Culture

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

28. DISCUSS MODIFYING COMPONENTS OF THE COLLABORATION, FUNDING, AND MANAGEMENT AGREEMENT BETWEEN THE CITY AND THE SABRINA COHEN FOUNDATION, INC. FOR AN ADAPTIVE RECREATION CENTER

October 16, 2019 – C4 I

Sponsored by Commissioner Arriola
Parks and Recreation

ACTION

DIRECTION: Defer to the March 2020 FERC meeting.

- 29. AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING CHAPTER 6 OF THE CODE OF THE CITY OF MIAMI BEACH, FLORIDA, ENTITLED "ALCOHOLIC BEVERAGES," BY AMENDING ARTICLE I, ENTITLED "IN GENERAL," BY AMENDING SECTION 6-3 THEREOF, ENTITLED "HOURS OF SALE/VIOLATIONS," BY REQUIRING THOSE ALCOHOLIC BEVERAGE ESTABLISHMENTS LOCATED ON OCEAN DRIVE, BETWEEN 5TH STREET AND 15TH STREET, POSSESSING A 5 A.M. ALCOHOL LICENSE AND SELLING OR SERVING ALCOHOLIC BEVERAGE(S) LATER THAN 12 A.M., TO RETAIN THE SERVICES OF AN OFF-DUTY POLICE OFFICER, FROM 12 A.M. UNTIL THIRTY (30) MINUTES PAST THE CLOSING TIME OF THE ALCOHOLIC BEVERAGE ESTABLISHMENT, FOR ALL SATURDAYS AND SUNDAYS (AND ALL SATURDAYS, SUNDAYS AND MONDAYS FOR THOSE HOLIDAY WEEKENDS OR CITY-SPONSORED EVENTS) DURING WHICH ALCOHOLIC BEVERAGES ARE SOLD OR SERVED BEYOND 12 A.M.; ESTABLISHING EXCEPTIONS; AND PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE**

December 11, 2019 – R5 J
Sponsored by Mayor Gelber
Office of the City Attorney

ACTION

DIRECTION: Update to be provided at the April 2020 FERC meeting.

- 30. REVIEW OF ALL CITY DEPARTMENTS FOR JUSTIFICATION AND EFFICIENCY**

October 16, 2019 – C4 U
Sponsored by Commissioner Góngora
Office of Management and Budget

ACTION

DIRECTION: Defer to the March 2020 FERC meeting.

- 31. UPDATE ON NEGOTIATIONS PURSUANT TO RFP 2019-100-KB FOR THE DEVELOPMENT OF A MIXED-USE PROJECT WITH CULTURAL COMPONENT (BYRON CARLYLE THEATER), WITH PACIFIC STAR CAPITAL, LLC, THE TOP RANKED PROPOSER, AND MENIN HOSPITALITY AND KGTC, LLC, THE SECOND RANKED PROPOSER**

October 16, 2019 – R7 D
Economic Development/Procurement

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

- 32. DISCUSSION TO EXPLORE THE CREATION OF A RESILIENCY FUND FOR THE CITY OF MIAMI BEACH**

February 12, 2020 – C4 A
Sponsored by Commissioner Samuelian
Office of the City Manager/Finance

ACTION

DIRECTION: Item withdrawn by sponsor.

33. DISCUSS THE LIVING WAGE RATES FOR FISCAL YEAR 2020/2021 IN ACCORDANCE WITH CHAPTER 2, ARTICLE IV, DIVISION 6, SECTION 2-4, OF THE CITY CODE

February 12, 2020 – C4 B

Procurement

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

34. DISCUSS IMPLEMENTING THE PRODUCTION INDUSTRY COUNCIL'S DECEMBER 12, 2019 MOTION

February 12, 2020 – C4 C

Sponsored by Commissioner Samuelian

Tourism and Culture

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

35. DISCUSS FUNDING THE DESIGN WORK FOR THE NORTH BEACH SKATEPARK EXPANSION

February 12, 2020 – C4 D

Sponsored by Commissioner Arriola

Parks and Recreation

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

36. DISCUSS INVESTING IN PLAYGROUNDS IN LUMMUS PARK

February 12, 2020 – C4 E

Sponsored by Commissioner Arriola

Parks and Recreation

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

37. DISCUSSION ONE-TIME FUNDING IN THE AMOUNT OF \$200,000 FOR A MIAMI BEACH SENIOR HIGH SCHOOL BEAUTIFICATION PROJECT, AT THE REQUEST OF THE MIAMI BEACH SENIOR HIGH SCHOOL PARENT TEACHER STUDENT ASSOCIATION (PTSA)

February 12, 2020 – C4 G

Sponsored by Mayor Gelber

Organizational Development

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

38. DISCUSSION REGARDING EXPANSION OF EQUIPMENT AND LIGHTING AT MUSCLE BEACH

February 12, 2020 – C4 AA

Sponsored by Commissioner Góngora

Parks and Recreation

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

39. DISCUSS INCREASING THE BUDGET OF THE CULTURAL ARTS COUNCIL

February 12, 2020 – C4 AB

Sponsored by Mayor Gelber and Co-sponsored by Commissioner Góngora
Tourism and Culture

ACTION

DIRECTION: Item to be heard at the March 2020 FERC meeting.

40. DISCUSS THE NORTH SEA JAZZ FESTIVAL

February 12, 2020 – C4 AC

Sponsored by Mayor Gelber
Tourism and Culture

ACTION

Jerry Libbin, President and CEO of the Miami Beach Chamber of Commerce, spoke. He said that it is great that Heather Shaw outlined the event sponsorship guidelines as part of item 10 on this agenda. He suggested that this project checks all of the boxes that she spoke about. He explained that this group has done this event for many years and has produced major concerts around the world. He mentioned that the City has been struggling with Spring Break in March and programming goes a long way. The festival would love a one-to-one match. They are looking for some support, they would want to talk about the permit fees being waived and police support and are ready to fund everything else. He said one thing that was mentioned in the previous item was the history of an organization. This organization is very well funded and are prepared to bring international visitors. Their hope is to get this approved at the March 18th Commission meeting. They are professionals and they work with Live Nation. They are ready to put down 50% non-refundable money for the talent, but they cannot do that if they have to wait for April or May to know if the festival will happen or not. Mr. Libbin introduced the gentlemen from the organization that flew in from Curacao and Holland.

Greg Elias from Curacao introduced himself and Jan Willem Luyken. He explained the company and how they are a subsidiary of Live Nation and explained how he and the other gentlemen work together for this event.

Mr. Luyken went through the presentation. He spoke about the history of the festival, the performers, the type of visitors that attend, and explained they would like to talk about some rough financial estimates. They spoke about festival facts that include the spending per tourist for tickets, hotels, food, shopping, etc. along with spending per day.

Commissioner Samuelian thanked them for coming and congratulated them on the record that they had. He asked in their initial assessment of the feasibility of Miami Beach what their ballpark estimates around visitors and hotel rooms. He asked how many rooms they might be planning based on their experience.

Mr. Luyken said they aim for 3 days and an average of 15,000 people a day, which is a modest number. They hope to build it up in the next few years to 25,000-30,000 people a day. He said he doesn't know how many hotel rooms there are currently in Miami Beach, but in the other locations they have done the festival there are no hotel rooms or Air B n B's left available during the festival.

Commissioner Samuelian asked what the request of the city is in dollars and asked what the public benefits would be.

Mr. Libbin said they don't really know the costs, but he said they would be seeking support for the fee waivers, the ground lease waiver, and Police costs. They are prepared to pay for everything else. He said regarding the public benefit, as the Commission moves forward with the approval, if we want them to be here for 2021, they have to know they will have it in Miami Beach in March. They cannot miss a window to sign the talent,

but that kind of stuff can be negotiated down the road based on discounts. The big thing is that the festival will be solving one of the biggest problems that we have been wrestling with for years, which is Spring Break. They are prepared to come, unlike other festival producers in the past that didn't sell enough tickets or get enough sponsorships, this festival is not dependent on that, they are ready to write a check for \$8 million.

Discussion was held on the other concerts that they already put on.

One of the concerts happens in the second weekend of July and the other one is Labor Day weekend.

Commissioner Richardson asked if there would be a crossover of people from the other festivals to the one that would take place in Miami Beach.

Mr. Elias said he cannot guarantee that, but he knows that people from Curacao come to Miami to attend other concerts at venues like American Airlines Arena for big names.

Mr. Libbin mentioned the reason to get this approved early is not only to secure the talent, but also the hotel rooms. They can start to put together hotel packages that include the tickets, so that by October or November people will book hotels. He said that the budget we have for Spring Break is already going to be put together, this wouldn't cause an additional cost.

Commissioner Richardson said he really likes this idea. He said what he would like to see if they agree to move this today to send this to the Commission in March, he would like to see at least a one-page document from the potential promoters to put in writing what they are asking for. For example, that they are looking for security and a waiver on the footprint for the event, he would like to have something in writing. He would like some comment about recognition about the City being at the table to talk about public benefit. He would move the item to accept the concept in principle and send it to Commission for full discussion at the March 18th meeting. He said we can probably confirm in April what weekend we want, we are talking to some other entities about locking down all three of the weekends during Spring Break, so we know exactly what we have. He would vote yes at the full Commission if he has a short summary of what is being asked. He would think no later than the April Commission meeting, that the Commission can give guidance on specifically which weekend we would need this festival.

Commissioner Arriola said what we are talking about here is a no bid contract, the Commission has to decide whether they want to do that, and if this is the entity, we want to put on the festival next year. He is open to the idea, but we have to understand the commitment we are about to make, which is fast tracked and have eliminated anyone else. He would feel more comfortable giving a final vote of approval with further vetting to understand the full concept and likelihood of success. Unfortunately, we were burned with the Pop Music Festival this past November, he doesn't want that to happen again. The event had some really great organizers and then at the 11th hour they cancelled. It is very embarrassing to the City, so we cannot have a situation for any reason the show doesn't go on next year. Among the things he wants is a vetting of the company, the full plan for next year in terms of estimates on attendance, marketing plan for outreach to bring people, heads in beds, and a firm dollar non-refundable deposit so in the event the festival doesn't happen there is money that we can then use to host our own events. We are doing some events on our own this money and all of a sudden, we are left at the altar, that non-refundable deposit would allow us to at least to scramble to put something on during the month of March.

Mr. Elias said they would not cancel if everything is in order and they are not interested in only doing a one-year concert, he hopes they can get a long standing relationship with the City.

Commissioner Richardson said that is exactly what the City wants too, we are looking to have this entertainment ongoing in March.

Mr. Elias said if they don't have the high-end artists, they will still have the festival, they are here to do something special the first year.

Commissioner Arriola mentioned the Pop Music Festival and them not being able to sell tickets. He said he will not support something that doesn't have a nonrefundable deposit that puts them in the game and allows the City the flexibility. Spring Break has been an embarrassment for the last several years and we cannot risk another year of embarrassment. For some reason the festival cannot deliver, the City still has an obligation to our residents to do something about Spring Break and part of the plan is to have programming. If we are giving the exclusive right and the festival doesn't show up, we still must put on something. He is going to ask that we have some guarantee that if the festival doesn't work out, that we have some financial contribution. The same way the American Airlines Arena would ask for a non-refundable security deposit.

Mr. Elias said they cannot cancel a concert 2 weeks before, regardless of what artists they get, artists are being paid 50% up front.

Commissioner Richardson said in that case they don't have any risk in putting up the non-refundable deposit because the festival will deliver.

Mr. Elias said he cannot do both, he cannot pay the 50% to the artist and also pay a non-refundable deposit to the City.

Commissioner Arriola said considering the company putting on the festival is prepared to put up \$8 million, the deposit he has in mind shouldn't phase them.

Mr. Libbin said their budget shows a projected loss of over \$3 million in year one, so obviously they need a long-term contract. Assuming the City is happy with them they are looking for a long-term contract.

Commissioner Samuelian said he is intrigued by the idea, Commissioner Arriola's comments about cancellation so we have essentially no risk of that happening again is very smart. He also said he agrees with Commissioner Richardson, all we need is the basic deal terms, including the public benefits. He is looking at staff for this, because the Commissioners are not in the event business, they are not going to negotiate from here. He asked if the Administration feels they can do enough vetting and negotiating with warrant as the Chair referred to as a noncompetitive process and then come to the Commission in March, saying the City wants this festival or not. He asked if that is enough time to come back and given an answer.

John Woodruff, Chief Financial Officer, said the Administration will do the best they can with coming back in March with an answer.

Commissioner Arriola said we really need to vet this and make sure a great festival is put on, because if it doesn't happen, our already fragile trust the public has for our ability to do something during Spring Break will further be damaged. He thinks between now and March if we want to move this forward, staff must sit there and give a recommendation that this is a good plan and a good festival that will be successful. If Staff doesn't have that confidence, he would like to know because we still have time to entertain other festivals. There are a lot of offshoot festivals that want to come here.

Commissioner Richardson said he is all about competition and procurements. He sees this a little differently because this is not where someone is going to ask the City to put up \$3-\$4 million without competition, so that is why he is making an exception on this. He said to allow them to work with City Staff to bring a comprehensive proposal back and have a discussion in March and see if we can move this along.

Commissioner Samuelian seconded it and said he wanted to underline that we manage downside risk as the Chair said a couple times, that it is clear we are not going to have that happen and second that Staff has had sufficient time to vet, that comes forward with a clear recommendation.

MOTION: Commissioner Richardson moved to approve this in concept today and allow the festival to work with City Staff to bring back a comprehensive proposal to the March 18th Commission meeting. Commissioner Samuelian seconded. All in favor.

41. REVIEW THE ECONOMIC IMPACT OF SUPER BOWL 2020 AND THE MIAMI HERALD ARTICLE REGARDING TALKS OF A FREE CONCERT

February 12, 2020 – R9 R

Sponsored by Commissioner Meiner and Co-sponsored by Commissioner Góngora
Tourism and Culture/Finance

ACTION

Commissioner Meiner opened the item. He wanted to talk about why he flagged the issue and raised it for discussion. He said the Super Bowl was a huge success, it seems to him there were meaningful benefits and the impact was very positive. There was high occupancy for our hotels, restaurants and bars were full, our resort tax presumably did well, and Fox Sports was live in South Beach, so it all seems great. The benefits and financial impact were positive, but there is also a cost to the City for doing these large events. We waived the rental fees for the Convention Center, which were close to \$1 million, we waived the special event fees, our Police Department was on an alpha bravo shift for a considerable period of time, which has a significant financial impact as well as a human impact. He thought it would be beneficial to have a full study on the cost and benefit analysis is. He said for even small events it is good to know what the financial impact is. It would be good to know how much we would want to waive the fees and incur some of the cost we are incurring. He also wanted to address the Miami Herald Article about talks of a free concert, he knows there were some internal emails with staff that there was no contract required, but he thinks it brings up a good piece of what our negotiating leverage is when we are dealing with these events, what we should be negotiating and how much we can get and make a public benefit that our residents and tourists can enjoy.

Heather Shaw, Tourism and Culture Assistant Director, said we are still in the process of doing the economic analysis. We need a little bit more time to assess the resort tax as well. We are in the process of conducting the positive and constructive feedback from each of the departments to see what worked, what didn't, what we need to change going forward, maybe one of those is making sure even with our guidelines how we evaluate events coming to Miami Beach and making sure we have adequate public benefit.

Commissioner Meiner asked if it made sense to put this back on the agenda for the next FERC meeting.

Commissioner Arriola said most of this data will be readily available, a good economic impact study will be things like resort taxes during this period and then look at previous years where we didn't have the Super Bowl. Also, on the cost side we should measure how much Police and security costed us, as well as waivers, cash contributions. He said he fully supported everything we invested in the Super Bowl, just from the marketing he said what it would cost us to get that kind of exposure for one week, it would cost in the tens of millions of dollars. There are some things that are really hard to pin point, but we know intuitively for the \$1 million we put out, we had 2 weeks of nothing but Super Bowl ads, that would probably be \$100 million worth of marketing based on how much Super Bowl ads cost.

Paul Acosta, Assistant Chief of Police, spoke. He said that from a public safety standpoint we experienced a phenomenal event, we put our best foot forward as a City, not only the Police Department. We were able to come with a very good security plan for our residents and our visitors that really put us on the map. From a public safety standpoint there were a couple of incidents that thankfully didn't evolve into anything dramatic, we managed them. Some of those people were not directly associated with the Super Bowl events, but nonetheless, we had them in the city.

Commissioner Arriola asked if anyone had any observations of what we did well during the Super Bowl and what we would have liked to do better. That will influence our discussion with Mr. Palms for the College Championship item.

Commissioner Richardson asked if staff will be ready to talk to the Committee next month about economic impact in greater detail.

Heather Shaw said that is the plan and we are relying on other people to give us information and we may need to use a consultant for that. She said they will try and have it by March, but she doesn't want to give a firm date because she isn't sure. She wants to make sure they provide a holistic picture.

John Woodruff, Chief Financial Officer, said Finance prepares the resort tax report, they are at least a month behind, March 10th would be around when the resort tax report would be available that would reflect the January activity. That would be the first time we have it in hand and then we would have to work to create that holistic picture.

Commissioner Arriola said we are going to need all of this information because as he understands it the Super Bowl Host Committee is going to try to get these every 5 years. We are going to be getting these requests.

Commissioner Richardson asked from the police side if we know if it was a marginal increase in cost, since they were working 13-hour days. He asked if it cost the city an extra \$500,000.

Assistant Chief Acosta said it was close to \$1 million including rentals, equipment, and the staffing component.

John Woodruff said we had budgeted about \$1 million from resort tax for the Super Bowl.

Commissioner Arriola asked if 60 days is enough time to put these numbers together.

John Woodruff said that April definitely works and will try to hit the March FERC meeting.

Commissioner Arriola asked for the hard costs and the best estimates of soft costs including waivers, so they can see the whole picture on the cost side and whatever they can show on the revenue side, particularly resort tax increases, that would be helpful. He would also like to know the estimate amount for the marketing was.

Commissioner Samuelian said this is a smart item and it is important to do the look back, obviously we are getting ready for other Super Bowls, but we also have a lot of events, to the extent we can have a standard template, a standard process that says here is how we are evaluating these things, he thinks that would be valuable.

Heather Shaw said they have discussed internally what we can start, stop, and continue from the departments, so we can learn from this and do better.

Commissioner Arriola said he thinks we should add this as a checklist for next time the Super Bowl comes. He for one would insist on the NFL Experience being in the Convention Center, it was fantastic and also having Fox Sports out in Lummus Park.

DIRECTION: Come back to the March or April 2020 FERC meeting with a holistic picture to explain economic impact.

