



WAVE BOARD MEETING
August 14, 2025

Meeting Start Time: 2:01 PM

Board Members Present

- Marc Lawrence
- Roberto Detorre
- Cory Hayes
- Andrew Resnick
- Johnathan Massour

Ex officio

City of Miami Beach - Economic Development

Not Present

- Ron Finvarb
- Michael Simpkins
- Saul Gross

Ex Officio Members

- (Board members are not compensated)

Reviewed Minutes

- Annual Meeting

Agenda

Introduction Of New Board Members

- Corey Hayes
- Jonathan Mansour

RECAP

- Confirm Budget Approval
- Monthly budget approved
- All Projects Approved

Troy - Discussion

- Lights - Up on Washington Avenue
- Kiosk - plan to get more
- Positive Growth 15 new businesses
- Revitalize Washington Avenue
- Vibration

Meet the Candidates For Mayor

- October 23, 2026

New Banners - Future

- Prince, Muhammad Ali, Josephine Baker, Celia Cruz, Gloria Estefan, Pitbull, Bob Marley, Welcome, Dine & Shop

Holiday Lights

- Lights in the median
- Maybe on Espanola Way East - Need Approval

Preparation

- Fifa World Cup
- Youtube Show

Discussion

- Padel Ball Court Discussion
- Because of Washington Avenue - Carribean show, Fashion Show, Halloween, Mural, Lighting.

Events

- Resistance
- Bresh
- M2
- Orange Bowl Food & Wine

New Hotels

- Thompson
- Cove
- Cloud One

Monument Letters

- Waiting for the City - not sure what the problem is

Special Guest

- Neisen Kasdin and Cicelia - reps property 1600 land proposal

EVENTS ONLY - 364,000

- Muhammad Ali, Vibration
- Clubs
- Bars
- Lounges
- M2, Vendome, Exchange, Don't Sit on the Furniture, Mickey Burkes, Duce, Misc

Muhammad Ali

- Exhibition Recap



WAVE BOARD MEETING
June 12, 2025

Meeting Start Time: 2:05 PM

No Quorum

Board Members Present

- Marc Lawrence
- Roberto Detorre

Ex officio

City of Miami Beach - Economic Development

Not Present

- Andrew Resnick
- Ron Finvarb
- Jamil Dib
- Saul Gross
- Michael Simpkins
- Mathieu Massa

Ex Officio Members

- Corey Hayes
- Rickelle Williams
- (Board members are not compensated)

Reviewed Minutes - No Quorum

Agenda

Commission Meeting - Pressing input

Plan of attack - Revised -

New On the WAVE

- Thats Rice
- Palaras
- Sobre's Latin Cuisine
- Bonchon Opened
- Wonderlust
- Miam
- Nail Salon Opened
- Casa Cubana Live Music
- Popeyes Coming Soon
- Willie's chicken
- Taco Bell Opening Next Week

Discussion

Gen Z is Here

Engaging Gen Z

Target Audience: Generation Z (born 1997–2012)

Why Focus on Gen Z?

- Largest consumer group after Millennials
- Highly active on social media
- Seeks experiences over products
- Values inclusivity, sustainability, and authenticity

Gen Z's Favorite Outdoor Activities

- Hiking and scenic walks

- Picnics and outdoor brunches
- Beach outings and paddleboarding
- Farmers markets and food truck fests
- **Live music** festivals and pop-up events
- Volunteering for social/environmental causes
- Skateboarding and biking
- Outdoor fitness (yoga, dance)

Glow & Visual Immersion

- **Blacklight zones** with glowing art
- LED pathways leading to each genre station or venue
- UV-reactive drinks or mocktails
- Photo booths with glow props and filters
- Themed lighting to match music genre (e.g., blue for chillhop, red for Latin, neon for EDM)

Purpose of These Features:

- Boost shareable content on social media
- Encourage full event participation (visit all venues or stages)
- Collect data on guest preferences and movement
- Make safety and navigation intuitive (lights guide flow, wristbands track presence)

Vibration Live Music Series

- October
- November
- December?

- Reviewed Minutes - No Quorum

Go Bond Progress

- Update

- Muhammad Ali Family
- Traffic - 5,800
- Positive Image - WAVE
- Engrained Legacy
- Local and national Media Coverage
- Historic

Social Media Growth

- 18.5K followers
- + 3,267 Followers
- Post 283
- Views 142,000
- Profile Visits +9%
- External Links +35%

Email Growth

- 16,976K Contacts
- + 12%
- 23.9% Open Rate (Industry average 18%)

WAVE Business Owners Course

- New Course - Business Planning and Strategy

Concerns - SPRING BREAK

- **Issue:** Negative press around crime, spring break, and anti-entertainment sentiment is damaging the brand.
- **Impact:** Visitors choose other parts of Miami, Brickell, Wynwood,

residents avoid the area at night, and businesses see fewer walk-ins.

- **Opportunity:** Rebranding efforts like *VIBRATION*, art installations, and curated events like pop ups, focus on what we have, can reshape perception with consistent storytelling.
- **Positive Messaging:** If this is really a great place to be "Say It"

New Hotel

- The Cove
- The Thompson
- Cloud One Hotel 2027

Budget

- Assessments - Review
- July & Annual Budget - Review - Discussion - Confirmed Majority

Summary of Services - Continue Moving Forward

- Audit - Accountant - Steven Henriquez SJH CPA / Auditor - Richie Tandoc, P.A. - PAAST

Who's on the WAVE

- Vehicular Traffic
- 6 Years - UP 23% -
- 2024 & 25 - Minus 17% - Spring Break
- Pedestrian Traffic
- 6 Years - Up 14%
- 2024 & 25 - Minus 18% - Spring Break

Meeting Adjourned

Time: 2:53 pm