



MEMORANDUM

To: The Honorable Mayor and Commission
From: Ceci Velasco, Executive Director
Date: March 23, 2023
Re: March 2024 CMB Measures on behalf of the ODA

The events of the past two weeks have been distressing to all of us. As the owners and operators of businesses on Ocean Drive, the challenges we have experienced hit particularly close to home. We also employ many 100's of individuals whose personal safety is our top priority.

We note with particular emphasis our gratitude to members of the Miami Beach Police Department, Fire Department and all others involved in public safety who continued to protect us despite dangerous conditions in our streets. We salute all city employees who put in long hours responding to the challenges presented by the Spring Break period. We look forward to having a constructive dialogue about all aspects of the City's March planning in the weeks ahead, with special emphasis on approval and execution of activations impacting our immediate neighborhood.

We want to commend those on the Commission who have stepped forward to make immediate recommendations about steps that should be considered for next year. Vice Mayor Meiner has put forward ideas that merit serious consideration. Commissioner Fernandez, in his Memorandum of March 20, 2023, preliminarily laid out three recommendations for the 2nd and 3rd weekends of Spring break 2024 worthy of our support:

- Establishment of an administration defined Curfew
- Rolling back of alcohol sales city-wide to minimize on street drinking
- And if necessary, closing businesses earlier (which many Ocean Drive businesses did unilaterally when conditions on the street became unsafe.)

We believe that there are other steps that must be taken to establish a better year-round environment and to prepare for a peaceful March 2024, including

- Aggressively initiating additional efforts to curb drug sales, (everyday, 24/7 as this is not uniquely a Spring break issue) with a particular emphasis on consistent law enforcement presence on the west side of Ocean Drive and
- Making plans to immediately improve lighting on all of Ocean Drive as part of a comprehensive effort to (i) reduce it as a comfortable location to engage in criminal behavior, (ii) improve public safety and yes(!) elevate the critical street appeal of the Art Deco District).

Despite the challenges of the past two weeks, we have never been more optimistic about the Art Deco Cultural District fulfilling its potential as the American Riviera.

The Board of Directors, Ocean Drive Association March 23, 2023

cc: Alina Hudal, City Manager
Rafael Granado, City Clerk

Ocean Drive: The Destination for Hospitality, Architecture, Entertainment, and the Arts