



WAVE BOARD MEETING
February 13, 2025

Meeting Start Time: 2:07 PM

No Quorum

Board Members Present

- Andrew Resnick
- Marc Lawrence

Ex officio

City of Miami Beach - Economic Development

Not Present

- Ron Finvarb
- Jamil Dib
- Mathieu Massa
- Roberto Detorre
- Michael Simpkins
- Saul Gross

Ex Officio Members

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

Minutes

Agenda

GO Bond - Detailed conversation about the international sculpture contest.

The Washington Avenue Business Improvement District is excited to propose a series of impactful installations funded by the **GO Bond**, aimed at transforming Washington Avenue into a vibrant, world-class destination.

To stay on track for completion by **January 2026**, we urgently need your feedback and support on the following **GO Bond-funded initiatives**:

- **Artistic installations in the median**
- **Monument letters in front of Fienberg Fisher School**
- **Signature welcome signs**
- **A flag pavilion honoring the diverse nations that view Miami Beach as a premier destination**

In addition, this design addresses the much-needed beautification that will transform Washington Avenue into the vibrant, dynamic destination we all envision. Beyond aesthetics, these enhancements will also improve **Miami Beach's safety, economic growth, tourism appeal, sustainability, and overall quality of life**—creating a more inviting and thriving community for residents and visitors alike.

WASHINGTON AVENUE - FIENBERG FISHER SCHOOL

The Washington Avenue Business Improvement District (BID) is proposing the installation of 15-foot-high monument letters in front of the Fienberg Fisher school east fence. This installation serves multiple purposes:

- **Beautification & Enhancement:** The project will elevate the aesthetic appeal of Washington Avenue as well make it a recognizable and

vibrant landmark.

- Cultural & Artistic Activation: The letters will serve as a visually impactful piece of public art, reinforcing the cultural identity of Miami Beach.
- Barrier Support: The school has expressed a need for a barrier in this area, and this installation will help fulfill that request in a visually engaging manner.

TIMELINE

Crucial Timeline Breakdown

- Approval - Miami-Dade Public Schools
- April 2 - Installation
- May 1 - Installation Complete

GLOBAL SCULPTURE CONTEST

We propose allocating GO Bond funds for the installation of 15 steel outdoor sculptures strategically placed in the median, with two sculptures on each block. These sculptures will serve as both an artistic focal point and a beautification measure for Washington Avenue. The art deco-inspired designs will reflect the history of the area while enhancing its modern appeal. The sculptures will add vibrancy to the streetscape, making Washington Avenue an outdoor gallery that celebrates its cultural richness.

Insulation Begins: October 1, 2025

Completion: February 1, 2026

HOW THE CONTEST WORKS

Miami Beach Washington Avenue Global Sculpture Competition: A

Landmark Artistic Transformation

A worldwide sculpture competition to create 24 breathtaking sculptures along the median of Washington Avenue will transform the corridor into a cultural landmark, attracting both renowned and emerging artists from around the world. This initiative will elevate Miami Beach's artistic prestige, turning Washington Avenue into a dynamic open-air gallery that seamlessly blends creativity, history, and innovation.

By showcasing exceptional artists—many of whom may not always be in the spotlight but possess extraordinary talent—this competition provides a global platform for fresh, diverse perspectives. Sculptors will have the opportunity to leave a lasting legacy in one of the world's most iconic cities, drawing inspiration from Miami Beach's vibrant energy, rich Art Deco heritage, and multicultural identity.

Global Sculpture Competition Timeline

- April 2 – Official Announcement
- May 1 – Contest Submission Opens (*60 Days*)
- July 1 – Public Voting Begins (*Top 20 Selected, 60 Days*)
- September 1 – Winners Announced
- September – November – Artists Begin Sculpture Creation
- November – December – First Installations Unveiled (*Art Basel Preview*)
- February 1, 2026 – Full Installation Completion

WELCOME SIGNS

Benefits of Installing LED Welcome Signs on Washington Avenue, Miami Beach

The installation of accent outdoor LED video screens and double-sided LED welcome signs at 5th Street & Washington Avenue and 17th Street & Washington Avenue will create a transformative visual experience for

visitors, enhancing the identity of Miami Beach as a world-class destination. These state-of-the-art displays will offer numerous benefits:

1. A Dynamic and Engaging Visitor Experience

- The LED screens will serve as interactive welcome points, greeting millions of visitors with vibrant visuals that showcase the unique energy of Miami Beach.
- High-resolution displays will highlight major events like the World Cup and national championship games, making Washington Avenue a focal point for sports fans and tourists alike.

2. Promoting Local Events and Attractions

- The signs will provide real-time updates on upcoming concerts, festivals, cultural celebrations, and community initiatives, increasing attendance and engagement.
- Visitors will receive instant information about Miami Beach's historic landmarks, nightlife, restaurants, and entertainment venues, encouraging exploration beyond the beachfront.

LIFEGUARD MARKERS

A Place in Miami Beach history.

Markers will honor iconic figures who have significantly impacted Miami Beach, including Muhammad Ali, Jackie Gleason, Prince, Deanne Connolly Graham, Miami Vice, Gianni Versace, Michael Aller, Mark Samuelian, and Josephine Baker.

The markers will be placed at locations relevant to these figures or near the Monument Letters on Washington Avenue—for instance, Muhammad Ali's marker would be located at 5th and Washington.

This initiative will bring a historical and cultural dimension to Washington Avenue, turning it into a space where visitors can connect with the influential personalities who shaped its identity. Moving forward, if approved, the application process for future markers will require a \$25,000 sponsorship from the person or entity requesting a Marker and a voting process by a Miami Beach and Washington Avenue Committee. The fee will be used for insulation.

Estimated time three months.

“PILLARS OF UNITY” FLAG PAVILLION

A street in the middle of Miami Beach adorned with flags from every country in the world would be a stunning celebration of global unity and cultural diversity. Miami Beach is already a vibrant, international destination, and showcasing these flags would enhance its cosmopolitan charm.

The colorful display of flags fluttering in the breeze would create a visual tapestry that symbolizes the unity of people from all corners of the globe, fostering a sense of inclusivity and respect. This international array would not only make the street more visually beautiful, with bright, bold colors lining the way, but it would also inspire pride in the rich diversity of the city's residents and visitors.

It could serve as a symbol of Miami Beach as a welcoming, multicultural hub where people from all walks of life can come together, celebrate their differences, and find common ground.

DECORATIVE ACCENT POLE LED LIGHT ATTACHMENTS

As part of the continued enhancement of Washington Avenue's visual appeal and nighttime ambiance, we propose allocating \$1,000,000 for decorative LED pole light "attachments". These attachments will be placed on existing street poles, adding energy-efficient lighting with artistic and modern designs that complement the Art Deco theme of the avenue. The lighting will enhance safety and create an inviting atmosphere for visitors, making the avenue vibrant and accessible during evening hours

Estimated time one year

COST SUMMARY

Phase : \$250,000 - Monument Letters

Phase: \$1,500,00 - 20 Art Statues

Phase: \$200,000 - Muhammad Ali & Jackie Gleason Statue

Phase: \$250,000 - Miami Beach Historical Lifeguard Markers

Phase : \$150,000 - LED Outdoor Video Displays and Welcome Signs

Phase : \$90,000 - Polished Aluminum Water Fountains

Phase: \$700,000 - Pillars of Unity Flag Poles

Phase: \$1,000,000 - Decorative Pole Light Attachments with LED

\$4,115,000.

Completion: 2025 / 2026

Lights Activation - Positive response, Business owners residents

Spring Break - Does not look good for business owners, there has been no place presented to business owners or the city - may look like last year.

Miami Vice - Great partnership to celebrate the 40th year anniversary

Vibration - Will need to delay, and maybe wait until next August or September

Hotel - The Resnik family sold, and the city is negotiating with the new owners to build a hotel that will face Washington avenue. That means that cheeseburger baby and other will be gone - currently on a month to month rent anyway

Budget

- January - No Quorum

Thompson Hotel - Design Review - will look great!

Meeting Adjourned

Time: 2:32 pm