



WAVE ANNUAL BOARD MEETING
July 10, 2025

Meeting Start Time: 2:15 PM

Board Members Present

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

Ex officio

City of Miami Beach - Economic Development

Not Present

- Ron Finvarb
- Michael Simpkins

Ex Officio Members

- Rickelle Williams
- (Board members are not compensated)

Reviewed Minutes

Agenda

Happiness Is Campaign

- Introduction Gigi Gutierrez

Welcome

- Troy E. Wright

Meeting Called To Order

- Andrew Resnick Introduction

Introduction Of New Board Members

- Andrew Resnick
- Corey Hayes
- Jonathan Mansour
- Roberto Datorre
- Ronald Finvarb
- Saul Gross
- Marc Lawrence
- Michael Simpkins

As Washington Avenue Goes So Does Miami Beach

Introduction

- Economic Development Director - Steven Anthony
- Miami Beach City Manager - Eric Carpenter

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
- 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%)

Introduction

- Lisette Garcia
- Executive Director Greater Miami LGBTQ Chamber

WAVE Business Owners Course

- New Course - Business Planning and Strategy

Miami Beach Police

- Assistant Chief Daniel Morgalo
- Support Services Major Ian Robinson
- Criminal Investigations Major Steven Feldman
- Bo Hall CRPS-A, CIT, Homeless Liaison Specialist - Homeless Liaison Specialist - Miami Beach Police
- Chief Wayne Jones

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"

Live Music Series

- 12 Genre of Music
- 12 Curated Drinks
- 12 Locations

- (12 Locations), (Request to expand from Sofi, Ocean, Collins)

Artist

- Flo Rida and his main Project Electric Kif. He has played and recorded with artists such as George Clinton, Jack Splash, Bobby Caldwell, Brazilian Girls, The Hongs, Andy Garcia, Mayday, Robin Thicke, John Newman, Trombone Shorty, Jonathan Joseph, Doug Winbish, Nigel Hall, Way of the Groove and many more and has opened for many acts including Snarky Puppy, Ghost Note, Ice Cube, Robin Trower, Chaka Khan, The Wailers, Pitbull.
- "Best Outstanding Vocalist" at The National Music Festival held in New York City
- The Voice, John Lennon Songwriter

Presentations:

- Traction
- Prince Celebration
- 80'S Night Activation
- Mural Touch Up
- Focus - 2025 - 2026
- Kiosk
- Preparing For FIFA
- Positive Growth - 15 New Business 8 Closure
- Revitalize Washington Avenue - On The Way.
- What's New On Washington Avenue - Restaurants / Lounges
- In The Works
- Gen Z is Here - Themed Activations

New Hotel

- The Cove
- The Thompson
- Cloud One Hotel 2027

Budget

- Assessments - Review
- May, June, Annual Budget - Approved

Summary of Services

- 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

Residential Incentives

Why This Matters for Businesses

By adding new residents, increased tourism, and improved infrastructure, more people will naturally flock to the business district—the precise aim of the residential expansion strategy. These projects work hand-in-hand to:

- Boost customer base: from both new residents and visitors.
- Enhance neighborhood attractiveness: making it a destination for dining, shopping, and cultural exploration.
- Encourage private investment: façade grants and lease subsidies increase confidence in the area's growth potential.

Positive Is Future

Meeting Adjourned

Time: 4:25 pm