

WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT - JUNE 2026

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Executive Board Meeting Minutes (Draft)

Date: Thursday, June 11, 2026

Time: 2:00 PM

Location: Washington Avenue BID Office

1. Call to Order

The Executive Board Meeting was called to order by Executive Director Troy E. Wright.

Roll Call

A roll call of Executive Board members was conducted.

Following roll call, it was determined that **a quorum was not present**. In accordance with the Washington Avenue Business Improvement District Bylaws, **no official Board business was conducted, no motions were entertained, and no votes were taken**. The meeting proceeded for informational purposes only.

2. Executive Director's Report

The Executive Director provided the Board with an update on current projects, redevelopment activity, corridor enhancements, marketing initiatives, business development, and upcoming events affecting Washington Avenue.

Redevelopment & Investment

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The Board received updates on several significant redevelopment projects currently planned or underway within the district, including the proposed Ambassador Paul Cejas mixed-use development at 1600 Washington Avenue and the continued progress of Ron Finvarb's Unframed Autograph Collection Hotel. Additional redevelopment activity and private investment occurring throughout the corridor were also reviewed, reflecting continued confidence in Washington Avenue's future.

Corridor Beautification

The Executive Director presented updates on ongoing beautification initiatives, including:

- Washington Avenue Legends Banner Program
- Public art installations
- "It's Okay to Be Great" mural project
- Decorative lighting improvements
- Streetscape enhancements
- Corridor branding efforts

The Board discussed how these projects continue to strengthen the visual identity of Washington Avenue and contribute to its revitalization.

Marketing & Promotions

The Executive Director reviewed the BID's marketing efforts, including:

- The Heartbeat Series
- Social media campaigns
- Collector postcard initiative
- Destination marketing
- Tourism promotions
- Human Trafficking Awareness partnership with the Miami-Dade State Attorney's Office
- Community outreach initiatives

Marketing performance and audience engagement metrics were also presented.

Special Events

Updates were provided regarding the BID's event programming, including:

- VIBRATION Live Music Series
- Hallowave

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- Swim Week activations
- World Tour Happy Hour initiative
- Mac's Club Deuce 100-Year Anniversary Celebration
- BARLOOZA National Bartending Competition
- Future corridor activations planned for the remainder of 2026

The Executive Director discussed attendance, community participation, and the economic benefits these events provide to Washington Avenue businesses.

Economic Development

The Executive Director reviewed current business activity along Washington Avenue, including:

- New business openings
- Business closures
- Commercial occupancy
- Vehicular traffic trends
- Pedestrian activity
- Spring Break performance
- Ongoing recruitment of new businesses

The Board discussed the corridor's long-term economic outlook and continued investment opportunities.

Budget Discussion

The proposed annual budget was presented for informational review and discussion. Because a quorum was not present, the Board did not consider the budget for approval. The Executive Director also provided a comparison of BID funding levels with those of other business improvement districts.

3. General Discussion

Board members participated in a general discussion regarding redevelopment activity, marketing initiatives, beautification projects, upcoming events, economic development, and strategies to continue strengthening Washington Avenue as a premier destination for residents and visitors.

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4. Adjournment

There being no further discussion, the informational meeting concluded.

No official Board action was taken due to the lack of a quorum.