



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 31, 2007**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
Mark Brown, M-D Commission District 1
David Cardenas, Miami-Dade Public Works
Tshahi Codner, City of Miami Gardens
Jeffery Dawson, M-D Aviation Department
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, M-D Planning & Zoning
Dennis C. Moss, M-D Commission District 9
John Oldenberg, City of Miami Beach
Gus Pego, Florida Department of Transportation
Gerard Phillippeaux, M-D Commission District 3
Robertson, Alyce, M-D Community Image
Susan Schreiber, MPO
Mike Shehadeh, City of Homestead
Marie Steril, League of Cities
Kathleen Woods-Richardson, M-D Solid Waste Dept.

Participants Present

Terry Bassett, Dolphin Enterprises
Cristina Casado-Acorn, Community Image
Michael D. Conner, Calvin & Giordano
Shanae Eppinger, M-D Commission Dist. 9
Olga Espinosa-Anderson, MD Team Metro
Regina Hagger, City of Miami Public Works
Rick Johnson, MDX
Doris Mejia-Gomez, Community Image
Orlando Otero, Superior Landscaping
Diana Perez, M-D Commission Dist. 9
Deborah Strelkow, Fla. Turnpike Enterprise
Bill Talbert, GMCVB
Dani Toranzo, Office of Community Image
Rick Vasquez, FPL

I. Welcome and Introductions

The meeting was officially called to order at 10:00 am by Commissioner Dennis C. Moss. Commissioner Moss opened the meeting by welcoming all members and participants. Everyone introduced themselves.

II. Action Items

- A. Approval of Minutes from the 11/29/06 Board Meeting** - Minutes were approved by the Board.
- B. CIAB 2007 Calendar** – CIAB meeting schedule for 2007 was distributed at the meeting. The next meeting is scheduled for Wednesday, February 28, 2007, at 10:00 a.m., at the Greater Miami Convention & Visitors Bureau, 27th Floor.
- C. CIAB Members' Information Update** – CIAB Board Members' Information Forms were distributed in a binder to members present. Board members were asked to complete and return the forms at the end of the meeting. Board members were reminded about the requirement to update their personal information on a yearly basis with the Clerk of the Board.

III. Updates

A. **Office of Community Image**

Super Bowl Clean Up, Green Up – Alyce Robertson presented a power point presentation on the progress including the Punch List. The clean up is mostly removal of litter and large items e.g. (refrigerator was picked up today). Greening of the V, vegetation in the middle of the expressway is being maintained. (Dani Toranzo has picked up 11 mattresses) Planted the on-ramp to I-95 and on Super Clean Up Day finished the onramp to NW 8th street. The before and after pictures for PAC area, 199th Street. The 395 ramps – Dani was out this weekend cleaning up. Tsahai talked about their painting project in Miami Gardens, the Commissioner in S Miami Heights. Alyce Robertson thanked everyone for “getting out there” and partnering on the cleanup. City of Miami was able to pick up a large insulation spill. Commissioner Moss wants to know if we have a street sweeper to clean up 27th Ave. in Miami Gardens. Mark Brown thanked the CIAB and Alyce Robertson on behalf of Commissioner Jordan for all efforts and hard work in coordinating these activities. (Alyce provided color picture handouts on her presentation).

Welcome and Introduction - (Agenda out of order)

Bill Talbert – Updated the CIAB on Super bowl host committee. He said he was with Mayor Gibson the other night – they drove around Miami Gardens and review the investment on 27 Ave. The economic impact is substantial – but more important is the publicity. The media is here – the brand is clearly Miami. South Florida is the area – but Miami is the perception. USA Today – the headline is “Miami Lap of Luxury” illustrating the restaurants and clubs. This is impressive on a national scale. The weather is a major asset. Mr. Talbert thanked Commissioner Moss and the CIAB on behalf of host committee for making our town sparkle. Mr. Talbert said that all he sees is “smiles” and added “we looked good in 1999” however, “we now look better” (2007). Commissioner Moss also thanked Mr. Talbert.

IV. **Reports** (Agenda out of order)

Dolphin Stadium Upgrades - Terry Basset gave an update from the stadium perspective on the first phase of the stadium renovations which is \$300 million dollar privately funded. They looked at what is happening in the arena industry – with a goal of bringing 12 million visitors to the stadium. They want to host sporting as well as entertainment events. The Stadium and Mr. Huizinga’s vision is to give the impression of what South Florida is all about – the beach, the yachts, a nautical feel, cruise ship look. Construction will be phased over time. The club level will be finished for next football season. Construction will be ongoing during Marlin’s season. Then after a hiatus, the 400, 500, and plaza level will be worked on planning a hall of fame, store, restaurants, and lounges (Mr. Basset provided a brochure with the Dolphin Stadium Club Level Memberships for more information of the vision). Commissioner Moss expressed how exciting this is for our community and thanked Mr. Bassett for sharing all this information. Mr. Bassett said – the vision is to create a facility that defines the event!

III. Updates (Agenda out of order)

27th Avenue Landscape Project - Michael D. Conner gave us an update on the 27th avenue project and thanked the agencies that expedited the permitting processes to assist with the accelerated schedule for the Super Bowl. Florida Department of Transportation (FDOT), Department of Environmental Resources and Management (DERM), Water and Sewer (W&S), and Florida Power and Light (FPL), North Miami Beach. Commissioner Moss said he wants to make sure that we continue with completion corridor/of the Opa Locka Segment on 27th Avenue. Alyce Robertson confirmed the County's commitment to continue the project moving as quickly as possible as soon as Super Bowl is over. Mark Brown has called a meeting with the City Manager of Opa Locka and staff. Mark Brown added on behalf of Commissioner Jordan, she's 120% committed as far completing the project and to the City of Opa Locka that it's a done deal.

Gianni Lodi, asked about the bridge over the canal needed painting. Alyce responded it was done and thanked FDOT.

NEAT Team - Dani discussed the activities of the NEAT Team and informed CIAB and gave a full report of what NEAT Team has done up to today. He mentioned they have been concentrating on NW 199 Street, 27th Avenue, I-95, SR 112. Progress report dated November 29, 2006 to January 19, 2007 and what they have done up to date they have picked-up 482 palm fronds, fixed 62 signs, picked-up 11 mattress, 4 carpets, 4 drain clean-ups, 4 doors, 3 bus stops, 5 tables, 20 car bumpers, fixed 1 guard rail, 6 TV's, 449 posters have been illegal removed, 26 tree removed, 12 car parts, 20 tires, 1,504 miles have been inspected, a refrigerator pick-up this morning. Mark Brown personally thanked Ms. Richardson for expediting the waste removal and the good job they do. Alyce added that on 183 Street Solid Waste Management picked up 28 shopping carts in one day. David Cardenas said there are 10 more crews in additional to CIAB's crew working County wide straightening out signs, and taking things to the transfer stations. David also mentioned that they now have 2 additional crews that at working with Dani's crew. Dani said he had all 3 crews on 27th Ave. Alyce also mentioned that David Cardenas had loaned out 2 other NEAT Team Groups that are on the corridors for this week and Monday of next week for pick up after the Super Bowl.

New CIAB Staff – Alyce introduced Christina Casado-Acorn, Special Projects Administrator, for the office of Community Image. Christina comes from DERM. She's a Biologist. She's been working for the County since 1994. Christina has a couple of Masters Degree and presently working on her MBA. Christina has expertise in Biology said she hopes to be able to use this in the furthering the Street Tree Master Plan.

Street Tree Master Plan – Alyce Robertson reported that the Street Tree Master Plan it's finally out the door. It will go to the Governmental Operations and Environmental Committee (GOE) on February 13, 2007. Alyce suggested that there be a committee formed. Commissioner Moss agreed. Alyce asked who wants to chair it. John Oldenburg, Regina Hagger, David Cardenas, Jeff Dawson, and Penny Lambeth volunteered to serve on the new committee. Mike Shehadeh will provide the name of a person from Homestead.

Alyce said she's looking for input from all municipalities to participate in this. She stated that some of the municipalities (there are 7 that have Tree City USA designation) have a better tree policies than the County.

Downtown On/Off Ramps – Alyce reported the downtown on/off ramps –We did the NW 8th ramps. Gus and Alyce took a trip few weeks ago and looked at the different ramps in the downtown are. Some of the ramps are now being used for parking areas and it presents a safety hazard. We are proceeding with the planning with the Downtown Development Authority they are looking to put some resources into doing plantings on some of those on/off ramps that will be one of our projects after the Super Bowl is over. Alyce also informed CIAB of her trip to Orlando to the Florida Highway Beautification Council, Grant Review Committee. Both Miami Gardens and MDC received grants for \$300,000 each. The MDC portion is for the 27th Avenue within the City of Miami South off 112 down to the Miami River. The Miami Gardens project is for 186 Street.

Gateway Landscape Committee – Jeff Dawson reported on the Committee's work for the last two months. They had several meetings to coordinate the efforts to clean up the Gateway areas on the Punch List. The emphasis was on the Turnpike from Broward County to Golden Glades inter change. It also included 1-95 in Broward County Line to downtown. It also included SR 112; SR 836; I-395; I-195 also the Airport and Seaport. . Jeff recognized the different agencies that have been working on the Punch List. FDOT District 6, MDX, City of Miami, PWD, CIAB, MDT and Turnpike Enterprise, FDOT, MIC-MIA and of course Aviation Department.

Jeff also added that the (MIA) airport landscaping was finished that day. FDOT is assisting with the cleanup of the airport and last minute efforts. Opa Locka executive airport landscaping improvements which was funded through a Federal Grant from Congressman Meek is complete as of today also. This is a point of entry for the corporate jets that are coming for Super Bowl. Commissioner Moss thanked Jeff for a great job.

Commissioner Moss asked Jeff Dawson if he had an idea as to when the Gateway Landscape and Maintenance Standards Plan will be finalized. Jeff said now that the Clean up & Green up is over the Committee will focus on finalizing the Plan. Jeff added that Alyce will also include the Street Tree Master Plan in the package with the landscapes and maintenance standards.

Deborah Strelkow with the Florida Turnpike Enterprise added that the investment and effort that we are making today will make all of the difference in the future events. These trees will be looking great for the next event and this is a great thing for our city.

Commissioner Moss expressed that Super Bowl gave CIAB a real nice excuse and opportunity to move forward on a lot of things. He added that CIAB should not lose sight and continue to focus and most important continue the "momentum" even after Super Bowl.

Commissioner Moss thanked Lina Blanco, City of Miami for being responsive after a call he made to Lina for responding quickly on insulation accident that had happen on US1.

Lina Blanco – Reported and shared some photos of the areas where the City is concentrating on the downtown area, around Biscayne Blvd., North, Bayshore where the VIP's are going to be staying at the Marriot and the Carnival Center where a VIP Party will be held on Friday. There's a lot of construction in the area but thanks to FDOT it's coming together. Lina thanked Alyce for assisting with some of the problems that was a hazard. Water & Sewer came out immediately and fixed it.

Lina thanked FDOT and MDC Public Works for working together in helping get the City clean. Lina reported that Jeff called in regards to 37th Ave, a crew was sent out there to clean and pick up.

Super Clean up Day – Lina Blanco said the City of Miami didn't participate in anything. She said she was not happy on their effort. Next year we need to put more effort in to getting a larger group to get the municipalities involved better.

Poster Contest – Lina Blanco reported the Posters Contest invitations have been distributed to the School Board and all teachers. The submittal deadline to the Herald is February 15, 2007. The judging date is February 23, 2007. The ceremony for the winners in the Commission Chambers was scheduled for March 6, 2007, however, it must be changed due to the FCAT exams scheduled that week. Possible dates are March 20 and April 24.

Anti Litter Campaign Update - Beber Silverstien couldn't make it – but they called with good news. The Miami Heat has agreed to participate. Alyce reviewed some of the problem they had with the slogan and campaign. The slogan was copyrighted so it needed to be changed. Pat Riley signed off on the campaign. We are moving along. It should be filmed sometime in February. Lina Blanco added that they gave them the dates when the team was available: February 1st to March 1st. Lina and Alyce reported that Mayor Diaz is our contact with the Heat players. Comm. Moss thanked Lina and said to thank Mayor Diaz on his behalf.

Reports

FDOT 5 Year Work Program on CIAB Corridors – Gus Pego gave an overview of the 5-year work plan. It's a 3.2 billion dollar program over the 5 year period. It has been presented before the MPO and is going through the process. Gus said he would ask the FDOT Planning Department to highlight corridors. They continue to finalize the landscape improvements on I-95. Mr. Pego handed out a color-code maps “2008-2012 Tentative Five Year Work Program” The map indicates construction year and as well as what types of projects are proposed. It shows the improvement type, capacity, and safety/access. Gus said if anyone had any specific questions to e-mail him.

MDX – Rick Johnson reported where MDX is at right now. Under the bridge maintenance contract, MDX has completed painting (10) bridges on SR112 all concrete bridges there have been completed. The next corridor will be 836. Mr. Johnson also reported that the painting of the Miami River Bridge on 836 that will be going out this month.

In addition to that MDX is wrapping up over 1 million dollars worth of landscaping that includes the corridor on 27th Avenue & 836 and SR 112 along with the 112 corridor should be completed this year along with landscaping projects that are going on the extension of 836. MDX is putting there 5 Million dollar worth of landscaping on that extension.

Commissioner Moss asked (MDX) Rick Johnson if they could put together all the information in writing along with existing pictures of bridges and bring to the next CIAB meeting. Commissioner thanked Mr. Johnson and added that he would like to see MDX be the leader in terms of maintenance and upkeep.

V. Recap of Action Items for February 28, 2007

- Committee Updates
- MDX to provide information in writing & existing pictures of bridges completed (Rick Johnson)
- Commissioner Moss will be in Washington, D.C. – February 28, 2007
Alyce Robertson will move forward with the CIAB meeting
- Gateway Master Plan Landscape and Maintenance Standards Plan - (Jeff Dawson)
- Super Bowl Recognition – Commissioner Moss asked Alyce Robertson to coordinate & work with him on identifying groups, agencies & organizations that were involved for making Super Bowl happen to be recognized and thanked for their participation. (Alyce Robertson) will coordinate.
- 27th Avenue street sweeper – (Gus Pego)

Other Issues

Mike Shehadeh raised the concern about the new open container law and the container problem in Homestead. He inquired about other municipalities if they were experiencing the same problems. A discussion ensued. Commissioner Moss asked Alyce Robertson to look into the issue.

David Cardenas reported on the recently completed landscape project on South Bayshore Drive in Coconut Grove. It was completed on time for the Super Bowl.

The CIAB recognized Superior Landscaping, a contractor that has completed various projects for the County.

Regina Hagger complemented Superior Landscaping for the City of Miami Arbor Day and announced that the City of Miami was named a Tree City USA on January 19, 2007.