



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
April 25, 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  
Spencer Enslein, Citizen, M-D Commission District 4  
Clinton Forbes, Miami-Dade Transit  
James Kay, City of Coral Gables Public Works  
Ysela Llort, Office of the County Manager  
Gianni Lodi, M-D Planning & Zoning  
Maria Nardi, Miami-Dade Parks & Recreation  
John Oldenburg, City of Miami Beach  
Gus Pego, Florida Department of Transportation  
Susan Schreiber, MPO  
Deborah Strelkow, Florida Turnpike  
Juan Toledo, MDX Expressway Authority  
Kathleen Woods-Richardson, M-D Solid Waste Dept.

**Participants Present**

Jannie R. Beverly, City of Opa-Locka  
Carline Bido, M-D Commission District 9  
Christina Casado-Acorn, Community Image  
Michael Conner, Calvin, Giordano & Assoc.  
Lourdes Gomez, County Manager's Office  
Regina Hagger, City of Miami Public Works  
Gayle R. Love, M-D Solid Waste Dept.  
Doris Mejia-Gomez, Community Image  
Alyce Robertson, M-D Community Image  
Dani Toranzo, Office of Community Image

**I. Welcome and Introductions**

The meeting was officially called to order by Ysela Llort, Assistant County Manager who was the facilitator on behalf of Commissioner Dennis C. Moss who was not able to attend the meeting due to a family emergency. Ms. Llort extended an apology on behalf of Commissioner Moss.

Ms. Llort followed Commissioner Moss' suggestion to defer the Turnpike report until May. She asked if everyone agreed with the suggestion. The board agreed to defer. Ms. Llort asked everyone to introduce themselves and thanked the Greater Miami Convention & Visitors Bureau for their wonderful hospitality.

**II. Action Items**

- A. **Approval of Minutes from 03/27/07 Board Meeting** – A motion to approve was made and seconded by the Board. Minutes were approved

**III. Updates**

**A. Office of Community Image**

Downtown Ramps /DDA – Alyce Robertson, Community Image reported they have been in contact with the Florida Department of Transportation (FDOT) to deliver the drawings of the Downtown ramps, including the approach from Biscayne Blvd., off I-

95, at NW 3<sup>rd</sup> Avenue and NW 3<sup>rd</sup> Court, and also at Miami Avenue. Ms. Robertson mentioned they were in the process of hiring a Landscape Architect for the County to design the project and render the permit drawings for those areas. Unfortunately, there was only one applicant who turned down the interview. A second recruitment will be taking place. Dani Toranzo, Community Image, has been out to survey the areas and has a preliminary sketch of what needs to be done. Ms. Robertson said they are installing simple designs in that area because there is no irrigation. Therefore, it would require low maintenance items. Ms. Robertson also mentioned that once they have the drawings they will go for the permit from FDOT and that they are working with the City of Miami and the DDA to come up with an agreement. The DDA has committed to \$100,000 for the planting. She said they will also be using either contract work or Dani's crew on the weekends. Ms. Llorca asked when the second round of recruitment would take place. Ms. Robertson responded that Public Works has advertised and hopefully responses would be in soon. Ms. Robertson indicated that this is a shared position between Transit, Public Works, and the CIAB. However, the actual position will reside at Public Works.

Budget: Street Sweeper & Water Truck: Ms. Robertson reported the purchase of a street sweeper and a water truck. Commissioner Moss asked Ms. Robertson to talk about the operating cost. She indicated they're looking for MDX and FDOT to perhaps contribute to the use of the two trucks. Right now they have the NEAT Team in place operating the water truck. The NEAT Team will be training to operate the street sweeper. Commissioner Moss would like to have the street sweeper clean the main highways on a regular basis. However, hours of operations must be negotiated. The goal is to have them operating on a regular basis on the priority corridors for the CIAB.

Ms. Robertson shared some of her concerns with regards to her office budget. Ms. Robertson indicated the Community Image Office's Budget for next year was going to depend on what kind of an impact the Property Tax Reform issue had. She also said at the moment they have many ongoing projects and that some that have been committed. Dani Toranzo and the NEAT Team is coming out of this year's budget. Ms. Robertson also mentioned they would like to expand to one more NEAT Team for next year. However, it was going to depend on the availability of revenue.

27<sup>th</sup> Avenue Landscape Project – Michael D. Connor, Calvin, Giordano & Associates gave update on status of NW 27<sup>th</sup> Avenue project. Now that Super Bowl is over they have been working diligently to finalize and implement and install all the irrigation systems including various pumps, with canals sup ionize and wells, water taps into water mains for irrigations meter purpose. It has been a very slow process. Mr. Connor reported on City of Miami Gardens portion of the project which represent about two third and three quarts of the corridors they 8 of the 12 irrigation system up and running at this time and they anticipate by the end of next week they will have all of them up and running. There are two water meters that need to be completed within the City of North Miami Beach water system that supplies water to that area. One well and pump needs to come on line and one more electrical connection.

Moving into the City of Opa-Locka portion, the contractor has completed the tree planting and palm planting and now are hand watering that material. Ground covers are waiting on irrigation. At one location, the well and pump is in place to start planting. There are 7 locations in the City of Opa-Locka where water lines for irrigation purposes are needed and those permits should be in hand in a few days.

Mr. Connor asked the CIAB for assistance as there are 4 of the locations that have called in for tapping into the line from the Miami Dade Water & Sewer Dept. Mr. Connor said they have put in a request in but there is a delay due to staff changes. Permits are delayed at 4 locations, and then Mr. Connor will apply for the FDOT permits.

The good news is that the City of Opa-Locka has been very cooperative in turns of their Public Works and Utility Department and they are expediting their permits. If we can get the FDOT permits in hand with those 7 locations of the north end of Opa-Locka then we are tapping into those mains so work can proceed.

The only issue regarding the installation of the pavers has not been resolved. The portion of the Opa-Locka project that did not have funding was issued the contract without the pavers for the time being. Ms. Robertson added that there will be an amendment to the inter-local agreement with Miami Gardens that will be presented to the BCC to add the additional \$115,000 to the project under the leadership of Commissioner Barbara Jordan, District 1. It will be heard at the Government Operations and Environmental Committee in April and to the Board of County Commissioners in May.

Mark Brown, District 1-Commissioner Jordan, brought up a N.W. 27th Avenue FDOT project for discussion by the CIAB. A flyer was delivered to the District 1 field office announcing a new 27<sup>th</sup> Avenue roadway improvement project. This is disconcerting since the landscape project on 27th Avenue is not yet complete. In addition to the coordination efforts needed to runs tow projects in the same are, there is concern that the landscaping from the Super Bowl will be adversely affected. Gus Pego, FDOT, assured the CIAB that the project consisted of milling and resurfacing the road and some median modifications that should not impact the landscaping. Project features also include bringing ADA ramps up to standards. Issues that need to be addressed are coordinating the two contractors on work locations and expediting water taps so they do not interfere with the construction.

Mr. Brown asked for better coordination on projects that fall in the CIAB corridors. Mr. Pego replied that all of the projects are coordinated through the MPO and are in the 5-yr plan. Ms. Llort asked Ms. Robertson to call a meeting on the 27th Avenue project to coordinate the next steps.

A few general questions were asked of FDOT. Spenser Enslein, appointed by Commissioner Sally Heyman, asked how the public is notified of lane closures. FDOT replied that press releases are used to notify the public. Regina Hagggar added that the City of Miami requires contractors to pull a permit for road or land closures in order to prevent overlaps and also restricts the time that lanes can be closed.

Ms. Robertson reported that the next landscaping project on 27th Avenue is moving forward funded, in part, by an FDOT grant for an additional \$300,000.00 to enhance NW 27th Avenue, in combination with the City of Miami, for the portion south of SR112 to the Miami River.

CIAB Inspection Report - Dani Toranzo reported 27<sup>th</sup> Avenue, US1, and 826 have had higher trash collection numbers due to local events. The NEAT teams collected, 4, 18, and 19 CY respectively. The team also covered 1259 miles of roadway last month. Highway 836 is very messy as a result of construction. Recent maintenance cycles have been completed on 27<sup>th</sup> Avenue in Miami Gardens, US1, and the “V” has

been fertilized. The next project coming up will be the installation of landscaping on the Downtown I-95 ramps.

The CIAB had some discussion with reference to debris on roadways. In summary, FDOT does do some enforcement of debris falling off of vehicles, and Mr. Pego will ask the FDOT lieutenant for more information. When there is an accident, tow trucks are required to collect the any parts of vehicles they are towing along with the vehicle, but it is not typically enforced. Mr. Pego provided the number for FDOT road maintenance to report accident debris (305) 470-5350.

Mr. Toranzo also reported an increase in concert and nightclub promotional flyers being littered by end of the weekend in addition to a stronger adhesive being used to put up concert posters. He asked if FDOT can sandblast the poles. Mr. Pego agreed, but asked that an ordinance be set up to make the promoters fiscally liable.

Lina Blanco, City of Miami, reported that the City has the authority to let go contractors that do not pick up after themselves. Ms. Llort asked Ms. Blanco to share that legislation with the board.

- B. Gateway Landscape Subcommittee-** Ms. Robertson reported on behalf of Jeff Dawson, Miami-Dade Aviation, who was at jury duty. The Landscape Committee is waiting for feedback on the draft that was distributed to the board at the March meeting. Ms. Robertson urged members to send back any comments to Mr. Dawson so that the plan can be completed.
- C. Marketing & Education Subcommittee** – Lina Blanco, City of Miami, reported the County has approved the use of the MDX contract to access the production company to film the Miami Heat spot for the Anti-Litter campaign. FPL has donated \$5000 and Montoney has also donated \$5000. The Miami-Dade Department of Solid Waste has earmarked \$200,000 to contribute towards the project. In addition, The City of Miami’s Solid Waste Department is releasing PSAs on radio stations NPR (93.1) and 1080 to raise litter awareness. There have also been recent arrests for illegal dumping highlighted in the local news.
- D. Tree Subcommittee** – John Oldenburg, City of Miami Beach reported that the Tree Canopy Committee met again last month. The committee formed three smaller committees: the Tree Care Guide Committee, the Regulatory Committee, and the Outreach Committee. The committees are currently working on reviewing 18A regulations, municipal codes, DERM, and Planning and Zoning codes. The Tree Care committee is reviewing the landscaping guide and will hopefully have it ready for publication in the next few months.

#### **IV. Reports**

Biscayne Blvd. Landscaping – Gus Pego, FDOT, reported on the Biscayne Boulevard project. Although a portion of the roadway project is expected to be complete by next month, most sections are in phases. The landscaping portion of the project is scheduled for summer 2007 through February 2008. Corridor details are: from 67th Street to 78th Street – roadway from January 2007 to March 2008, landscaping in the summer of 2008; from 78th Street to 87th Street – roadway in June 2007 to August 2008, landscaping after August 2008. Inconsistencies in funding have made the project challenging and caused them to let separate contracts for the roadway

construction and the landscaping. FDOT is attempting to adjust the schedule to install landscaping closer to the roadway work.

Turnpike Report/Public Works (deferred)

Anti-Litter Campaign – John Oldenberg, City of Miami Beach, discussed an distributed a new handbill ordinance passed in the City of Miami Beach that includes authorization for the City to hold promoters and record labels responsible for littering. The ordinance includes provisions for fines and penalties. The language is going before their Commission next month. Additional legislation addressing graffiti states that owners have seven (7) days (for commercial) or ten (10) days (if private) to initiate the removal of graffiti on their property. There is also language that assesses penalties for possession of aerosol paint cans by minors.

**V. Recap of Action Items from 4/25/07**

- Recruitment for Landscape Architect soon to be resolved
- NW 27<sup>th</sup> Avenue needs more coordination in the future for MOT, and Commissioner Jordan's item is to go to the BCC in May to pay for pavers in Opa Locka
- Based on the Inspection Report. MDX contractors are to reduce dumping and Lina Blanco to help with ordinance language
- Marketing sub-committee is on hold waiting for the Miami Heat
- Tree Care Guide is close to being finalized

**VI. Closing Remarks**

Ms. Llort thanked the board for their hard work and attendance and with no other issue before the board, she adjourned the meeting