



SIB *islander*

CITY OF SUNNY ISLES BEACH

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MAY 2021

A MESSAGE FROM THE Mayor

“ The coronavirus remains a threat to our community, however the vaccine is promising a turn of events as we move toward the summer season. ”



George "Bud" Scholl
Mayor

Though we are far from out of the woods yet, as bad as we may think we have it here, the rest of the world is still in a very difficult state. Agree or disagree, we've had an extraordinary experience in Florida because, since reopening, we have been able to have some semblance of normality at this stage of the virus.

We are fortunate that Florida was one of the first states to reopen completely in 2020 and has since remained open without a great surge to our case rate or death rate. Though our local economy took a devastating hit due to the lockdown and restrictions on businesses, we have been able to bounce back quicker than other areas in the country that are still locked down or have restrictions. Unlike many other places that had to revert back to stricter restrictions, once we reopened, we continued to loosen the restrictions instead of returning to a more locked down state. This speaks volumes to our community working together for the success and safety of all.

Our best shot at beating this virus starts with the vaccine. If you have not scheduled an appointment to receive the COVID-19 vaccine, I would encourage everyone to get vaccinated. The fact is that tens of

millions of people have been vaccinated in the country and it has been proven to be safe and efficacious. I believe that a fully vaccinated community will only keep improving our local situation.

Despite our state's minimal restrictions and the increased number of individuals vaccinated, we all must still follow the appropriate safety guidelines to help stop the spread of COVID-19. If we keep wearing our masks, social distancing and encouraging our family and friends to get the vaccine, we will be on our way to returning to our normal life in the near future.

I always say that we are incredibly privileged to live in Sunny Isles Beach and Florida. The fact is that as a region, we are doing extremely well. I want to thank our residents and businesses for your continued cooperation. Your patience and compliance have been the driving factors for our successful reopening. Because everyone did their part, we were able to reopen and stay open. I know a lot of the decisions were controversial at the time, but we are now reaping the benefits of our state's reopening and looking toward a bright future ahead.

Contact Mayor George "Bud" Scholl at mayor@sibfl.net or [305.792.1751](tel:305.792.1751).

Message from the City Manager

Christopher J. Russo



The City of Sunny Isles Beach is currently moving forward to the second phase of our rebranding project. I have been asked by some residents, ‘Why now?’ How did we decide that it was the right time to rebrand? Until recently, the City was still developing and figuring out its identity. Within the last several years, we established goals and a clear vision for the City’s future. We decided now was the optimal time to define not only our municipal government with a brand, but the city as a whole. The brand will tie in our city goals, and new mission and vision statements will set the tone for our future.

Since incorporation, Sunny Isles Beach has not had a real brand. To put it simply, a brand defines and identifies an organization both externally and internally. Think New York’s ‘I ♥ NY’ logo, or Nike’s ‘Just Do It’ slogan, or the USPS eagle logo you can see on all mail trucks. Each example contributes to that organization’s overall external brand. Brands also include internal facets such as mission and vision statements and design guidelines. All of these are determined through a meticulous process involving research, focus groups, and consultations with experts.

Sunny Isles Beach has never had a logo, only the official City seal; and we have never had a defined mission statement. You may recall some of our slogans over the years such as ‘Life with a View’ and ‘Florida’s Riviera.’ The caveat with those is that they were chosen without doing due diligence by conducting research and collaborating with the community. Also, it is important to note that a brand evolves over time. Sunny Isles Beach is not the same city it was in the early 2000s with ‘Life with a View,’ and it is not the same city it was 14 years ago when ‘Florida’s Riviera’ was chosen as the slogan. And it is not in our best interest to compare ourselves to another City. Sunny Isles Beach is unique at our core, and our brand should represent our individuality.

The rebranding process began in 2019 when we opened a competitive bidding process and Jacober Creative was chosen to lead our project. The purpose of the rebranding project is to extract the essence of Sunny Isles Beach and qualify that with consistent identifying features such as a logo, colors, slogan, and fonts. This project was an opportunity to bring the community into the process by collaborating with all stakeholders who would be affected by the brand: residents, City employees and officials, and business owners.

Phase 1 of the rebranding project consisted of qualitative and quantitative research, including three focus groups with key stakeholders, a phone survey and an online survey. We received 941 survey responses, yielding a 95% level of confidence, which is

excellent when conducting research because it means we are very confident with the representative sample that was surveyed. Jacober Creative first presented the Rebranding Research Report and Strategic Analysis, which consists of an analysis of all the data collected throughout Phase 1, at the March 2021 Commission Meeting and then again for further discussion at the Virtual Rebranding Workshop on April 15.

Overall, the research found that residents, businesses and city staff have strong and warm feelings for the City, however none of these segments could play back a clear image of the City. There was not a universal recollection of our previous attempts with certain brand elements and those who knew our previous slogans failed to generate excitement for them. The key words that kept resurfacing were exclusive, diverse, family-oriented, and luxurious yet casual, with participants agreeing that the City was feminine, colorful, and fun. The strengths and characteristics universally attributed to SIB can be boiled down into four pillars: landscape, people, quality of life, and location. These are just some of the key findings, and the full report is available to read online at sibfl.net/rebranding.

Jacober Creative is now taking all of the findings from Phase 1, along with the feedback from the Commission, to execute the City’s new brand during Phase 2. The goals of Phase 2 are to create a unified brand identity that reflects the evolution of the city and its future growth, connect the local government with the community we serve, inspire resident engagement with the city, attract potential businesses and investors, and position Sunny Isles Beach as a safe, responsive and sought-after community.

We plan to hold another workshop during Phase 2 to discuss the proposed brand elements before presenting the brand to the Commission for formal adoption later this summer. We hope that since the brand will be co-created and based off extensive research, it will connect with the entire community, but we understand that not everyone will love the new logo or tagline. At the end of the day, it is ultimately an artistic representation. While we know it may not receive universal praise, hopefully, as a majority, we will all be able to agree that our new brand was carefully crafted to represent the City of Sunny Isles Beach and our vibrant community. We are confident that the brand will be a favorable representation of our auspicious future.

Contact City Manager Chris Russo at crusso@sibfl.net or [305.792.1701](tel:305.792.1701).

Becoming A More Inclusive City

Commissioner Jeniffer Viscarra

My first “real job” after graduating college was as a special education teacher at a school that catered to students with special needs. It was in that role that I became more familiar with autism and grew to appreciate all the dedication that families pour into every victory, however big or small. That experience influenced my decision to practice family law and helps me consider the needs of our community in my role as Commissioner.

At our April Commission Meeting, I asked my colleagues on the Commission to consider improving services for families with autistic children by partnering with the University of Miami-Nova Southeastern University Center for Autism and Related Disabilities (CARD) program. I am happy to announce the Commission unanimously decided to move forward with the partnership, notwithstanding my request for a resolution to be presented at the May Commission Meeting.

UM-NSU CARD estimates that there are approximately 50,000 individuals with autism spectrum disorder (ASD)

in Miami-Dade County. A collaboration with CARD will include teaching City staff who interact with the public effective strategies in promoting autism-friendly experiences. Furthermore, the training will include recommendations for autism-friendly spaces and sensory-friendly activities. A separate training may be provided to our police department, which would allow law enforcement to promptly identify behavior related to ASD and avoid potentially tragic consequences. As an added bonus, the training would be at no cost to the City.

Sunny Isles Beach is on track to becoming a more inclusive city. The ultimate goal is to create an even more welcoming community for citizens of all abilities and make a difference in the lives of people diagnosed with autism spectrum disorder or related disabilities.



Contact Commissioner Jeniffer Viscarra at seat4@sibfl.net or [305.792.1750](tel:305.792.1750).

Reckless or Responsible?

Vice Mayor Larisa Svechin

We all have a choice when we start our vehicle. Will we be reckless or responsible? The choice we make may just be the difference between life and death. I choose to be responsible.

We often have a lot on our minds, but let us never forget about safety. The safety of our residents, especially our children and elderly, is vital to me. I have been working with key County and State decision makers, residents, and our City Manager to implement changes resulting in safer roads.

Many of you have noticed the increased police enforcement, which has led to safer driving behavior. Let's keep up the momentum. Take responsibility and know that any distraction can be fatal. I urge residents to do the right thing whether you are in your car, on your bike, or crossing the street. The pedestrian is ALWAYS the priority and has the right of way. Be extra

aware around school zones, shopping plazas, and parks—our most vulnerable residents are walking around these areas.

When turning at a light, you MUST wait for pedestrians to cross—DO NOT drive around them. Please do not honk your horn out of impatience—we are a community and must look after each other. If that means waiting for the next light, that is the small sacrifice to make for the sake of safety.

Keep up with our Road Report for updates, stats and important announcements. If you are not receiving the email blasts, be sure to sign up at sibfl.net/notifyme. You can also follow @SIBPD on Facebook and Twitter to see the reports and news from the Police Department.



Contact Vice Mayor Larisa Svechin at seat1@sibfl.net or [305.792.1754](tel:305.792.1754).

OUR BEST SHOT STARTS WITH YOUR SHOT

The COVID-19 vaccine is now available for all adults in Florida. You can learn more about each vaccine, how to schedule an appointment, and what to expect at your appointment at sibfl.net/vaccine.

REMINDERS BEFORE YOUR VACCINE APPOINTMENT:

It is not recommended you take over-the-counter medicine - such as ibuprofen, aspirin, or acetaminophen - before vaccination for the purpose of trying to prevent vaccine related side effects.

The vaccine may cause side effects, like sore muscles, feeling tired, or mild fever. For most people, these side effects will last no longer than a day or two. If you have questions about your health after your shot, call your doctor, nurse, or clinic.

After getting a COVID-19 vaccine, you should be monitored on site for at least 15 minutes.

You should get a vaccination card that tells you which COVID-19 vaccine you received, the date you received it, and where you received it. Keep your card in a safe place.

You are considered fully vaccinated two weeks after your second dose of the Pfizer-BioNtech or Moderna COVID-19 vaccines.

Don't plan to get a COVID-19 vaccine at the same time as other vaccines.

May Meetings & Activities

Virtual Public Arts Advisory Committee Meeting
Thursday, May 6 | 4 PM

Virtual Lecture: Cancer Screening
Presented by Mount Sinai Medical Center
Thursday, May 13 | 12 PM
[Live on Facebook](#)

Blood Drive
Friday, May 14 | 10:30 AM - 4:30 PM
SIB Government Center
Appointments are required.

Virtual Regular City Commission Meeting
Thursday, May 20 | 6:30 PM

Federal Holiday: Memorial Day
Monday, May 31
SIB Government Offices Closed
SIBshuttle will not run.

For complete meeting and activity details, visit sibfl.net/events.

Custom & Wheels & TASTY MEALS

Saturday, May 8
10 AM - 2 PM

PELICAN COMMUNITY PARK | 18115 NORTH BAY ROAD

Check out some of South Florida's best classic cars, grab a bite at one of the food trucks & enjoy a fun-filled day for everyone.

FREE PARKING IS AVAILABLE ALONG NORTH BAY ROAD OR AT THE SIB GOVERNMENT CENTER.

FACIAL COVERINGS AND SOCIAL DISTANCING WILL BE REQUIRED.

SIBFL.NET/WHEELS | 305.792.1706

SUMMER PROGRAMS

Summer is nearly here and it's time to get out and get active. Summer Program registration opens on May 7 for residents with a valid City-issued SIB Resident ID Card and May 21 for everyone.

YOUTH PROGRAMS: Basketball Academy, Futsal, Gymnastics, Karate, and SEAS Volleyball

ADULT AND SENIOR PROGRAMS: Chair Yoga, Movement and Mobility, Tai Chi, and Yoga

FEATURED SENIOR PROGRAM: MOVEMENT AND MOBILITY

Open to ages 55+

June 22 - August 12

Tuesdays and Thursdays

8 - 9:30 AM

Town Center Park

RESIDENT FEE: FREE

Open to Residents with a valid City-issued SIB Resident ID Card. Pre-registration required.

Stay active in this program designed to promote longevity and quality of life. Participants will engage in functional exercises for mobility and light cardio for heart health. This class is a hybrid of the former "Walking Club" and "Strength and Resistance" classes.

FOR MORE INFORMATION AND TO REGISTER FOR SUMMER PROGRAMS, VISIT ACTIVITIES.SIBFL.NET.

SIB PHOTO CONTEST



We want to see Sunny Isles Beach from your lens. Submit your best photos of our picture-ready city from now until September 1 to be considered for the 2022 desktop calendar.

2022 marks a special year for Sunny Isles Beach as we celebrate the City's 25th anniversary. With 25 years of rich history, we are ready to look to the future to see what the next 25 years will bring.

**LEARN MORE ABOUT THE PHOTO CONTEST
AND SUBMIT YOUR BEST PHOTOS TODAY
AT SIBFL.NET/PHOTOCONTEST.**

INSIDE THE *Isles*



MAY IS NATIONAL WATER SAFETY MONTH

We want all residents to stay safe as the school year ends and the water calls to us this summer. It only takes one moment for a child or weak swimmer to drown or sustain an injury in the water. We must work together to improve water competency by avoiding common dangers, developing fundamental water safety skills, and knowing how to prevent and respond to drowning emergencies so that we can all be safe when participating in our favorite water activities.

Our Ocean Rescue lifeguards protect beachgoers every day of the year, rain or shine. This month, be sure to visit one of our ten lifeguard towers along the beach to learn more about water safety. And before you head to the beach, be sure to check the current conditions online at sibfl.net or by calling 305.792.1940.

CELEBRATING OUR SUNNY ISLES BEACH GRADUATES

GRAD-AND-GO

Grad-and-Go is back for the Class of 2021! The City of Sunny Isles Beach invites graduating middle and high school students and their families to celebrate their accomplishment with a special drive through graduation event on Friday, June 11 from 10 - 11:30am at Gateway Park, 151 Sunny Isles Blvd.

Graduates and their family will arrive at their confirmed appointment window, and will enter Gateway Park in their vehicle via Sunny Isles Boulevard eastbound and will be directed in front of the stage. There, you are welcome to exit your vehicle to take photos and witness a special presentation. Only one car is permitted per graduate and family.

Graduates who wish to attend this special socially distanced graduation should submit a participation request form online at sibfl.net/graduation no later than Friday, May 28. More information about the event can also be found at sibfl.net/graduation.

SENIOR SPOTLIGHT

We want to celebrate our graduating high school seniors' accomplishments. If you are graduating high school this year, complete our [spotlight form](#) for your chance to be featured on our website and social media pages.

FOR MORE INFORMATION ABOUT OUR SENIOR SPOTLIGHT CAMPAIGN, VISIT SIBFL.NET/GRADUATION.

CONGRATULATIONS TO OUR 2021 COLLEGE SCHOLARSHIP WINNERS

This year, a stellar group of high school seniors were awarded a Sunny Isles Beach College Scholarship. We are pleased to announce the following scholarship winners.



**Sharon
Delpino**



**Moana
Maria
Franco**



**Daniela
McKenzie**



**Renzo
Trujillo**

These students embody outstanding academic and extracurricular accomplishments, along with a strong commitment to civic responsibility.

**WE WISH ALL OUR GRADUATES SUCCESS
IN THEIR FUTURE ENDEAVORS.**