

# VOTE FOR AARON BRILL



Dear Residents of Iconbrickell Tower II,

My name is Aaron and I'm proud to call Iconbrickell my full-time residence for the past few years. Today, I present my candidacy for the Iconbrickell Tower II Board, fueled by a desire to elevate and safeguard our cherished community, with an unwavering commitment, care, and dedication.

Since graduating from the University of Illinois in Urbana-Champaign, I've worked in the technology and software consulting industry for 8+ years leading and managing teams, designing, building, and launching large-scale enterprise ecommerce sites, including Harley-Davidson and many others. Currently I'm the tech lead for Whirlpool's entire B2B ecommerce site. My clients regard me as knowledgeable, reliable, approachable, who can get things done.

**My mission:** Provide better quality of service to residents, increased value (& property values), and save money!

**My dedication:** Though not yet on the board, since living here, I've attended 100% of the board meetings across Tower I, II, and Master. Having frequently collaborated with boards, management, and residents across all Iconbrickell associations, I'm eager to continue dedicating my time and making my commitment to Iconbrickell official.

**Room to grow:** While the Association has performed well, there's potential for enhancement. Having studied all previous board meeting minutes, I've grasped what's worked and didn't. We need a hands-on, detail-oriented leader with technical insight, analytical skills, prioritization, with a unified, results-driven approach. I am that leader. To get there, I'll aim to identify synergies between the Towers, selecting vendors we can push back on and hold accountable, and produce quality, lasting outcomes that will truly improve our community—no more band-aid fixes!

**Here's how I've already started bringing my mission to reality:**

**1. Internet & Cable TV Upgrade Project:** I'm currently leading this initiative across all of 3 Iconbrickell Towers and Master. If elected, residents can anticipate if approved:

- Up to 25% reduction in monthly internet/cable costs over the next 5 years, up to 60% thereafter!
- This will save our Associations hundreds of thousands of dollars – millions \$ in total.
- 10X faster standard internet speeds, stronger signal in all common areas—even in the garage and elevators!
- Upgraded TV package with HBO included, on-the-go streaming, and voice-activated remote.
- IoT devices installed building-wide for water leak prevention.
- More to come in the next couple months, stay tuned!

**2. Gym Upgrades:** Added labeled weight racks and brought in a new vendor to service our Technogym equipment. Since adoption, we've gotten a majority of equipment back in full operational order as we continue to plan further equipment upgrades. Just some of the many improvements to come!

**3. Safety:** If you've been to the pool recently, you may have noticed improvements to our access control system. This ensures unauthorized individuals do not gain access to our tower from the pool. As part of the committee responsible for improving our access control system, I'm committed to making Iconbrickell a safe space for everyone.

**4. A/C:** I'm overseeing all proposals from vendors in regards to upgrading and installing additional A/C handler units—this ensures we select quality, commercial, equipment that will be warrantied for years to come, at a fair price.

My approach is always solution-driven and collaborative. Electing me will amplify our collective efforts to make Iconbrickell even better. I believe in our building's potential and am committed to its enhancement.

Reach out to me anytime at [Aaron29@me.com](mailto:Aaron29@me.com). I'm also a phone call or text away.

Here to listen, advocate, and act. Vote for Aaron Brill!

Warm regards, Aaron Brill

**PLEASE REMEMBER TO VOTE!**

## Vote for Jonathan Goldberg



My Fellow Icon Tower Two owners, I have had the privilege of representing you on the Tower 2 board for the last five years. I reluctantly took over as president due to a unfortunate situation with the previous president over a year ago. I am proud of the work our management, staff, fellow board members and those owners willing to give up their free time to participate, have done this past year. The more ownership participation the better. As board members we all volunteer for this position and I applaud all for the time spent on trying to improve our community.

I have been a full time resident and owner in Tower two since 2014, I am originally from Canada. I am a physician and work in the Memorial health system in South Broward. My experience working in a large hospital which is data oriented and evidence based, gives me a good perspective to be on the board that includes increasing transparency, communication, and participation for all to achieve excellent services and the best quality of life at the Icon.

We have instituted changes as a board that includes:

1. having monthly board meetings that are both in person and streamed on Zoom
2. notification of board meetings a week in advance, with reminders the day of.
3. management update on finances and projects before each board meeting
4. We allow members comment and participate on all items.

It has been a tough few years through COVID, state mandated changes in reserves, the insurance crisis, and inflation. Despite all of these challenges, we have been able to find ways to be efficient, without sacrificing services to limit increases in maintenance compared to our neighbors.

A lot of the work to increase efficiency is not always visible to residents. Management does a great job in giving board members real-time data and bring innovative solutions to assist the board in making the best decision.

I have also been on the master board and have collaborated well with the new president from Tower 1. This cooperation has led to accomplishments such as master giving us the package room and then us working to install a state of the art locker system. Furthermore, we have expanded and instituted fast electric car chargers. We changed valet operator and will be instituting discounted valet rates to residents next year. We are bringing in a new operator for the Icon cafe to improve service to residents. We have relaunched community wide events to bring back a community feel to the Icon. I believe some of these type of upgrades, with a one time investment, will help decrease long term costs and increase Icon's property value giving us a competitive edge with new buildings being built.

I think we have shown we are able to increase values, without increasing long term costs and increase owner benefits.

I know I do not have all the answers, I am open to all suggestions and will work with you to continue making the Icon the envy of Miami.

Vote for me, Vote for a better Icon Community.

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## Barbara Komer

The Icon is my primary residence, and I live on the property year-round. I am committed to maintaining the integrity of Tower Two as the luxury property it is. In addition to attending our Tower Two board meetings, I also attend the Master Board meetings to stay informed about matters concerning Tower Two. I actively listen to the concerns of my fellow residents and communicate those concerns to both boards. It is crucial that our residents are well-informed and feel that the board is responsive to their questions. As a board member, I will work closely with our management team to ensure a timely response.

I have prior experience as a former Tower Two board member. Currently, I serve on the Grievance Committee of both Tower Two and the Master Board. Furthermore, I am a managing partner of a large commercial property, which involves dealing with vendors, tenants, and overseeing all aspects of maintaining a successful business.

I highly value the quality and lifestyle that our building strives to provide. I am mindful of the need for impeccable service and financial efficiency. As a board member, I consider it imperative to explore ways to enhance our community and ensure that all residents feel secure and welcomed in our home.

**Dear Owner-Resident**



**Your Vote Counts.**

I am Basil Marcelline, a passionate owner resident of Icon Brickell Tower Two (Apt 5311) with a mission to uphold the Iconic status of our property - its Beauty, Functionality, Efficiency and Value. I have channeled this passion in the last 4 Years as your Director of the Association Board, and I request your vote to allow me to continue this privilege. Aligning what we want as residents, with impartiality and backing this with commercial acumen, while empowering employees to value the rights of our own-resident community, is my guiding principle.

**About Me**

I have lived at Icon Brickell for 10 years after moving from Australia and currently work with FedEx Global Sales. My wife and I have lived across the world in Sri Lanka, Australia, Hong Kong and now the US and we appreciate the value of upholding a global lifestyle and yet ensuring a sustained appreciation of property value with balance.

**Our Work To-date and there is more to do...**

Our 12-month scorecard is very good, but we believe it ought to be even more impressive. A snapshot of our success is outlined below.

- I. Luxer One locker room system successfully installed. Residents now have access to the Package Room 24/7
- II. New amenity: Golf Simulator Room
- III. Fully refurbished all sconce lamps located on the hallways.
- IV. Completed extensive elevator gap adjustments.
- V. Completed extensive electrical repairs listed as part of the 558 settlement Funds.
- VI. Upgraded the access control software.
- VII. Engagement of new Access Control company for improved services
- VIII. Appointment of Altieri as Association's Claims Adjuster
- IX. Upgraded annual window cleaning contract to two (2) times per year.
- X. Upgraded the floor on the 4<sup>th</sup> floor trash room area as well as the ground floor.
- XI. Replaced cooling tower motor.
- XII. Replaced elevator mechanical room AC systems.
- XIII. Installation of additional AC unit within pump room
- XIV. Repair of elevator 2.1 motor
- XV. Engagement of Boca Elevator group as elevator consultants
  - I. Open dialogue, culture among staff to boost a sense of belonging, pride, and commitment.
  - II. Regular Board Meetings - effectively and constructively by inviting and providing the community with absolute transparency on all matters relating to our Tower.
  - III. Efficient and prudent Fiscal Control by keeping expenses within budget and funds in surplus.

**The pipeline for the coming year includes:**

1. Re carpeting the Hallways in the building.
2. Rendering and maintenance of outside Stucco for the whole complex
3. Evaluation of HOA fees to pass on efficiency gains to residents.
4. Re Paint the Hallways.
5. Negotiate better terms with our Internet providers.
6. Upgrade the current access control system (FOB) to facial recognition system.
7. Replace/Retile the white tiling in the lobby and elevator areas.

You can count on me, to hold myself and our board to serve your interests - with the highest levels of integrity and transparency towards the community of Icon Brickell.

Sincerely, Basil Marcelline.

**RAUL F. SANCHEZ-ELIA**

**2018- 2023** Joined J&J GreenPaper Inc., as Partner and CFO, a DE based company that patented an organic, bio-degradable and fully back yard compostable alternative to Polyethylene coated packaging, paper wrap, straws and single use plastics. Raised capital and initiated the construction of 20 + factories in Asia to produce the laminate.

**2013- 2018** – Optimum Capital Partners – Initiated the development of a multi family asset manager focused on Agri-Business in the US and Europe, acquiring the largest tract of farmland in Florida

**2010-2013** – Morgan Stanley (PWM) worked with a variety of clients from Europe and Latam. Also participated in Project finance and development in Panama

**2002-2010** : Guggenheim Partners as Managing Director-Investment Advice

Responsible for developing a Client base of HNW families from the Caribbean and select countries in Latin America. Also aiding the Energy Funding Group and the Merchant Banking Group with funding transaction, in Real Estate.

**1988-2002- The Condor Group. Principal**

Principal of The Condor Group, a US based cross-border advisory firm and private equity firm.

Activities ranged from identifying opportunities, structuring transactions, funding them, providing strategic and Board oversight throughout the period invested and implementing exit strategies to operating start-ups, (CEC and OPAL Technologies in China) and providing strategic advice (eGou, CEC, Acciona, Santal, IberCorp. USA Capital) and raising capital for three telecoms: Sitel,(US) Eurolines and LCR (UK).

**1986-1987- Metropolitan Asset Group – Vice President- Residential company which gave way to Insignia, run by Andy Farkas. Responsible for Fund Raising into LP's and operation oversight of Condos in the LP's**

**Education:**

**1976-1977- M.I.M –Thunderbird, Phoenix, Az.** RugbyCo-Captain, Scotsdale Trap Shoot Champion – Handicap 23 yds MIM emphasis on cross border Financials and Capital Raising

**1972-1976- B.A. Brown University-** Int'l Relations and Economics, Varsity Tennis(3yrs), Rugby coach. Brown Daily Herald photographer.

**1964-1971- St. Georges College, Argentina.** A Levels. School Captain, Rugby Team Captain, Tennis, Soccer, Field Hockey, Shooting and Athletics Team

**Languages:**

English, Spanish, Portuguese, French fluent and written  
Series 7, 63 and 65 (no longer linked to a BD)

**Personal Data:**

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