

Memorandum



Date: May 3, 2011

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

Agenda Item No. 1(F)16

From: George M. Burgess
County Manager

A handwritten signature in black ink, appearing to read "G. Burgess", written over a horizontal line.

Subject: Sunset Review of County Boards for 2011 – Community Image Advisory Board

In accordance with the provisions of Section 2-11.40 of the Code of Miami-Dade County, I am transmitting the 2011 Sunset Review of County Boards Report for the Community Image Advisory Board. The Board approved the attached report at its meeting of January 26, 2011 and has recommended the continuation of its board.

A handwritten signature in black ink, appearing to read "Susanne M. Torriente", written over a horizontal line.

Susanne M. Torriente
Sustainability Director

cmo08111

Date: March 3, 2011
To: George M. Burgess
County Manager
From: The Honorable Dennis C. Moss
Chairperson, Community Image Advisory Board (CIAB)
Subject: Sunset Review of County Boards for 2011 – Community Image Advisory Board
(CIAB)

Pursuant to Section 2-11.40 of the Code of Miami-Dade County, I am submitting the 2011 Sunset Review of County Boards Report for the Community Image Advisory Board for transmittal to the Board of County Commissioners (BCC). The Board approved the attached report at its meeting of January 26th, 2011.

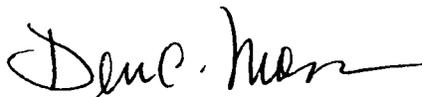
It is recommended that the BCC approve the continuation of the Community Image Advisory Board.

BACKGROUND

The CIAB was established on October 23, 2001 and pursuant to Resolution No. R-569-02, the purpose for the CIAB is to establish yearly Community Image plans including budget and initiative priorities for the maintenance and aesthetic improvement of major roadways and transportation gateways.

The mission of the CIAB is to promote and coordinate efforts that maintain all roadways and gateways seamlessly throughout Miami-Dade County such that they area aesthetically pleasing to all visitors and enhance the community pride of all county residents. The CIAB should continue its functions because it has positively influenced and continues to initiate and complete projects that successfully accomplish the goal of aesthetically enhance heavily traveled corridors of Miami-Dade County.

The Chairperson and its members approved the Sunset Review of County Boards Report at its meeting of January 26th, 2011 and staff concurs.



The Honorable Dennis C. Moss
Chairperson, Community Image Advisory Board (CIAB)

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**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

I. GENERAL INFORMATION

1. Name of Board reporting: **Community Image Advisory Board (CIAB)**

2. Indicate number of board members, terms of office, and number of vacancies:

Number of Board Members: **27**

Terms of Office: **No limit**

Number of Vacancies: **45**

*** 72 - Total number of Board positions (as per Ordinance 03-215)**

3. Identify number of meetings and members' attendance (Attach records reflecting activity from **January 1, 2009** through **December 31, 2010**):

Number of Meetings: **The CIAB had 17 full board meetings.**

Number of Meetings with a Quorum: **17**

Attendance Records: **See Attachment A**

4. What is the source of your funding?

Countywide General Fund and Capital Outlay Reserve (COR)

5. Date of Board Creation:

**October 23, 2001 per Ordinance 01-164, as amended by Ordinance 02-31,
and Ordinance 03-215**

6. Attach a copy of the ordinance creating the Board (Please include all subsequent amendments).

See Attachment B for ordinances referenced above.

7. Include the Board's Mission Statement or state its purpose:

The Community Image Advisory Board's mission is to develop partnerships, principles, and projects that support the sustainable beautification and greening of our community through scenic vistas, tree lined streets, lush landscaping in high-traffic areas and popular destinations, and livable neighborhoods that reflect a world class image of Miami -Dade County as a sub-tropical paradise.

8. Attach the Board's standard operating procedures, if any.

No standard operating procedures exist.

9. Attach a copy of the Board's By-Laws, if any.

No by-laws exist.

10. Attach a copy of the Board minutes approving the Sunset Review Questionnaire, including a vote of the membership.

See Attachment C

II. EVALUATION CRITERIA

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

1. Is the Board serving the purpose for which it was created? (Please provide detailed information)

Yes, the board is serving its purpose. See report in Attachment D.

2. Is the Board serving current community needs? (Please provide detailed information)

Yes, the board is serving current community needs. See report in Attachment D.

3. What are the Board's major accomplishments?

- a. Last 24 months:

See report in Attachment D.

- b. Since established :

See report in Attachment D.

4. Is there any other board, either public or private, which would better serve the function of this board?

No other board either public or private serves the CIAB function.

5. Should the ordinance creating the Board be amended to better enable the Board to serve the purpose for which it was created? (If "Yes", attach proposed changes)

The ordinance was amended in 2002 and 2003 expanding membership to enable the board to serve the purpose throughout Miami-Dade County and its municipalities. Future amendments may be considered to further expand the board if needed, however the board performs annual reviews of its effectiveness and fills key vacancies.

6. Should the Board's membership requirements be modified?

No modifications are required at this time.

7. What is the operating cost of the Board, both direct and indirect? (Report on FY 2009 and FY 2010)

2009: Direct costs: \$7,900 (Direct expenses, printing, copies, supplies)

Indirect cost: \$67,000 (65% Support staff)

2010: Direct costs: \$ 6,500 (Direct expenses, printing, copies, supplies)

Indirect cost: \$67,000 (65% Support staff)

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

8. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.

- ◆ **Initiate landscape projects on priority gateways**
- ◆ **Conduct annual poster contest to educate students on topics important to the CIAB (Anti-Litter, Greening, etc.)**
- ◆ **Design and implement Anti-Litter campaign**
- ◆ **Develop Aesthetic Master Plan**
- ◆ **Recommendation to BCC - Street Tree Master Plan**
- ◆ **Gateway standards for planting and maintenance for priority corridors**
- ◆ **Urban Tree Canopy Restoration Initiative**

Also: see report in Attachment D.

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment A

Attendance Records

January 2009 – December 2010

CIAB Member Attendance
January - December 2009

Member	1/2009	2/2009	3/2009	4/2009	5/2009	6/2009	7/2009	8/2009	9/2009	10/2009	11/2009	12/2009
Anderson, William	Present	Cancelled	Present									
Arnesto, Eladio	Present	Cancelled	Present									
Blanco, Lina	Present	Cancelled	Present									
Blanton, Sherie	Present	Cancelled	Present									
Cardenas, David	Present	Cancelled	Present									
Carmegie, Claudius	Present	Cancelled	Present									
Casals-Munoz, Vivian	Present	Cancelled	Present									
Codner, Tsahal	Present	Cancelled	Present									
Dawson, Jeff	Present	Cancelled	Present									
Escar-Mangos, Guerlin	Absent	Cancelled	Absent									
Finlan, Mary	Absent	Cancelled	Absent									
Forbes, Clinton	Absent	Cancelled	Absent									
Gardner, Kenneth Eric	Excused	Cancelled	Excused									
Gomez, Michael	Excused	Cancelled	Excused									
Key, James	Present	Cancelled	Present									
Lambeth, Penny	Excused	Cancelled	Excused									
Landen, Robert	Excused	Cancelled	Excused									
Llort, Ysela	Excused	Cancelled	Excused									
Lodi, Gianni	Excused	Cancelled	Excused									
Moss, Dennis C	Present	Cancelled	Present									
Nahon, Georgette	Present	Cancelled	Present									
Nardi, Maria	Absent	Cancelled	Absent									
Ogden, Elizabeth	Excused	Cancelled	Excused									
Oldenberg, John	Present	Cancelled	Present									
Pego, Gus	Excused	Cancelled	Excused									
Philippeaux, Gerard	Present	Cancelled	Present									
Quintero, Aurelio	Absent	Cancelled	Absent									
Rivera, Debora	Absent	Cancelled	Absent									
Robertson, Alyce	Present	Cancelled	Present									
Schreiber, Susan	Present	Cancelled	Present									
Sterli-Maria Erlande	Present	Cancelled	Present									
Stubbs, Jessie A	Excused	Cancelled	Excused									
Toledo, Juan	Present	Cancelled	Present									
Ward, Dr. Anna E.	Sent Rep.	Cancelled	Sent Rep.									
Walther, Sam	Sent Rep.	Cancelled	Sent Rep.									
Willis, Hattie	Sent Rep.	Cancelled	Sent Rep.									
Woods-Richardson, Kathleen	Sent Rep.	Cancelled	Sent Rep.									

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment B

Ordinance 01 – 164

Ordinance 02 - 031

Ordinance 03 – 215

Resolution 340-03

MEMORANDUM

Amended
Substitute
Agenda Item No. 4(F)

TO: Hon. Chairperson and Members
Board of County Commissioners

DATE: October 23, 2001

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Ordinance establishing the
Community Image Advisory
Board

O#01-164

The accompanying ordinance was prepared and placed on the agenda at the request of Commissioner Dennis C. Moss.

This substitute differs from the original item in that:

- 1) the following municipalities/organizations are added:
 - City of North Miami
 - City of Miami
 - City of Miami Beach
 - City of North Miami Beach
 - City of Miami Springs
 - City of Opa-locka
 - City of Miami Shores
 - Village of Pinecrest
 - West Kendall Community Representative
 - Commissioner District 9
 - Commissioner District 3
 - a representative from the Planning and Zoning Department
 - a representative from the Metropolitan Planning Organization
 - a representative from Miami Dade County Public Schools
 - a representative from the Transportation Aesthetics Review Committee
 - a representative from the Miami Herald
 - a representative from the Greater Miami Chamber of Commerce
 - a representative from the Greater Miami Visitors and Convention Bureau
 - a representative from the Citizen's Transportation Advisory Committee
- 2) provides that the representative from the West Kendall will be nominated by the Commission from District 11
- 3) provides that ten (10) duly appointed and sitting members will constitute a quorum


Robert A. Ginsburg
County Attorney

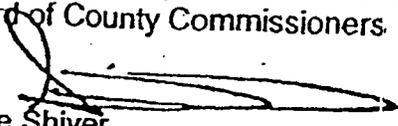


MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners.

DATE: October 23, 2001.

SUBJECT: Ordinance Relating to the
Community Image Advisory
Board

FROM: 
Steve Shiver
County Manager

01-164

The proposed ordinance relating to the Community Image Advisory Board will not have fiscal impact on Miami-Dade County. The Public Works Department is already staffing the Board.

Fis/13501

MEMORANDUM

TO:

Hon. Chairperson and Members
Board of County Commissioners

DATE: October 23, 2001
Substitute

SUBJECT: Agenda Item No. 4(F)



FROM: Robert A. Ginsburg
County Attorney

01-164

Please note any items checked

- "4-Day Rule" (Applicable if raised)
- 6 weeks required between first reading and public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of private business sector impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires a detailed County Manager's report for public hearing
- "Sunset" provision required
- Legislative findings necessary

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Approved _____ Mayor
Veto _____
Override _____

Amended
Substitute
Agenda Item No. 4(F)
10-23-01

ORDINANCE NO. 01-164

ORDINANCE ESTABLISHING THE COMMUNITY IMAGE ADVISORY BOARD FOR THE PURPOSE OF ADVISING THE BOARD OF COUNTY COMMISSIONERS ON THE DEVELOPMENT OF "COMMUNITY IMAGE," A YEARLY COMPREHENSIVE PLAN FOR THE MAINTENANCE AND IMPROVEMENT OF MAJOR ROADWAYS, TRANSPORTATION TERMINALS, AND ADJACENT PROPERTIES, PROVIDING FOR MEMBERSHIP, PURPOSE, ORGANIZATION AND PROCEDURE, APPOINTMENT AND TENURE, POWERS, DUTIES AND FUNCTIONS OF THE BOARD, AND STAFF SUPPORT; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

WHEREAS, the economy of Miami-Dade County is fueled largely by tourism; and

WHEREAS, the condition and maintenance of our major roadways, transportation terminals, and adjacent lands are very important to the promotion and retention of tourism; and

WHEREAS, Miami-Dade County is in need of a comprehensive plan for the maintenance and improvement of these major roadways, transportation terminals, and adjacent properties; and

WHEREAS, in 2000, the Board of County Commissioners established the pilot Community Image 2000 advisory committee for a limited time period to determine whether a more permanent body should be established for this purpose; and

WHEREAS, the Community Image 2000 advisory committee worked extremely well in analyzing and proposing solutions for the maintenance and improvement of this community's

roadways, transportation terminals, and adjacent properties in its Community Image 2000 plans;
and

WHEREAS, due to the success of Community Image 2000, this Board desires establish
a permanent advisory board to the Board of County Commissioners to develop a yearly
Community Image Plan,

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY
COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. The recital clauses enumerated above are true and correct and are hereby
incorporated by reference.

Section 2. The Board hereby establishes the Community Image Advisory Board (the
"Advisory Board") as an advisory board to the Board of County Commissioners, whose purpose,
membership, and function will be as follows:

- A. Purpose. The Advisory Board shall be responsible for
establishing the yearly Community Image plans, including
budget and initiative priorities, based on the following
Community Image 2000 Goals:
- the proper maintenance of grass in and around our
main roadways and transportation gateways;
 - the continued enhancement of our main roadways
and transportation gateways through the
replacement of unhealthy or damaged landscaping;
 - the enhancement of areas under overpasses and
bridges;
 - the establishment of a standard color-scheme for
bridge overpasses;
 - the proper maintenance around the Metrorail and
Metromover system and the creation of exciting

designs through lighting , painting, and cosmetic changes to the Metrorail and Metromover trains;

- the elimination of litter and trash on our main roadways and transportation gateways;
- the clearance of roadway intersections and emergency lanes of debris;
- the enhancement of all roadways serving major tourist transportation terminals, such as the airport, seaport, and train station;
- the enhancement of water retention areas near major roadways through the use of lighting and fountains.

B. Organization of the Board.

1. Membership. The Advisory Board shall be made up of the following members:

- a representative from Florida Department of Transportation;
- a representative from the Miami-Dade County Solid Waste Department;
- a representative member from Team Metro;
- a representative from each municipality located within Miami-Dade County;
- a representative from West Kendall;
- a representative from the Miami-Dade County Public Works Department;
- a representative from the Miami-Dade Transit Agency;
- a representative from the County Manager's Office;
- The Miami-Dade County Commissioner from District 2 or his or her designee;

- The Miami-Dade County Commissioner from District 3 or his or her designee;
- The Miami-Dade County Commissioner from District 6 or his or her designee;
- The Miami-Dade County Commissioner from District 9 or his or her designee;
- The Miami-Dade County Commissioner from District 10 or his or her designee;
- a representative from the Expressway Authority;
- a representative from the Miami-Dade County Aviation Department;
- a representative from the Miami-Dade County Seaport;
- a representative from the Miami-Dade Planning & Zoning Department;
- a representative from the Metropolitan Planning Organization ("MPO");
- a representative from Miami-Dade County Public Schools;
- a representative from Transportation Aesthetics Review Committee ("TARC");
- a representative from the Citizen's Transportation Advisory Committee ("CTAC");
- a representative from the Miami Herald;
- a representative from the Homestead/Florida City Chamber of Commerce;
- a representative from the Greater Miami Chamber of Commerce;

Amended
Substitute
Agenda Item No. 4(F)
Page 5

01-1

- a representative from the Greater Miami Convention and Visitors Bureau;
 - a representative from the Miami-Dade League of Cities;
 - a representative from Amtrak;
 - a representative from Tri-Rail.
2. Appointment of Members. The County Manager shall contact each of the organizations, companies, and municipalities referenced in Section 2(B)(1) above, and shall request that each of these organizations, companies, and municipalities submit the names of at least two (2) interested and eligible nominees. The nominee from West Kendall shall be selected by the Commissioner from District 11. These nominees shall be submitted to the Board of County Commissioners for selection and appointment to the Advisory Board.
 3. Meetings. The Advisory Board shall hold regular meetings, no less than six times per year, and such other meetings as it deems necessary. Ten (10) of the duly appointed and sitting members of the Advisory Board shall constitute a quorum. Minutes shall be kept of all meetings of the Advisory Board and all meetings shall be duly noticed to the public.
 4. Applicability of County Rules and Procedures. The Advisory Board shall at all times operate under the Florida Open Government laws, including the "Sunshine Law," public meeting laws and public records laws and shall be governed by all State and County conflict of interest laws, as applicable, including the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance, Sec. 2-11.1 of the Code of Miami-Dade County.
 5. Attendance requirement. Notwithstanding any other provision of this Code, any Advisory Board member shall be automatically removed if, in a given fiscal year: (i) he or she is absent from three consecutive meetings without an acceptable excuse;

or (ii) if he or she is absent from three of the Advisory Board's meetings without an acceptable excuse; or (iii) whether excused or not, he or she misses two-thirds (2/3) of the Advisory Board's meetings in a given fiscal year. A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five percent of the time. An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the Advisory Board, by a two-thirds vote of the membership, deems appropriate. By a two-thirds (2/3) vote of the members of the full Advisory Board, the provisions of this section may be waived.

6. Compensation. Members of the Advisory Board shall serve without compensation, but shall be entitled to reimbursement for necessary expenses incurred in the discharge of their duties.
7. Staff and Facility Support. The County Manager and the County Attorney shall provide such staff support to the Advisory Board as may be necessary to accomplish its purpose. The County Manager will provide such facilities as the Advisory Board may deem necessary to accomplish its purposes.

C. Function.

1. Submittal of Quarterly Reports. The Advisory Board shall be responsible for providing four (4) quarterly reports per year for the duration of its existence, the first of which shall be submitted to the Board within three (3) months following the passage of this Ordinance or the first meeting of the Advisory Board, whichever is later. Each subsequent quarterly report will be submitted within three (3) months following the submittal of the prior report, but provided that no more than four (4) reports need be presented to the Board of County Commissioners in one (1) year. For purposes of this Ordinance, a year shall be the 365 contiguous days following the submittal of the first quarterly report, regardless of whether those 365 days fall in a single calendar year.

2. Contents of the Quarterly Reports. The first quarterly report in a given year shall contain the Advisory Board's prioritization of the Community Image Goals, as set forth in Section 2 (A), above, with the highest priority given to the Community Image Goal most necessary for the enhancement of tourism. This report will include an analysis detailing which County departments, if any, have an existing responsibility and budget allotment to undertake the Community Image Goal. The second quarterly report will provide an action plan for each of the Goals; including which County departments should be responsible to undertake the proposed action(s). The third quarterly report will detail the approximate budget required for each of the proposed actions. The fourth and final report in a given year shall constitute the final Community Image plan to be submitted to the Board for consideration, and will contain the Advisory Committee's final action plan based on the priorities and budgets contained in the first three reports.
3. The Advisory Board shall promulgate rules consistent with this Ordinance for the conduct of its meetings and the discharge of its responsibilities under this Ordinance. Any rules promulgated by the Advisory Board under this section shall be submitted to the Board of County Commissioners for ratification.
4. Implementation of the Community Image Plan. It shall be the responsibility of the County Manager to implement the elements of the plans that she or he, in her or his discretion, determines are in the best interest of the County.

Section 3. Severability. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 4. Incorporation into Miami-Dade County Code. It is the intention of the

Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 5. **Effective Date.** This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

Section 6. **Sunset Ordinance.** This ordinance does not contain a sunset provision.

PASSED AND ADOPTED: OCT 23 2001

Approved by County Attorney as
to form and legal sufficiency:

RAB

Prepared by:

AO

Angelique Ortega

Sponsored by Commissioner Dennis C. Moss

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MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: February 26, 2002

FROM: 
Steve Shiner
County Manager

SUBJECT: Ordinance amending
O#01-164 relating to the
Community Image Advisory
Board

02-31

The proposed ordinance relating to the Community Council Image Advisory Board will have no direct fiscal impact on Miami-Dade County. It is expected that any educational component added to the yearly community image plan would be absorbed within the funds allocated for the program as a whole.

Fiscal/04402



MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: February 26, 2002

FROM: 
Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No. 4(F)

02-31

Please note any items checked.

- "4-Day Rule" (Applicable if raised)
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of private business sector impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- "Sunset" provision required
- Legislative findings necessary

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Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. : 4 (F)
2-26-02

ORDINANCE NO. 02-31

ORDINANCE AMENDING ORDINANCE #01-164;
PROVIDING THAT THE ANNUAL COMMUNITY IMAGE
PLAN INCLUDE COMMUNITY EDUCATION ON
ROADWAY AND TRANSPORTATION GATEWAY
BEAUTIFICATION; ADDING A REPRESENTATIVE OF THE
DOWNTOWN DEVELOPMENT AUTHORITY TO THE
BOARD MEMBERSHIP; REDUCING THE NUMBER OF
NOMINEES FROM EACH DESIGNATED ORGANIZATION,
COMPANY AND MUNICIPALITY TO ONE; AND
PROVIDING SEVERABILITY, INCLUSION IN THE CODE,
AND AN EFFECTIVE DATE

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF
MIAMI-DADE COUNTY, FLORIDA:

Section 1. Ordinance #01-164 is hereby amended to read as follows:¹

A. Purpose. The Advisory Board shall be responsible for establishing the yearly Community Image plans, including budget and initiative priorities, based on the following Community Image 2000 Goals:

- the proper maintenance of grass in and around our main roadways and transportation gateways;
- the continued enhancement of our main roadways and transportation gateways through the replacement of unhealthy or damaged landscaping;
- the enhancement of areas under overpasses and bridges;

¹ Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

- the establishment of a standard color-scheme for bridge overpasses;
- the proper maintenance around the Metrorail and Metromover system and the creation of exciting designs through lighting , painting, and cosmetic changes to the Metrorail and Metromover trains;
- the elimination of litter and trash on our main roadways and transportation gateways;
- the clearance of roadway intersections and emergency lanes of debris;
- the enhancement of all roadways serving major tourist transportation terminals, such as the airport, seaport, and train station;
- the enhancement of water retention areas near major roadways through the use of lighting and fountains>>;
- the education of the community regarding the goals of the Advisory Board, especially roadway and transportation gateway beautification.<<

B. Organization of the Board.

1. Membership. The Advisory Board shall be made up of the following members:
 - a representative from Florida Department of Transportation;
 - a representative from the Miami-Dade County Solid Waste Department;
 - a representative member from Team Metro;
 - a representative from each municipality located within Miami-Dade County;
 - a representative from West Kendall;
 - a representative from the Miami-Dade County Public Works Department;

- a representative from the Miami-Dade Transit Agency;
- a representative from the County Manager's Office;
- The Miami-Dade County Commissioner from District 2 or his or her designee;
- The Miami-Dade County Commissioner from District 3 or his or her designee;
- The Miami-Dade County Commissioner from District 6 or his or her designee;
- The Miami-Dade County Commissioner from District 9 or his or her designee;
- The Miami-Dade County Commissioner from District 10 or his or her designee;
- a representative from the Expressway Authority;
- a representative from the Miami-Dade County Aviation Department;
- a representative from the Miami-Dade County Seaport;
- a representative from the Miami-Dade Planning & Zoning Department;
- a representative from the Metropolitan Planning Organization ("MPO");
- a representative from Miami-Dade County Public Schools;
- a representative from Transportation Aesthetics Review Committee ("TARC");
- a representative from the Citizen's Transportation Advisory Committee ("CTAC");

- a representative from the Miami Herald;
- a representative from the Homestead/Florida City Chamber of Commerce;
- a representative from the Greater Miami Chamber of Commerce;
- a representative from the Greater Miami Convention and Visitors Bureau;
- >>• a representative from the Downtown Development Authority;<<
- a representative from the Miami-Dade League of Cities;
- a representative from Amtrak;
- a representative from Tri-Rail.

2. Appointment of Members. The County Manager shall contact each of the organizations, companies, and municipalities referenced in Section 2(B)(1) above, and shall request that each of these organizations, companies, and municipalities submit the names of ~~[[at least two]]~~ >>one<< (>>1<<[[2]]) interested and eligible nominees. The nominee from West Kendall shall be selected by the Commissioner from District 11. These nominees shall be submitted to the Board of County Commissioners for ~~[[selection]]~~ >>approval<< and appointment to the Advisory Board.
3. Meetings. The Advisory Board shall hold regular meetings, no less than six times per year, and such other meetings as it deems necessary. Ten (10) of the duly appointed and sitting members of the Advisory Board shall constitute a quorum. Minutes shall be kept of all meetings of the Advisory Board and all meetings shall be duly noticed to the public.
4. Applicability of County Rules and Procedures. The Advisory Board shall at all times operate under the Florida Open Government laws, including the "Sunshine Law," public meeting laws and public

records laws and shall be governed by all State and County conflict of interest laws, as applicable, including the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance, Sec. 2-11.1 of the Code of Miami-Dade County.

5. Attendance requirement. Notwithstanding any other provision of this Code, any Advisory Board member shall be automatically removed if, in a given fiscal year: (i) he or she is absent from three consecutive meetings without an acceptable excuse; or (ii) if he or she is absent from three of the Advisory Board's meetings without an acceptable excuse; or (iii) whether excused or not, he or she misses two-thirds (2/3) of the Advisory Board's meetings in a given fiscal year. A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five percent of the time. An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the Advisory Board, by a two-thirds vote of the membership, deems appropriate. By a two-thirds (2/3) vote of the members of the full Advisory Board, the provisions of this section may be waived.
6. Compensation. Members of the Advisory Board shall serve without compensation, but shall be entitled to reimbursement for necessary expenses incurred in the discharge of their duties.
7. Staff and Facility Support. The County Manager and the County Attorney shall provide such staff support to the Advisory Board as may be necessary to accomplish its purpose. The County Manager will provide such facilities as the Advisory Board may deem necessary to accomplish its purposes.

C. Function.

1. Submittal of Quarterly Reports. The Advisory Board shall be responsible for providing four (4) quarterly reports per year for the duration of its existence, the first of which shall be submitted to the Board within three (3) months following the passage of this Ordinance or the first meeting of the

Advisory Board, whichever is later. Each subsequent quarterly report will be submitted within three (3) months following the submittal of the prior report, but provided that no more than four (4) reports need be presented to the Board of County Commissioners in one (1) year. For purposes of this Ordinance, a year shall be the 365 contiguous days following the submittal of the first quarterly report, regardless of whether those 365 days fall in a single calendar year.

2. Contents of the Quarterly Reports. The first quarterly report in a given year shall contain the Advisory Board's prioritization of the Community Image Goals, as set forth in Section 2 (A), above, with the highest priority given to the Community Image Goal most necessary for the enhancement of tourism. This report will include an analysis detailing which County departments, if any, have an existing responsibility and budget allotment to undertake the Community Image Goal. The second quarterly report will provide an action plan for each of the Goals, including which County departments should be responsible to undertake the proposed action(s). The third quarterly report will detail the approximate budget required for each of the proposed actions. The fourth and final report in a given year shall constitute the final Community Image plan to be submitted to the Board for consideration, and will contain the Advisory Committee's final action plan based on the priorities and budgets contained in the first three reports.
3. The Advisory Board ~~[[shall]]~~ >>may<< promulgate rules consistent with this Ordinance for the conduct of its meetings and the discharge of its responsibilities under this Ordinance. Any rules promulgated by the Advisory Board under this section shall be submitted to the Board of County Commissioners for ratification.
4. Implementation of the Community Image Plan. It shall be the responsibility of the County Manager to implement the elements of the plans that she or he,

in her or his discretion, determines are in the best interest of the County.

Section 3. **Severability.** If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 4. **Incorporation into Miami-Dade County Code.** It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 5. **Effective Date.** This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

Section 6. **Sunset Ordinance.** This ordinance does not contain a sunset provision.

PASSED AND ADOPTED: FEB 26 2002

* Approved by County Attorney as
to form and legal sufficiency:

RAC

Prepared by:

AO

Angelique Ortega

Sponsored by Commissioner Dennis C. Moss

03.215

MEMORANDUM

Amended
Agenda Item No. 6(E)

TO: Honorable Chairperson Barbara Carey-Shuler, Ed.D.
and Members, Board of County Commissioners

DATE:

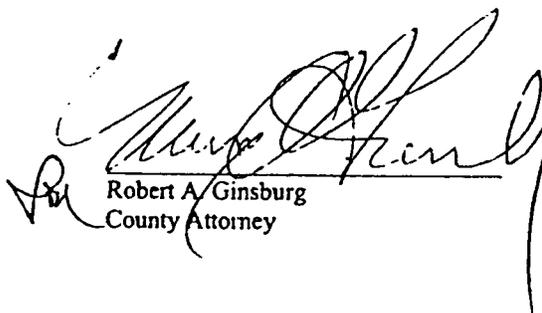
(Second Reading 10-7-03
September 9, 2003)

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Ordinance amending
Community Image Advisory
Board

O#03-215

The accompanying ordinance was prepared and placed on the agenda at the request of
Commissioner Dennis C. Moss.



Robert A. Ginsburg
County Attorney

RAG/bw

03.210

MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: October 7, 2003

FROM: George M. Burgess
County Manager

SUBJECT: Ordinance amending
Community Image
Advisory Board

The proposed ordinance amending policy requirements for the Community Image
Advisory Board will have no fiscal impact on Miami-Dade County.

03.215



MEMORANDUM
(Revised)

TO: Hon. Chairperson Barbara Carey-Shuler, Ed.D. and Members, Board of County Commissioners **DATE:** October 7, 2003

FROM: 
Robert A. Ginsburg
County Attorney

SUBJECT: Amended
Agenda Item No. 6(E)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

03.215

Approved _____ Mayor
Veto _____
Override _____

Amended
Agenda Item No. 6(E)
10-7-03

OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
DADE COUNTY, FLORIDA

ORDINANCE NO. 03-215

ORDINANCE AMENDING SECTION 2-1335 OF THE CODE OF MIAMI-DADE COUNTY RELATING TO THE COMMUNITY IMAGE ADVISORY BOARD; CHANGING REPRESENTATION REQUIREMENTS; AMENDING POLICY FOR ADDING NEW MEMBERS; AMENDING ATTENDANCE POLICY; AND AMENDING REPORTING REQUIREMENTS IN SECTION 2-1336 OF THE CODE OF MIAMI-DADE COUNTY; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

WHEREAS, the economy of Miami-Dade County is fueled largely by tourism; and

WHEREAS, the condition and maintenance of our major roadways, transportation gateways, and adjacent lands are very important to the promotion and retention of tourism; and

WHEREAS, Miami-Dade County is in need of a comprehensive plan for the maintenance and improvement of these major roadways, transportation gateways, and adjacent properties; and

WHEREAS, since 2001, the Community Image Advisory Board has worked extremely well in analyzing and proposing solutions for the maintenance and improvement of this community's roadways, transportation gateway, and adjacent properties in its Community Image Plan; and

WHEREAS, to facilitate the work of the Community Image Advisory Board, the Board approves the following amendments to the enacting ordinance,

03.21

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY
COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. Section 2-1335 of the Code of Miami-Dade County is hereby amended to
read as follows:¹

Sec. 2-1335. Organization of the board.

- 1. Membership. The Advisory Board shall be made up of the following members:
 - a. A representative from Florida Department of Transportation;
 - b. A representative from the Miami-Dade County Solid Waste Department;
 - c. A representative member from Team Metro;
 - d. A representative from each municipality located within Miami-Dade County;
 - e. A representative from West Kendall;
 - f. A representative from the Miami-Dade County Public Works Department;
 - g. A representative from the Miami-Dade Transit Agency;
 - >>h. A representative from the Miami-Dade County Park and Recreation Department;<<
 - >>i<< [[h]]. A representative from the County Manager's Office;
 - [[i. ~~The Miami-Dade County Commissioner from District 2 or his or her designee;~~

¹ Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

- j. ~~The Miami-Dade County Commissioner from District 6 or his or her designee;~~
- k. ~~The Miami-Dade County Commissioner from District 6 or his or her designee;~~
- l. ~~The Miami-Dade County Commissioner from District 9 or his or her designee;~~
- m. ~~The Miami-Dade County Commissioner from District 10 or his or her designee;]~~
- >> j. A Miami-Dade County Commissioner from each Commission District or his or her designee;<<
- [[n]]>> k<<. A representative from the Expressway Authority;
- [[o]]>> l<<. A representative from the Miami-Dade County Aviation Department;
- [[p]]>> m<<. A representative from the Miami-Dade County Seaport;
- [[q]]>> n<<. A representative from the Miami-Dade Planning and Zoning Department;
- [[r]]>> o<<. A representative from the Metropolitan Planning Organization ("MPO");
- [[s]]>> p<<. A representative from Miami-Dade County Public Schools;
- [[t]]>> q<<. A representative from Transportation Aesthetics Review Committee ("TARC");
- [[u]]>> r<<. A representative from the Citizen's Transportation Advisory Committee ("CIAC");
- [[v. ~~A representative from The Miami Herald;~~
- w]]>> s<<. A representative from Homestead/ Florida City Chamber of Commerce;
- [[x]]>> t<<. A representative from the Greater Miami Chamber of Commerce;
- [[y]]>> u<<. A representative from the Greater Miami Convention and Visitors Bureau;

- [[z]]>>v<<. A representative from the Downtown Development Authority;
- [[aa]]>>w<<. A representative from the Miami-Dade League of Cities;
- [[bb]]>>x<<. A representative from Amtrak;
- [[ee]]>>y<<. A representative from Tri-Rail;
- >>z. A representative on behalf of the media sector.<<
2. Appointment of Members. The County Manager shall contact each of the organizations, companies, and municipalities referenced in Section [[2(B)(+)]>>(1)<< above, and shall request that each of these organizations, companies, and municipalities submit the names of at least two (2) interested and eligible nominees. These nominees shall be submitted to the Board of County Commissioners >>in the form of a report<< for selection and appointment to the Advisory Board.
 3. Meetings. The Advisory Board shall hold regular meetings, no less than six times per year, and such other meetings as it deems necessary. Ten (10) of the duly appointed and sitting members of the Advisory Board shall constitute a quorum. Minutes shall be kept of all meetings of the Advisory Board and all meetings shall be duly noticed to the public.
 4. Applicability of County Rules and Procedures. The Advisory Board shall at all times operate under the Florida Open Government laws, including the "Sunshine Law," public meeting laws and public records laws and shall be governed by all State and County conflict of interest laws, as applicable, including the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance, Sec. 2-11.1 of the Code of Miami-Dade County.
 5. Attendance requirement. Notwithstanding any other provision of this Code, any Advisory Board member shall be automatically removed if, in a given fiscal year[[+ (i)] he or she is absent >>from more than 50% of the year's meetings<< ~~[[three consecutive meetings without an acceptable excuse; or (ii) if he or she is absent from three of the Advisory Board's meetings without an acceptable~~

~~excuse; or (iii) whether excused or not, he or she misses two-thirds (2/3) of the Advisory Board's meetings in a given fiscal year.]] A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five percent of the time. [[An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the Advisory Board, by a two-thirds vote of the membership, deems appropriate.]] By a [[two-thirds (2/3)]]>>one-third (1/3)<< vote of the members >>present<<[[of the full Advisory Board]], the provisions of this section may be waived.~~

6. Compensation. Members of the Advisory Board shall serve without compensation, but shall be entitled to reimbursement for necessary expenses incurred in the discharge of their duties.
7. Staff and Facility Support. The County Manager and the County Attorney shall provide such staff support to the Advisory Board as may be necessary to accomplish its purpose. The County Manager will provide such facilities as the Advisory Board may deem necessary to accomplish its purposes.

Section 2. Section 2-1336 of the Code of Miami-Dade County is hereby amended to

read as follows:

Sec. 2-1336. Function.

1. Submittal of [[Quarterly]]>>Semi-annual<< Reports. The Advisory Board shall be responsible for providing [[four (4) quarterly]] >>two (2)<< reports per year for the duration of its existence, the first of which shall be submitted to the Board within three (3) months following the passage of this Ordinance or the first meeting of the Advisory Board, whichever is later. Each subsequent [[quarterly]] >>semi-annual<< report will be submitted within [[three (3)]]>>six (6)<< months following the submittal of the prior report, but provided that no more than [[four (4)]]>>two (2)<< reports need be presented to the Board of County Commissioners in one (1) year. For purposes of this Ordinance, a year shall be the 365 contiguous days following the submittal of the first

quarterly report, regardless of whether those 365 days fall in a single calendar year.

2. Contents of the ~~[[Quarterly]]~~>>Semi-annual<< Reports. The first ~~[[quarterly]]~~>>semi-annual<< report in a given year shall contain the Advisory Board's prioritization of the Community Image Goals, as set forth in Section 2 (A), above, with the highest priority given to the Community Image Goal most necessary for the enhancement of tourism. This report will include an analysis detailing which County departments, if any, have an existing responsibility and budget allotment to undertake the Community Image Goal. The second ~~[[quarterly]]~~>>semi-annual<< report will provide an action plan for each of the Goals, including which County departments should be responsible to undertake the proposed action(s). The ~~[[third-quarterly]]~~>>second semi-annual<< report will detail the approximate budget required for each of the proposed actions~~[[The fourth and final report in a given year]]~~ >> <<shall constitute the final Community Image plan to be submitted to the Board for consideration, and will contain the Advisory Committee's final action plan based on the priorities and budgets contained >>therein.<<[[in the first three reports.]]

* * *

Section 3. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 4. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

3.215

Amended
Agenda Item No. 6(E)
Page 7

Section 5. This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

PASSED AND ADOPTED:

Approved by County Attorney as
to form and legal sufficiency:

CMC

Prepared by: OCT 07 2003

MMC

Mariela Martinez-Cid

Sponsored by Commissioner Dennis C. Moss

STATE OF FLORIDA)
)
COUNTY OF MIAMI-DADE)

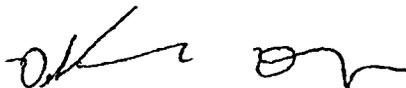
SS:

I, **HARVEY RUVIN**, Clerk of the Circuit and County Courts, in and for Miami-Dade County Florida, and Ex-Officio Clerk of the Board of County Commissioners of said County, **Do Hereby Certify** that the above and foregoing is a true and correct copy of Ordinance 03-215, approved by the Board of County Commissioners at its meeting of October 7, 2003, as appears of record.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal on this 17th day of January, A.D. 2007.

HARVEY RUVIN, Clerk
Board of County Commissioners
Miami-Dade County Florida



By: 
Deputy Clerk

Board of County Commissioners
Miami-Dade County, Florida

MEMORANDUM

Agenda Item No. 10(A)(1)

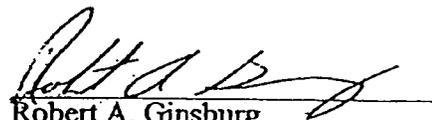
TO: Hon. Chairperson and Members
Board of County Commissioners

DATE April 8, 2003

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution relating to exempting
certain county boards from the
application of the Miami-Dade
County Conflict of Interest and
Code of Ethics Ordinance

The accompanying resolution was prepared and placed on the agenda at the request of
Commissioner Sally A. Heyman and Commissioner Jose "Pepe" Diaz.


Robert A. Ginsburg
County Attorney

RAG/bw

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 10(A)(1)
4-8-03

OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
DADE COUNTY, FLORIDA

RESOLUTION NO. R-340-03

RESOLUTION ADOPTED UNDER THE AUTHORITY OF SECTION 2-11.39.2 OF THE CODE OF MIAMI-DADE COUNTY, FLORIDA, EXEMPTING CERTAIN COUNTY BOARDS FROM THE APPLICATION OF THE MIAMI-DADE COUNTY CONFLICT OF INTEREST AND CODE OF ETHICS ORDINANCE

WHEREAS, this Board wishes to attract more citizens to serve on County advisory boards, and to make such service more convenient; and

WHEREAS, this Board has enacted Section 2-11.39.2 of the Code of Miami-Dade County, Florida; and

WHEREAS, said section authorizes this Board to exempt designated County boards from the application of the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance; and

WHEREAS, this Board wishes to implement said section and designate certain County boards thereunder,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The following County boards are hereby designated pursuant to Section 2-11.39.2 of the Code of Miami-Dade County:

1. Affirmative Action Advisory Board
2. Aircraft Noise Abatement Task Force for MIA
3. Asian American Advisory Board
4. Bicycle/Pedestrian Advisory Committee

5. Black Affairs Advisory Board
6. Commission on Disability Issues
7. Commission for Women
8. Community Image Advisory Board
9. Community Relations Board Nominating Committee
10. Community Small Business Enterprise Program
11. Dial-A-Life Program Advisory and Oversight Board
12. Domestic Violence Oversight Board
13. Equestrian Center Advisory Board
14. Hispanic Affairs Advisory Board
15. Minority and Women-Owned Business Advisory Board
16. Parks and Recreation Citizens Advisory Committee
17. Racial Profiling Advisory Board
18. Transportation Aesthetics Review Committee

Section 2. The members of each County board listed above in Section 1. of this resolution are exempted from the application of the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance arising from Board membership.

Section 3. The exemption provided to Board members through Section 2-11.39.2 of the Code and this resolution shall be effective for 2003 and thereafter.

The foregoing resolution was sponsored by Commissioner Sally A. Heyman and Commissioner Jose "Pepe" Diaz and offered by Commissioner Sally A. Heyman who moved its adoption. The motion was seconded by Commissioner Jose "Pepe" Diaz

and upon being put to a vote, the vote was as follows:

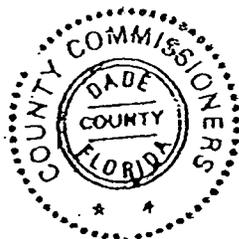
Bruno A. Barreiro	aye	Dr. Barbara Carey-Shuler	absent
Jose "Pepe" Diaz	aye	Betty T. Ferguson	absent
Sally A. Heyman	aye	Joe A. Martinez	aye
Jimmy L. Morales	aye	Dennis C. Moss	aye
Dorin D. Rolle	aye	Natacha Seijas	absent
Katy Sorenson	aye	Rebeca Sosa	aye
		Sen. Javier D. Souto	absent

The Chairperson thereupon declared the resolution duly passed and adopted this 8th day of April, 2003. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board. In addition, this resolution shall only become effective if the proposed ordinance enacting Section 2-11.39.2 of the Code of Miami-Dade County, Florida also becomes effective.

MIAMI-DADE COUNTY, FLORIDA
 BY ITS BOARD OF
 COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: KAY SULLIVAN
 Deputy Clerk



Approved by County Attorney as
 to form and legal sufficiency.

RA6

Robert A. Ginsburg

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment C

Meeting Minutes Approving 2010 Sunset Review Report

45



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 26, 2011**



CIAB Members Present

Lina Blanco, City of Miami
David Cardenas, Miami-Dade Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Tsahai Codner, City of Miami Gardens
Jeff Dawson, Miami-Dade Aviation (MIA)
Clinton Forbes, Miami-Dade Transit
Kenneth Eric Gardner, TARC
Michael Gomez, Designee-Commission (Dist11)
James Key, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Planning & Zoning
Maria Mitchell, Designee-Commission (Dist 6)
Dennis C. Moss, MDC Commissioner (Dist 9)
Elizabeth Ogden, MDC Seaport
Buck Reilly, City of South Miami
Susan Schreiber, MPO
Marie Steril, League of Cities
Susanne Torriente, CEO/Office of Sustainability
Kathleen Woods-Richardson,
MDC Solid Waste Dept.

Participants Present

Gloria Antia, Citizens for a Better SFL
Juan David Araque, Citizens for a Better SFL
John Bowers, (MDPR)
Christina Casado, Community Image
Antonio J. Cotarelo, PWD
Eelyn De Vito, County Executive Office
Odalys Delgado, HNTB
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Jack Haime, Bio Planet USA
Sara Ingle, DDA
Rick Johnson, MDX
Melody Jones, GMCVB
Doris Mejia-Gomez, Community Image
Elia Nuñez, City of Miami
Debbie Penha-Cumbermack, MD Solid Waste
Diana C. Perez, Office of the Chair
Deborah Strelkow, Florida Turnpike
Bill Talbert, GMCVB
Dani Toranzo, Community Image
Beverly Washington, MDC Solid Waste Dept.
Bann Williams, Community Image
Donald Worth, Miami Marine Stadium

I. Welcome and Introductions

Chairman Dennis C. Moss, Miami-Dade County welcomed and thanked the board members and participants for their commitment to the CIAB and attending our monthly meetings. Chairman Moss wished everyone a happy new year and said that he looked forward to the CIAB having a prosperous 2011. Chairman Moss thanked the Greater Miami Convention and Visitor's Bureau, Bill Talbert, Bill Anderson and staff for hosting the Community Image Advisory Board (CIAB) meetings each month. Introductions began.

After introductions, Chairman Moss welcomed Susanne Torriente, Director Miami-Dade County Office of Sustainability and invited Ms. Torriente to speak to the board.

Susanne Torriente introduced herself and shared with the CIAB her past responsibilities in the County as an Assistant County Manager. Susanne Torriente said in addition to her assignment directing the Office of Sustainability, she also has the pleasure of working with Solid Waste Department, DERM, Water & Sewer, and will now serve as the County Manager's designee at the CIAB and oversee the strategic direction of the Office of Community Image, managed by Ms. Christina Casado. Ms. Torriente said she is thrilled to be a part of the Community Image Advisory Board (CIAB) and that her new responsibility

with the Office of Community fits very well with the Office of Sustainability's mission. Ms. Torriente then spoke to the board about the completion of *GreenPrint*, its goals, and initiatives. Ms. Torriente said she has had the pleasure of working with several people present at this meeting today in the development of *GreenPrint*, including Ms. Casado, Community Image Manager, who also worked on the document. Ms. Torriente announced that Mayor Carlos Alvarez would be presenting *GreenPrint* to the Board of County Commissioners on Tuesday, February 1, 2011. She closed by saying that she looks forward to working with the CIAB and thanked the board.

Chairman Moss thanked Ms. Torriente and said he was very pleased to have her involved in the process and on the CIAB.

Greater Miami Convention & Visitors Bureau Update: Bill Talbert welcomed the Community Image Advisory Board (CIAB) and Ms. Torriente. Mr. Talbert informed the board that on Thursday, January 20, 2011, the Miami-Dade County Board of County Commissioners presented the GMCVB (President and CEO, William D. Talbert, III, CDME) with a proclamation sponsored by Miami-Dade County Commissioner Rebeca Sosa for the National Association of Television Program Executives (NATPE). Mr. Talbert then briefed the CIAB on media news (USA Today and New York Times). He spoke about events throughout Miami and at the Performance Arts Center. Mr. Talbert concluded his report with an update to the CIAB on the travel and tourism industry.

II. Action Items

Approval of Minutes from 11/15/10 Board Meeting: Chairman Moss requested a motion to approve the minutes. Dr. Claudius Carnegie, Miami-Dade County Public Schools, moved to approve the minutes. Penny Lambeth, Town of Miami Lakes seconded the motion. The minutes were unanimously approved.

Approval of the 2011 Sunset Review: Christina Casado reported that the 2011 Sunset Review had been emailed to the CIAB Members for review to vote at today's CIAB meeting. Ms. Casado informed that once the CIAB approved the minutes for the meeting where a vote to accept the Sunset Review occurred, then it would be submitted to the Board of County Commissioners for review and approval.

Chairman Moss explained the purpose of the 2011 Sunset Review. He explained that the Sunset Review was required annually by County Ordinance to review the functions and effectiveness of all County committees and boards. The review process ensured that all committees and boards are achieving their purposes. If a committee or board demonstrated that it was achieving its mission, then the BCC would allow it to continue convening. If it were not, the committee or board would be dissolved.

Chairman Moss asked Ms. Casado to explain the package content of the Sunset Review. Ms. Casado explained all information contained in the Sunset Review package which included a questionnaire to identify number of board members, their terms of office, the number of vacancies, the number of meetings held, its funding sources, the CIAB's mission statement, a listing of its projects, recent and past achievements, and most importantly a statement that the board is achieving its purpose.

Chairman Moss requested a motion to approve the 2011 Sunset Review. Dr. Claudius Carnegie, Miami-Dade County Public Schools, moved to approve the minutes. Chairman Dennis C. Moss seconded the motion. The 2011 Sunset Review was unanimously approved.

III. Updates

A. Office of Community Image (CIAB Reports)

Projects Update: Christina Casado, Community Image Office thanked everyone. Expressed her gratitude to all CIAB partners on her behalf and on behalf of the Community Image Office staff for the assistance and participation in all the projects during 2010 and wished the board a "Happy 2011." Ms. Casado reported that now with the Community Image Office working closely with the Office of Sustainability and GreenPrint this year's focus would be on projects that are aligned with County's Sustainability Plan. Ms. Casado stressed the importance of implementing the initiatives that the County has identified as priorities in order to maximize the CIAB's ability to participate in and fund collaborative projects. She then presented this year's priority projects, the first being to identify spaces for aesthetic enhancements at key gateways into Miami-Dade County from the north, west, south, and from the water or bay. Some possible areas to consider would be the entrance to the County on I-95 at County Line Road, the interchange of the Florida Turnpike to Dolphin Stadium at the northern end of the County and the end of the Florida Turnpike at US1 in Florida City as a southern gateway. Ms. Casado reported that the Landscape Committee of the CIAB has been working with FDOT on a possible western gateway at Krome Avenue and SW 8th Street to delineate an entrance to Miami-Dade County from the Everglades. Ms. Casado expressed the importance of "maintaining the momentum" that the board has developed over the past years and to identify major gateways which are highly visible where hardscape and art pieces or monuments could be incorporated.

Ms. Casado continued identifying priorities for 2011, such as planting projects along major gateways and partnerships with other County Departments and Cities. New initiatives inspired by GreenPrint include the "Million Trees Miami" campaign goal to plant 1 million trees by 2020 to reach 30% tree canopy and is expected to launch before Earth Day.

Christina Casado introduced Jack Haime (President, BioPlanet USA) who briefed the CIAB on his organization's participation in the Million Trees Campaign. Mr. Haime reported having three sponsors ready to participate in tree planting initiatives as part of the County's campaign.

Ms. Casado then introduced Gloria Antia (Citizens for a Better South Florida). Ms. Antia described to the board some of the projects that their organization is working on such as, their Citizen Forester program that reaches out to neighborhood groups on planting trees on their streets and teaching them to care for the trees. Ms. Antia informed Citizens for a Better South Florida (CFBSF) run community-based programming. Ms. Casado added that CFBSF has been working in our community since the 1980s educating children on stewardship of the environment. Ms. Casado shared that CFBSF has a long and established a relationship with the City of Miami to educate, promote sustainability, and to help the City of Miami plant more trees.

Penny Lambeth, Town of Miami Lakes made an announcement that in December 2010 Tremendous Miami group had a planting event. Ms. Lambeth reported that 570 trees were planted at Virginia Key Beach Park. Several student groups participated in this event

sponsored by Scottie's Tissues. Ms. Lambeth asked Ms. Casado if the 570 trees could be counted towards the Million Trees Miami campaign.

Ms. Casado replied that yes, the trees would count. She advised that emails would be sent to the CIAB on a regular basis to collect information for the Million Trees Miami campaign website.

Community Gardens Initiative and Farmers Markets: Ms. Casado shared that as part of her responsibilities in leading the Healthy Communities component of GreenPrint, she will be working with organizations that are interested or currently have Community Gardens and Farmers Markets. One of the organizations that she is meeting with soon is the South Florida Local Food Policy Council. Generally, local food initiatives will include coordinating projects for community gardens in neighborhoods and schools', identifying local sustainable sources for produce, and places for farmers markets.

Overtown Greenway: Christina Casado and Deborah Strelkow (TYLIN) gave the board the updates on the existing planning project in Overtown.

Chairman Moss added that community building projects (such as gardens) are effective and achieve better results when the community itself gets involved in the projects.

Anti-Litter Campaign: Ms. Casado reported we are working closely with the Miami-Dade Park and Recreation, the Solid Waste, and the Public Works Departments on continuing the efforts to develop the Anti-Litter Campaign which will include signage similar to the City of Miami Beach's "Show Some Love to Your Beaches" campaign. She provided some examples of different messages that could be incorporated into the campaign such as "Show some love to your streets," "Show some love to your neighborhood," "Show some love to your Parks." Ms. Casado indicated that there has been funding issues over the last couple of years. Ms. Casado reported that Miami Dade County Parks Department has offered some of the design services. Hopefully, the designs will be ready before summer so that the new Anti-Litter Campaign can be launched.

395 Performing Art Center (PAC) /Task Force Committee: Christina Casado gave an update on the 395 PAC/Task Force Committee. A low impact design was developed by Bann Williams, Landscape Architect with the Office of Community Image. The design does not include plant materials, focusing more on a hardscape solution. Ms. Casado reported the plant material continues to die. Ms. Casado informed that on Feb 4th the DDA would be hosting another meeting to discuss a solution for the aesthetics in the PAC area and extended invitations to the board members who would like to attend.

Chairman Moss asked why the plants are not surviving in this area. Ms. Casado reported that the area was very dark and no irrigation was available for the plants survival. Installing an irrigation system is financially prohibitive in this area and not recommended. Additionally, the area underneath the ramp is being used by various people. Ms. Casado concluded her report by suggesting fairly low cost improvements to the visible areas closest to the roads such as painting, lighting and some fencing.

Chairman Moss asked Ms. Casado if she could look into the ownership of some of the vacant lots on the north side of the PAC in order to reach out to them and ask if they would aesthetically enhance the area by covering it with grass.

Ms. Casado responded that she would have the area mapped to locate the owners.

Ms. Torriente suggested that perhaps the PAC can facilitate a meeting of all the key players (property owners) and arrive to a solution or plan. Chairman Moss expressed that it was a great idea, and indicated that it would be a priority for the CIAB to address the issue this year.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported the following: 421 Cubic yards of debris/litter picked up, 40,000 thousand gallons of water dispersed (different areas/projects), 3,406 inspection miles were covered, and 95 gallons of herbicide applied to corridors and project areas. Mr. Toranzo reported the team continues maintain the DDA areas. The team has landscaped all of the MetroMover stations and several MetroRail stations. He reported the team worked on an enhancement and refurbishing project at the Allappattah Metrorail Station on Martin Luther King's Day (January 17th) along with the City Year Corps Volunteers. Dani Toranzo reported that the event was a huge success and approximately 200 volunteers participated. Mr. Toranzo concluded his report informing the board on the tree planting event at West Perrine Senior Center.

Christina Casado reported that nine (9) trees had been planted at the West Perrine Senior Center.

Chairman Moss asked if there was a tree tracking program. Ms. Casado reported the tree tracking is currently being performed through the invoices. A tree tracking system needs to be developed for the Million Trees Miami campaign and future counts will now be included in the County's scorecard program.

Ms. Torriente reported on how important it was to capture the benefit of the trees and for the numbers to add up in order to meet the goals that the board has set as well.

Regina Hagger (City of Miami) reported that through Tree Protection Ordinance, the City of Miami has been receiving checks for tree plantings and a 4th project will soon be starting.

Gateway Landscape Subcommittee: Chairman Moss made comments on how great Miami International Airport looks with the beautiful landscaping recently done.

Jeff Dawson, Miami-Dade Aviation Department reported that the Landscape Subcommittee met on January 21st 2011. He reported on the Hands on Miami Day event that took place on Saturday, November 6th. Jeff Dawson reported that approximately 130 volunteers participated in the event which was a success.

District 12 & 13: Jeff Dawson reported this \$80,000 project is being funded from the JPA between the County and FDOT. The project location is at N.W. 183rd Street and 47th Avenue. PWD has completed the design. The Committee is now waiting for FDOT to approve the permit.

Florida City project: Jeff Dawson reported the project is in partnership with the CIAB, FDOT and the Florida Turnpike. Mr. Dawson reported Bann Williams, Landscape Architect and Deborah Strelkow (Turnpike) are working on the design of the project. Jeff

Dawson reported that Deborah Strelkow was working on the notice to proceed from the Turnpike.

Deborah Strelkow discussed four sites for new landscaping. Ms. Strelkow informed that two of the sites are in Miami-Dade County and two in Broward County. But that three of the four sites are gateways into Miami-Dade County. She reported that the total price of the project would be one million dollars. The funds would be divided between the four sites. Ms. Strelkow informed that the primary site was where US-1 meets the Turnpike in Florida City. She reported the project should begin in June 2011.

To conclude his report Mr. Dawson reported FDOT's portion of funds would be funded from the State's JPA for the amount of \$100,000.

Marketing & Education Subcommittee: Lina Blanco (City of Miami) updated the board and reported on the following:

Ms. Blanco reported that the Clean Up and Green Up poster contest announcement had been sent out and the committee is now looking forward to seeing all of the entries. Ms. Blanco informed there will be a total of nine (9) winners. Three winners in each category: 1st, 2nd and 3rd place for Elementary, Middle and High School students. The prizes are: **First Place** winners receive a \$100 Best Buy Gift Card, **Second Place** winners receive a \$75 Dave & Buster's Gift Card and **Third Place** winners receive a \$50 AMC Movies Gift Card. Ms. Blanco reported that every student that submits an artwork receives a certificate of participation. Teachers whose students participate in the poster contest will have the opportunity to enter the drawing to win a pizza party for a classroom!

Ms. Blanco asked the CIAB for additional help in reaching out to all students in Elementary, Middle and High School attending schools in Miami-Dade County. Ms. Blanco discussed the various ways that the poster contest had been promoted such as an ad in the Miami Herald, on radio stations, through the Miami Dade County Public Schools, Fairchild Tropical Botanical Gardens, City of Miami Parks, on the Miami-Dade County web portal Page, and the E-news newsletter sent out to portal subscribers

Lina Blanco reported that the Committee held workshop on Friday, January 21, 2011 for the modification of a rubric that will be used to judge the art pieces of the contest.

Ms. Blanco concluded her report by inviting the board to participate in the judging for the posters. And informed that the judging date would be on March 4, 2011 at the Miami Herald (full day) 10:00 a.m. to 5:00 pm.

Street Tree Subcommittee: (Deferred) John Oldenburg (City of Miami Beach) could not be present to report due to meeting conflict.

Transportation and Transit Subcommittee: Dr. Claudius Carnegie, MDC School Board reported that the Transportation and Transit Subcommittee met January 11th 2011. Dr. Carnegie thanked all partners (CIAB, Miami-Dade Transit (MDT), City of Miami, DDA, MDX, FDOT, PWD and TARC) for participating in the TELCON. Dr. Carnegie suggested using an online conference client such as Web ex and Go to Meeting for the convenience of the committee and cost effectiveness that these products provide. Dr. Carnegie reported that the Committee was making great progress on the improvements encouraging painting and landscaping projects at the stations that need it. He thanked all partners for their efforts in facilitating this process. Dr. Carnegie reported that Clinton Forbes (MDT) was working with County Manager's Office with regards to developing a corporate relations program and a approach for sponsorships such as naming rights to stations. The Committee is targeting various corporate partners: Marriot Hotel/Dadeland South Station (Metrorail), U

of M/Civic Center, FIU, MDC College North and South, PAC, Art Institute/Adrienne Arscht Center, International Hotel/Bayfront, Miami Heat, the Marlins and any other potential partners close to a transit facility that maybe interested in naming rights.

Clinton Forbes (MDT) added to Dr. Carnegie's report. Mr. Forbes reported that MDT is always looking for new partnerships and revenues. They have studied sponsorship models in other cities, such as Chicago. Mr. Forbes reported that MDT is currently working now in new strategies for marketing research.

Dr. Carnegie reported the Committee is working on scheduling a Northbound MetroMover tour tentatively scheduled for March 3, 2011.

Dr. Carnegie pointed out that the I-95 Ramps need painting and this has been reported to FDOT. Ms. Casado reported that FDOT is looking into the issue.

Dr. Carnegie asked the DDA if they would present the latest Downtown Pedestrian Study. Sara Ingle (DDA) responded that she would discuss it with Alyce Robertson and identify a good time to bring that information to the CIAB.

IV. Reports

The Future of Miami Marine Stadium Don Worth (Miami Marine Stadium) spoke briefly about the history of the Miami Marine Stadium. Mr. Worth informed the board that the Miami Marine Stadium was designed 1963 by Hilario Candela, a prominent local architect, when he was 28 years old. The total cost for building the stadium was two million dollars. Mr. Worth informed that Mr. Candela then become president of Spillis Candela, the largest architectural firm in the United States. The land was originally owned by the County. Don Worth continued explaining the story of the Miami Marine Stadium. Mr. Worth presented at length his organization's work to advocate for the restoration of the stadium.

Aesthetic Guidance & Action Plan for Transportation Projects in Miami-Dade County Susan Schreiber with the Metropolitan Planning Organization (MPO) and Odalys Delgado (HNTB) consultant presented to the board. Ms. Schreiber introduced herself and spoke about Transportation Aesthetic Review Committee (TARC), a committee of the MPO. Ms. Schreiber first gave the board a brief explanation on the TARC. She explained that it was created in 1993 by the MPO Governing Board to advise them on transportation aesthetics issues and to review transportation projects for their aesthetic impacts. Ms. Schreiber then introduced Odalys Delgado, consultant with HNTB, who proceeded with the report. Ms. Delgado reported the plan was guided by the TARC and identifies design guidelines and principals. Ms. Delgado reported that a Study Advisory Committee was also created which consisted of various County Departments. Ms. Delgado reported the final draft would be available at the end of February 2011. Ms. Delgado reported that the committee had referred to the standards adopted in the CIAB Aesthetics Master Plan and also those existing in various County and State agency aesthetics planning documents. Ms. Delgado reported they have come up with recommendations for enhancements, to existing guidelines, and general recommendations. Ms. Delgado informed as a result of the study they are developing a Guide, that the MPO website will have a page dedicated to the project, and the webpage will have all the information such as the action plan, process, links to other manuals, guides, etc.

US1 Pink Wall Project Update Elia Nuñez, City of Miami Capital Improvement Program (CIP) gave an update on the US1 Wall Project, Phase 2 - the famous "Pink Wall". Ms.

Núñez, project manager brought handouts and reported briefly that the project limits run northbound on US-1 from south of 19th Avenue to south 17th Avenue. Ms. Núñez briefly described the existing conditions, the project purpose, scope, project schedule and cost. Ms. Núñez reported that the current construction plan is now 90%. She reported that FDOT has been very helpful with the traffic control plan. Ms. Núñez reported that 100% plans are due in March 2011. Construction is scheduled to start in the summer of 2011 when school is no in session. Ms. Núñez reported the estimated project construction budget was approximately \$1.5 million.

Chairman Moss said he was happy to hear that the project was making progress.

All presentations are available on the CIAB website www.miamidade.gov/image

Closing Remarks

Chairman Moss asked Tsahai Codner (City of Miami Gardens) on the status of the fountains project in the City. Ms. Codner indicated the project was not yet completed. However, once completed, City of Miami Gardens will report to the CIAB.

Recap of Action Items 01/26/11

- PAC (MAP NS area lots/ownership)

Additional Closing Remarks:

Rick Johnson (MDX) thanked Penny Lambeth (Miami Lakes/Tremendous Miami) and reported that Tremendous Miami would be having a tree planting event at Metro Zoo, on Saturday, February 12, 2011.

Chairman Moss once again welcomed Ms. Torriente (Office of Sustainability) to the CIAB and welcomed back Deborah Strelkow (Turnpike)

Chairman Moss thanked the Greater Miami Convention & Visitor's Bureau and the CIAB for attending the meeting!

The meeting was adjourned.

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Attachment D

Report to the CIAB on Board Accomplishments

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Accomplishments in the last 24 months

Aesthetics

- In 2009 the CIAB (CIAB) completed the final review of the Aesthetics Master Plan (AMP). The AMP provides guidelines for the design and appearance of the County transportation corridors, gateways, and key public facilities by providing examples of specific architectural, hardscape and landscape elements. The plan establishes clear objectives and standards for improving the appearance of the County's entrance gateways, the corridors which channel vehicular, pedestrian and marine traffic, and public facilities including public transportation centers, buildings, and parks. The AMP passed the Board of County Commissioners in November of 2009. The AMP will include the development of a Community Design Element that was completed in 2010 and submitted for adoption during the October 2010 cycle.

Education

- In 2010 CIAB held the 6th Annual "Clean-Up and Green Up" poster contest for elementary, middle and high school students reached 2,400 student participants who submitted original artwork illustrating how to avoid littering and keeping their community green.
- In 2009 CIAB held the 5th Annual "Clean-Up and Green Up" poster contest for elementary, middle and high school students which drew over 1,100 student participants who submitted original artwork illustrating the importance of a beautiful green and litter-free community.
- As part of the County's Education Compact with Miami-Dade Public schools (MDCPS), the CIAB partnered with MDCPS, the Miami-Dade County Park and Recreation Department (MDCPR), Miami-Dade County Department of Environmental Resources Management (DERM), and the Division of Forestry created the "NFL Tree Growalition." Using grant funding awarded by the NFL through the Division of Forestry, as part of the Super Bowl activities supported 16 plantings in schools and parks around the County. MDCPS has committed to increasing tree canopy on school grounds in conjunction with our goal to reach 30% by 2020. The CIAB volunteered with students in planting the trees to create a positive environmental change while enhancing outdoor learning opportunities.

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Landscaping Projects

- In November 2010, Miami-Dade County Office of the Mayor "V" Volunteer Initiative, partnered up with CIAB, Miami-Dade County Transit Department, Downtown Development Authority (DDA), Florida Department of Transportation (FDOT), Miami-Dade County Public Works Department (MDCPWD), City of Miami Police Department and with Hands on Miami (HOM) to "Revamp the Ramp" at Biscayne Boulevard that takes you from the heart of Miami's downtown business and across the McCarthur Causeway into the heart of South Beach. The gateway entrance was landscaped with Mayor's V Initiative volunteers who painted and planted more than 200 feet of bare slopes and walls with vibrant tropical colors.
- The CIAB worked closely with the Mayor's "V" Initiative volunteers to makeover the entrance to the Carnival Cruise lines at Miami-Dade County Seaport. The volunteers painted a mural created by local artist Carlos Navarro and a planted colorful ground covers and shrubs at the entrance of the terminal that was designed by the CIAB. The mural and the landscape now brightens up the entrance to the Carnival Cruise line's main visitor entrance at our Miami-Dade County Seaport.
- The CIAB designed the landscape enhancements and installation at Civic Center's medians in partnership with Miami Dade County Transit Department and the University of Miami.
- The CIAB in conjunction with the City of Opa-Locka, FDOT and MDCPWD transformed the landscape along State Road 9 from the Golden Glades Park and Ride to NW 26 Avenue and along 27 Avenue from NW 127 Street to NW 70 Street. Over 494 trees and palms as well as 20,415 shrubs and ground covers were installed creating a pleasurable drive for those using State Road 9.
- The CIAB in partnership with the Miami-Dade County General Services Administration and the Facilities Building Manager gave a fresh face to the fountain plaza on the west side of the Stephen P. Clark Government Center. In efforts to continue the greening of urban spaces throughout the County, increase tree canopy, and promote beautiful public spaces, the CIAB worked with partners to restore the landscaping, repair the fountain, and install planters filled with small trees and colorful flowers. The planters were donated by the DDA.

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- The CIAB and Miami-Dade County Libraries collaborated to transform the landscaping at the West Flagler Community Library into a Florida Friendly demonstration native garden. The space around the library was transformed into a serene outdoor oasis by installing native flowers, trees and shrubs that will grow to shelter outdoor readers and WiFi users from the summer sun.
- The CIAB was contracted by DDA to landscape and maintain areas outside regular City of Miami maintenance operations to improve the aesthetic quality of the areas in downtown where commerce is expanding.
- The CIAB staff landscape architect designed the new Brickell Road landscaping project.

Legislation

- The CIAB prepared a Resolution urging the Florida Legislature to pass legislation requiring the removal of underground utility markings within 30 days of their application. Requiring the use of temporary utility marking or otherwise requiring that utility markings not remain in place more than 30 days.

Metrorail and Metromover Stations

- All Metromover Stations were landscaped by volunteers and CIAB staff in 2010 in partnership with DDA and Miami-Dade County Transit Department.
- The CIAB in partnership with Miami-Dade County Transit Department and in conjunction with CityYear Miami Corps volunteers joined to "makeover" the Brickell Station, Culmer, and Coconut Grove Metrorail Stations with Florida Friendly flowering shrubs and groundcovers that were installed in planting beds around the station.
- In September 2010, Miami Dade County Transit Department partnered with CIAB and Marriott Hotel volunteers to transform Dadeland South Metrorail Station. The station was enhanced with a colorful landscape palette for the Metrorail riders to enjoy at this station.

Miami Heat Season

- The CIAB and its partners worked closely together in preparing for the 2010/2011 Miami Heat season. The CIAB mobilized its forces to the Downtown area to make it sparkle. CIAB partners cleaned up the Downtown area by removing graffiti, making drainage repairs, painting metromover stations among many other improvements performed in the

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Downtown area. In addition to the improvements, the CIAB crews installed trees and colorful plants along the fence of the Miami-Dade County Water and Sewer Department (WASD) Pump Station #2 on Biscayne Boulevard. WASD re-painted their buildings matching the color of the American Airlines Arena.

Pow Wow

- In May 2009, CIAB and its partners cleaned up the downtown areas and the beaches in preparation for Pow Wow, the largest international travel and service-industry conference that occurs every year to coordinate the purchase of tourism packages for the following year. This exclusive event in Miami-Dade is an indication of how important the tourism and service industry is to our community. We were commended for the quality of our conference facilities, hotels, airport, transportation routes, and transit by the conference goers in addition to the quality restaurant and entertainment that Miami is known to have. This is a big win for our partners that worked hard to ensure a clean and fresh face on our County.

Super Bowl XLIV

- On January 31, 2010 and February 7, 2010 South Florida hosted the Pro Bowl and Super Bowl XLIV. CIAB worked together with their partners to ensure that the community shined in the national spotlight. The CIAB prepared and coordinated the efforts of multiple jurisdictions to clean up the streets, plant trees and landscaping, coordinate traffic flow to and from events, to ensure a positive visitor experience on the game days.
- CIAB's partner organizations and cities teamed up for "Super Clean Up Day," a huge County-wide volunteer effort held on January 23rd, 2010 to bring the neighborhoods together in getting ready for company.

Urban Forestry

- On June 21, 2010 the 4th Annual Tree Summit was hosted by the Florida International University (FIU) at Biscayne Bay Campus. This year's Tree Summit defined the regional effort to promote urban forestry by adopting the coalition charter, discussing needed legislation required to achieve a goal of 30% tree canopy coverage, and focusing on advocacy and funding strategies to expand, preserve, and manage urban forests in South Florida. This Tree Summit served to bring together local elected officials, government and non-profit agencies, industry professionals, and community advocacy groups to discuss these pertinent issues.
- On July 30, 2009, the CIAB and its partners held the 3rd Annual Tree Summit reaching out to cities, state and local agencies, non-profit

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organizations, the nursery and landscaping industry, arborists, the landscape architecture industry, and nature enthusiast from Miami-Dade, Broward, and Palm Beach Counties to join together in identifying and attracting funding for urban forestry programs and projects to increase tree canopy in our communities. This Summit also served to create a regional coalition, called the "South Florida Urban Tree Canopy Coalition" in order to share information and resources during difficult economic times. The theme of this year's Tree Summit was how to collectively partner on projects that contribute toward reaching our goal of 30% tree canopy coverage by the year 2020.

- The City of South Miami, in partnership with the CIAB, adopted the Miami-Dade Street Tree Master Plan, committing the city to support the County's effort to reach 30% tree canopy by 2020. As part of the partnership, city tree-care workers were trained by the Miami-Dade Agricultural Extension and 190 trees were planted in the City of South Miami.

The following projects were completed:

Accomplishments Since Inception

Establishing CIAB Corridors

- In order to maximize the impact of the CIAB efforts and target visible improvements, priority corridors were selected. In 2005, updated definition of gateways to include US1, I-95, Florida Turnpike, I-195, I-395, SR112, SR836, SR826, and 27th Avenue.
- Prior to 2005, the CIAB established the following corridors as priority areas:
 - Honey Hill & Ives Dairy, near Stadium
 - Miami Gardens Dr & 57th Avenue
 - 36th/41st Street adjacent to MIA
 - 87th Ave North from 58th St to US1
 - Coral Way near the Youth Fair
 - 152nd St from US1 to Metrozoo
 - 79th Street from I-95 west
 - NW 62 St from I-95 west
 - Speedway Boulevard – 137th Ave
 - NW 199th St and 27th Avenue
 - NW 119th Street and 12th Avenue
 - Kendall Drive
 - Golden Glades Interchange

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- NE/NW 199 St from 26 Ave to 57 Avenue
- NW 57th Ave from 138 St to 215 Street
- Kendall Drive from US1 to Krome Ave

US Conference of Mayors

- In preparation for the 76th Annual U.S. Conference Of Mayors (June 20 – 23), where hundreds of mayors gathered in Miami to push their plan for “Strong Cities, Strong Families for a Strong America,” the partners of the CIAB dedicated time, effort and resources to install significant public beautification projects, and clean up the community by removing litter, graffiti, illegal signs, and enhancing landscaping.

Downtown Expressway Ramps

- Completed the design and implementation of the Revamp the Ramps project in cooperation with the DDA and the City of Miami to enhance the ramps leading in and out of Downtown Miami.

Landscaping Projects

- Developed 3 new “small parks” downtown, planted trees, and installed pavers and benches with the DDA.
- New Entrance Feature – Port of Miami and grand palm-lined entrance.
- Phase II and III Landscaping Improvements at Miami International Airport were completed in January 2007. A plan to develop a “dramatic entrance feature” to welcome visitors is on-going.
- As a member of the CIAB, Miami Dade Expressway Authority (MDX) has been furthering the board’s mission to improve gateways on SR 112 and SR836 through the installation of landscaping and litter cleanup. The banks of SR112 and the exit at NW 27th Avenue received new landscaping in 2007.
- The Turnpike Authority has also accelerated new landscaping projects along the Miami-Dade section of the corridor and has implemented a unifying plant palette incorporating several native plant species.
- 27th Avenue Bull Nose project – New landscaping and an ongoing maintenance program was established for the bull noses on NW 27th Avenue. The maintenance is still on-going.
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- Performing Arts Center (PAC) Landscaping – The CIAB coordinated with FDOT and the City of Miami to install native tree canopy and landscaping at the new PAC in preparation for its inauguration.

Aesthetics

- Convened an advisory committee of the print media industry and County representatives to construct an ordinance regulating the newsracks in unincorporated Miami-Dade County.
- Julia Tuttle Memorial Statue – The CIAB assisted the Commission for the Status of Women with \$35,000 towards the purchase of this memorial statue. The statue is installed at the former Dupont Plaza area along the Miami River greenway.
- US1 "Pink Wall" – Sustained support of the CIAB to the City of Miami for replacement of the "Pink Wall" along US1. The wall was replaced with an aesthetically pleasing new pre-cast concrete barrier wall and enhanced with colorful bouganvilleas.

Education

- Conducted annual poster contest for elementary, middle and high school students in Miami-Dade County.
- CIAB in partnership with the City of Miami launched the public service announcement with the Miami Heat coach, players and Heat dancer for a top-notch outreach campaign. The public service announcement was featured at local movie cinemas and Comcast television stations. In addition to the launch the CIAB partnered up with Miami Dade County Transit department to produce anti-litter posters of the PSA and they were displayed at the Metrorail Stations platforms.
- Completed design, production, and post-production of an anti-litter public service announcement and print copy starring the Miami Heat. MDX provided the funding for the concept of an anti-litter campaign.

Gateway Landscaping Standards

- The Landscaping subcommittee of the CIAB has developed a standards manual for the landscaping along the gateways. The final draft was distributed in May 2007.

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Improved Maintenance Along Gateways

- Concentrated clean-up on priority gateways: US1 (Brickell Drive, Biscayne Blvd); Priority Highways (I-95, 395, 112, 836); and County roads downtown.
- Bullnose Work and Landscape Plantings along Gateways - as part of the CIAB Minimum Standards, the Public Works Department has been maintaining the end caps of medians (a.k.a. bullnoses) through CIAB.
- Continuation of the CIAB Inspection Program - CIAB Inspector visually scrutinizes priority corridors to report maintenance issues to the appropriate jurisdiction for follow up action.

Gateway Landscape Improvements

- The CIAB and its partners completed the fourth and final phase of Greening the "V" by planting tropical trees and shrubs to enhance the vista of the downtown skyline in a grassy swale along I-95, from NW 11th Terrace to I-395, that we refer to as the "V" area.
- **Greening the "V" Phase I through III** – Coordinated design and implementation of I-95 V Project with the City of Miami, HOM, Roots in the City and CIAB Landscape Projects committee planted tropical trees and shrubs to enhance the appearance of I-95, from NW 11th Terrace to I-395, referred to as the "V" area to improve the skyline view of downtown Miami (on-going).
- Coordinated design and implementation of northbound 8th Street of ramp with CIAB Landscape Projects committee
- **27th Avenue Gateway Improvements** - Implementation of the collaborative project for 27 Avenue landscape improvements the Cities of Miami Gardens and Opa Locka and the FDOT (on-going).
- **I-95 landscape enhancements** – Requested and received expedited FDOT landscape enhancements originally planned for I-95, accelerating projects planned in future years to happen before the Super Bowl
- **"Punch List" for the Super Bowl XLI** - Coordinated multi-jurisdictional team to intensify key gateway maintenance.
- **Super Clean Up and Green Up 2007** – A multi-agency cooperative effort that made that made our key gateways sparkle for Super Bowl XLI.

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Painting Projects

- MDX Bridges – The bridges along SR112 and SR 836 have all been painted with a unifying terracotta or blue palette.
- City of Miami Gardens hosted a “paint out” to cover graffiti on a wall along 27th Avenue as part of the Super Bowl Clean-Up and Green Up campaign.

Street Trees – Greenprint Initiatives

- Tree Summit was held in July of 2007 to identify challenges and solutions for trees in Miami-Dade County and extended collegiality amongst those concerned about the decline in urban tree canopy in our community.
- Tree Summit – A “summit” conference was held in March 2006 to raise awareness on the benefits of trees and educate government leaders on tree canopy restoration following the 2005 hurricanes.
- Prepared the Miami-Dade County Street Tree Master Plan to promote long-term improvements to our tree canopy. The plan passed the Board of County Commissioners in 2007.
- Tree Subcommittee – The CIAB formed this subcommittee in April of 2007 to further the goals of the Street Tree Master Plan.

Staffing

- Hired a second CIAB Neighborhood Enhancement Action Teams (NEAT) to remove trash and make repairs when the maintaining jurisdiction cannot respond in an expeditious manner.
- Hired and implemented 1st year CIAB NEAT team to remove trash and make repairs when the maintaining jurisdiction cannot respond in an expeditious manner.
- N.E.A.T. Teams – In 2003, the Public Works department established NEAT to address the gaps in services such as liter pickup and landscaping maintenance to improve the aesthetics of the County’s infrastructure.

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Metrorail Stations

- Completed Bayfront Park, First Street, and College North Metromover Stations Landscaping Enhancements.
- Completed Vizcaya, South Miami, Overtown Transit Village and Civic Center Metrorail Stations Landscaping Enhancements.

Tree Canopy Restoration

- The City of Sweetwater, in partnership with the CIAB, adopted the Miami-Dade Street Tree Master Plan, committing the city to support the County's effort to reach 30% tree canopy by 2020. As part of the partnership, city tree-care workers were trained by the Miami-Dade Agricultural Extension and 100 trees were planted in Sweetwater.
- Replaced 35 dead trees downtown in 2008 to 2009.
- Completed and submitted to the BCC, the Greenprint for our Future: Street Tree Master Plan. Approved by the Board on March 6, 2007.
- Formed a committee of the CIAB to implement the recommendations of the Street Tree Master Plan.
- American Forests completed the Miami-Dade Urban Ecosystem Analysis that indicates total tree canopy across the County is 18%. This information provides the scientific basis for tree planting projects and urban forest initiatives across the County for many years to come. This study was done in partnership with the City of Miami.

Volunteer Coordination

- Volunteer projects build community support for the CIAB mission and achieve short-term, low cost improvements to priority gateways. Use of volunteer labor is a cost-effective method of bringing quick changes to our roadsides to enjoy immediate results. The CIAB coordinates planting projects with the Miami-Dade County Mayor's V Initiative, Hands on Miami, City Year Corps and other volunteer groups. Greening the "V" was accomplished with the assistance of volunteers.

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