


MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **137-2021**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Raul Aguila, Interim City Manager 

DATE: April 1, 2021

SUBJECT: Black Affairs Advisory Committee Motions

The purpose of this letter to the Mayor and Commission is to provide an update regarding two motions made during the March 30, 2021 Black Affairs Advisory Committee ("BAAC") meeting:

Motion: To empower the BAAC Chair to meet with the Mayor and Commissioners, to discuss the findings by the BAAC, on behalf of the BAAC, related to Miami Beach's high impact periods.

During the March 30, 2021 BAAC meeting, the members individually discussed their issues, concerns and recommendations about "Spring Break". The purpose of the BAAC's unified thoughts and opinions is to share with the Commission, to assist with ongoing discussions regarding the handling of high impact tourist periods. The list includes, but is not limited to, the following:

- **Parking** - initiate and enforce capacity limitations in city owned parking garages when necessary, allowing access to residents and beach employees, and enhancing parking enforcement in adjacent neighborhoods;
- **Hotels and Short Term Rentals (STR)** - strict enforcement of hotel and STR capacity limits, increasing fines;
- **City and Miami-Dade County programming** - to assist with crowd management on Miami Beach, coordinate events countywide (Haulover, Virginia Key, etc.), as well as create events/programming in Mid-Beach and North Beach to address overcrowding in the Art Deco Cultural District (ADCD);
- **Traffic** - limit/prohibit the use of slingshot cars, golf carts, and scooters, and encourage the use of electric bikes; improve foot traffic management;
- **Zoning** - incentivize varied commercial uses in the ADCD, yet discourage/limit commercial growth that does not complement the rebranding efforts of ADCD and the city (e.g., smoke shops/"Head Shops", etc.);
- **Communications** - improve the tone of messaging, use celebrities/influencers (e.g., "Respect The Scene" program), which emphasized respecting the area while partying responsibly, create PSAs, develop strategic placements of messaging (e.g., airports) and market strategies that attract more mature audiences;
- **Collaborate** with more stakeholders in the Spring Break discussion (e.g., Youth Committee/Commission, hotels, City of Miami etc.) and leveraging the resources and leadership of these stakeholders;

- **Excessive noise** enforcement;
- **Sensitivity training** for hospitality/restaurant employees;
- **Increased sanitation** pickup; and
- **Recruit more Goodwill Ambassadors** from across the county to welcome/assist our visitors/residents (e.g., crowd control, advocate COVID-19 practices, messaging/answer questions, litterbag distribution, reporting service issues, etc.)

For more information, please contact Heather Shaw at HeatherShaw@miamibeachfl.gov or x26563.

cc: Marcia Monserrat, Chief of Staff, City Manager
Lissette Garcia Arrogante, Director, Tourism and Culture Department
Heather Shaw, Assistant Director, Tourism and Culture Department