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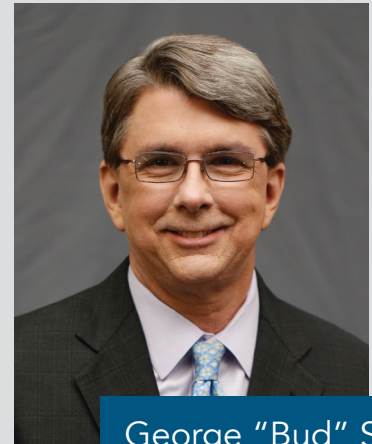
CITY OF SUNNY ISLES BEACH

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JANUARY 2021

A MESSAGE FROM THE Mayor

“ We are entering a new year full of new opportunities. 2020 was unquestionably a most challenging year for our community and I am looking forward to the possibilities that 2021 will bring. ”



George "Bud" Scholl
Mayor

Finding the light in the dark is how we will move forward. We can choose to make the best out of our difficult situation. Let's choose to dwell on the positive instead of the negative. Good things will still be happening every day. Babies will be born, birthdays will be celebrated, and hopeful students will graduate and face their next opportunity. These important life events will ensue despite our changing times. Take pride in your accomplishments and commemorate the special times in your lives whether they are in person with your household or via video with your extended family and friends.

January is typically the time when we set goals for the New Year. It may seem futile to draw up resolutions after our lists from 2020 went out the window in March. We do not know when we will return to a more 'normal' way of life, so how can we still set goals? Even though traveling and spending more time with friends and family are off the table right now, there are still more focused objectives we can work toward accomplishing. Learn that new skill you keep putting off, eat healthier meals, get more organized. Whatever your goals may be, we can find ways to check them off in 2021.

If you are looking for simple ways to give back to your community in 2021, make a resolution to support local.

There are many businesses in Sunny Isles Beach within walking distance that offer a wide range of goods and services. Another easy, yet worthwhile resolution: pledge to be ECOMMITTED. There are many basic ways we can do more to be kind to our environment including using paper instead of plastic, recycling when in a city park, and stopping by one of our Fill A Bag stations along the beach to help keep our shore clean.

The optimist in me knows that we will come out on the other side as a stronger community. As I reflect on the past year, I am moved by the support from our community. Sunny Isles Beach has always been a special place and this difficult year has proven just how resilient we are. Our resolve is unbounded, and our strength is unyielding.

So, let's choose to put our family, friends and neighbors' health and safety at the top of our priorities. Let's keep the community safe by securing our masks when out in public, practicing social distancing, and avoiding any areas with crowds. The case numbers are still rising from the Thanksgiving and Christmas holidays; now is the time to keep your guard up.

I wish everyone a Happy New Year.

Message from the City Manager

Christopher J. Russo

There has been a lot of discussion among the community regarding the speed limit on State Road A1A/Collins Avenue within our city limits. We have listened to the residents who brought their concerns to us that the current speed limit of 35 miles per hour is too high due to the density of vehicles and pedestrians on the road. Since Collins Avenue is a State-owned road, we as a local government do not control the speed limit and do not have the authority to change it. What you might not know is that we have petitioned the Florida Department of Transportation (FDOT) three times before in 2002, 2009, and 2016 to reduce the speed limit. However, we reached out to FDOT again to see if our residents' request of reducing the speed limit from 35 mph to 30 mph, similar to one of our neighboring communities, could be possible.

To determine if the current posted speed limit of 35 mph was reasonable and a safe maximum speed for all vehicles to travel on, FDOT completed a traffic engineering study. The purpose of the speed zone study was to evaluate the existing traffic safety and operations along the study corridor. This was accomplished by performing qualitative field observations, spot speed studies, crash summaries and collision diagrams, and assessing geometric conditions.

Here is how FDOT conducts the study. They use the '85th percentile' method of determining appropriate and safe posted speed limits along with the maximum statute-based speeds. The 85th percentile is the speed that 85% of the observed free-flowing vehicles are traveling. This method is based on extensive nationally accepted studies and observations. In our case, it is clear that most of our severe traffic accidents have been caused by driver distraction. The study concluded that the posted speed limit of 35 mph is appropriate for our stretch of Collins Avenue.

We appreciate the concern our residents share for the safety of our community. As administrators of Sunny Isles Beach, it is our responsibility to uphold the highest level of safety in our city and we want nothing more than for our residents to feel safe whether they are driving to work, walking their children to school, or going for a bike ride.

It is important that everyone follows the rules of the road. In addition to following the speed limit when driving, eliminate distractions and always keep an eye out for pedestrians. And if you are a pedestrian or cyclist, there are rules you must follow too. We have 16 signalized intersections and three signalized pedestrian midblock crosswalks. Use them. Look both ways before crossing the street or driveway. A widespread misconception is that cyclists do not have to follow traffic signals when riding their bicycle on the road. That is false. Bicycles are considered vehicles when on the street and must also follow the same rules as cars.

In addition to our safety campaigns and expanded visible police presence, we are in the process of building two pedestrian overpasses along Collins Avenue at 174 Street and 180 Street at the SIB Government Center as many of you may know. Having two additional overpasses provides the added value of allowing pedestrians to avoid crossing Collins Avenue altogether at two major crosswalks.

The speed limit is staying the same at this time, but our attitudes and actions can certainly change. If we stay alert and aware while on the street, we can avoid accidents, injuries and fatalities. Let's stay safe this New Year.



Bullying and Bullies

Commissioner Dana Goldman

Many of you have seen the video circulating on social media which shows in a graphic manner a student physically bullying another in the hallway of a nearby middle school. It's a shocking display of cruelty and meanness of spirit. While it occurred in another municipality, the victim is actually a resident of our city and it strikes home. We've seen many "fight" videos in recent past, but this is one we cannot ignore or sweep under the rug.

Bullying is an abuse and mistreatment of someone vulnerable by someone stronger and more powerful. It can take place in bathrooms, at parks, playgrounds, hallways, and on the school bus. Bullying can take many forms in addition to physical violence: harassment, threats, name calling, insults, teasing, intimidation, homophobic or racist remarks, spreading rumors, playing jokes, mimicking behavior, hurtful texts, emails, or posts. Although typically associated with school-age children,

bullying can occur at any age, in the workplace, your condominium association or on your smartphone. It's widespread, often goes undetected and unreported, and can have serious long-term consequences for its victims, including isolation, withdrawal, anxiety and depression. To fully address the scope of this problem, it starts with our awareness.

Recently elected School Board Member Lucia Baez Geller has stated "there is no place for violence or bullying in our schools." I welcome her fresh perspective.

Please feel free to contact me at dgoldman@sibfl.net or directly at [786.512.6364](tel:786.512.6364) if you have any questions or comments.



A Collaborative Approach

Commissioner Alex Lama

As we begin 2021, several challenges continue to face South Florida. Unfortunately, the most pressing challenge is the Coronavirus pandemic. State legislators did not convene a special session in 2020 to address pandemic-related issues and therefore most of the decisions have remained under the control of the Governor. Session committee meetings begin in January, leading up to the legislative sessions in March. During these sessions, it will be extremely important for state legislators and the Governor to address the best approach on how to manage the health and economic effects of the pandemic in our society.

A collaborative approach between state, county and local governments is imperative in order to move forward and mitigate the issues brought on by the virus. It is crucial that the State allows counties and municipalities to decide and enact the most effective solutions for our own communities. State preemptions to local solutions are counterproductive and the State must allow local governments to ensure that

CDC COVID-19 guidelines are followed by local businesses and the public. This is key to stem the spread of the virus in South Florida and be able to keep businesses operating.

The State needs to work in conjunction with local governments in the implementation of rules, strategies, testing, treatment, messaging and the promotion of local economies.

I am hopeful that once the legislative sessions begin, state legislators and the Governor's office will continue discussions and be able to develop a more comprehensive approach to dealing with the pandemic.

Please contact me with questions at [305.792.1752](tel:305.792.1752) or alama@sibfl.net.



January Meetings & Events

Virtual Lecture: Health Planning and Staying Healthy for the New Year with Dr. Oksana Karpov

Thursday, January 7, 11 am | [Live on Facebook](#)
Presented by Mount Sinai Medical Center

Virtual Regular City Commission Meeting

Thursday, January 21, 6:30 PM

For complete details, visit sibfl.net/events.

City Holiday Hours & Closures

City Holiday: New Year's Eve


Thursday, December 31
SIB Government Center Closes at 1 PM
City parks open 8 AM - 6 PM
SIBshuttle will discontinue service at 12 PM.

Federal Holiday: New Year's Day

Friday, January 1
SIB Government Center Closes
City parks open 11 AM - 6 PM
SIBshuttle will not run.
*SIB Government Center closed 1/2/2021.

Federal Holiday: Martin Luther King Jr. Day

Monday, January 18
SIB Government Center Closed
Only SIBshuttle Orange Line #2 runs from 8 AM - 3 PM.



For a complete list of City closures, visit sibfl.net/holidays.

WINTER 2021 RECREATION PROGRAMS

Recreation programs and athletics are back in person and socially distanced using best practices to ensure a fun and safe experience for all participants. Registration for winter programs is now available online at activities.sibfl.net.

For our youth, there will be gymnastics, karate, cheer & dance, speed & agility, soccer and volleyball. And for the first time, we are offering Jiu Jitsu for our older youth. Adults and seniors can play bocce and pickleball, or practice yoga and Tai Chi. All programs are taking place outdoors with social distancing and safety protocols enforced.

YOUTH PROGRAMS

Cheer & Dance	SIB Select Volleyball
Girls Soccer	SIB Select Soccer
Gymnastics	Soccer Clinic
Jiu Jitsu	Speed & Agility
Karate	Volleyball Skills and Drills
Pee Wee Soccer	

ADULT PROGRAMS

Bocce Tournament	Pickleball
Full Moon Yoga	Yoga

SENIOR PROGRAMS

Tai Chi
View our catalog of virtual classes for seniors on our [YouTube channel](#).

REGISTER ONLINE AT
ACTIVITIES.SIBFL.NET

IF YOU HAVE NOT USED THE ONLINE PORTAL TO REGISTER FOR A PROGRAM, REQUEST AN ACCOUNT AT ACTIVITIES.SIBFL.NET OR CALL 305.792.1706 TO RECEIVE LOGIN CREDENTIALS.



2021 COLLEGE SCHOLARSHIP APPLICATION



Applications for the 2021 Sunny Isles Beach College Scholarship are now available. High school seniors living in Sunny Isles Beach can apply for one of four \$2,500 scholarships.

APPLICANT REQUIREMENTS

- Must be a current resident of the City of Sunny Isles Beach for a minimum of one year prior to January 1, 2021.
- Must be a graduating high school senior enrolled in a public school or an accredited private school.
- Must perform a minimum of 100 hours of community service by January 1, 2021, preferably with the City of Sunny Isles Beach.
- Must be accepted into an accredited college or university.



Applications must be complete and submitted by Friday, February 26, 2021 by 5 PM.

Scholarship winners will be notified no later than Friday, March 26, 2021. For more information, contact the Scholarship Committee at scholarship@sibfl.net.

Fill out your application now at sibfl.net/scholarship.

SUPPORT SIB LOCAL

Live Here, Eat Here, Shop Here

This New Year, it's all about SIB. The City of Sunny Isles Beach is committed to supporting the local businesses that shape our community. With our new Support SIB Local program, residents with a valid, city-issued SIB Resident ID Card can take advantage of promotions happening at many of the businesses in Sunny Isles Beach.

DON'T HAVE AN SIB RESIDENT ID CARD OR YOUR CURRENT ONE IS EXPIRED?

Simply apply online today at sibfl.net/residentid. Please allow 5-7 business days to receive notice of ID card approval.



If you own a business in Sunny Isles Beach and want to be a part of the Support SIB Local program, **fill out our online form** to send us your exclusive promotion for Sunny Isles Beach residents. The program is also available for SIB hotel guests.

Visit sibfl.net/supportlocal to see the complete list of Sunny Isles Beach business promotions.

WEAR A MASK



PROTECT YOUR COMMUNITY

PROTECT YOUR FAMILY

PROTECT YOURSELF

MASKS SHOULD:

- Cover your nose and mouth, and be secured under your chin
- Have two or more layers
- Fit snugly against the sides of your face
- Be worn in public settings when around people who don't live in your household
- Be handled only by the ear loops or ties

MASKS SHOULD NOT:

- Have an exhalation valve or vent
- Be worn by children under age 2 or anyone who has trouble breathing
- Go around your neck or up on your forehead
- Be touched. If you do, wash your hands or use hand sanitizer to disinfect.

[READ MORE ABOUT THE DO'S AND DON'TS OF WEARING MASKS ON THE CDC'S WEBSITE.](#)

COVID-19 SAFETY REMINDERS



WASH YOUR
HANDS



WEAR FACIAL
COVERINGS



NO CONGREGATING
IN ANY AREA



SOCIAL
DISTANCE

[SIBFL.NET/CORONAVIRUS](https://www.sibfl.net/coronavirus)