



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
May 30, 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
Claudius, Carnegie, M-D County Public Schools
Jeffery Dawson, M-D Aviation Department
Clinton Forbes, Miami-Dade Transit
Penny Lambeth, Town of Miami Lakes
Ysela Llort, Office of the County Manager
Gianni Lodi, M-D Planning & Zoning
Dennis C. Moss, M-D County Commissioner, Dist. 9
Maria Nardi, Miami-Dade Parks & Recreation
Gus Pego, Florida Department of Transportation
Susan Schreiber, MPO
Deborah Strelkow, Florida Turnpike
Juan Toledo, MDX Expressway Authority

Participants Present

Jannie R. Beverly, City of Opa-Locka
Carline Bido, M-D Commission District 9
Christina Casado-Acorn, Community Image
Olga Espinosa-Anderson, M-D Team Metro
Lourdes Gomez, County Manager's Office
Priscilla Grille, Intern, Community Image
Regina Hagger, City of Miami Public Works
Gayle R. Love, M-D Solid Waste Dept.
Doris Mejia-Gomez, Community Image
Laura Morilla, Commission for Women
Dani Toranzo, Office of Community Image
Allyson Warren, Commission for Women

I. Welcome and Introductions

The meeting was officially called to order by Dennis C. Moss, Miami-Dade County Commissioner.

II. Action Items

- A. **Approval of Minutes from 04/25/07 Board Meeting** – A motion to approve was made and seconded by the Chair. Minutes were approved.

III. Updates

A. Office of Community Image

Downtown Ramps /DDA – Christina Casado-Acorn, Community Image Office, reported that the inter-local agreement with the downtown development authority is being finalized. The legal sufficiency approval was received on 5/29/07. The item will make it to the June 2007 (GOE) Government Operations and Environment Committee. This would allow CIAB to work with the downtown authority to landscape four (4) of the unauthorized ramps off I-95. The downtown areas, which are being considered for improvements are: NW 3rd Avenue and NW 3rd Court, Miami Avenue which is in front of NW 3rd Street Metro Mover Station, and the Biscayne Blvd. exit off I-95 which heads underneath the Metro Mover. The City of Miami is partnering with Miami Dade County to secure the permits. Approval of the

Landscape Architect Position is still pending. If the inter-local is approved, the budget should be completed by the end of the FY.

(Agenda out of order)

Commissioner Moss thanked Bill Talbert and Bill Anderson, with the Greater Miami Convention & Visitors Bureau, for their hospitality. Mr. Talbert was invited by Commissioner Moss to update CIAB on tourism in Miami. Mr. Talbert said that the Blue Roof Steering Committee had met at the GMCVB on 5/29/07. He informed CIAB of the “good news” on international services. For the first time in history of Miami Greater Miami was ranked as one of the top 10 destination for summer travel by Orbitz. Mr. Talbert said that there is a lot of competition out there but Miami is doing very well. GMCVB also presented the Board of County Commission with the World Traveler. He thanked the CIAB for all of the support and said he can see all of the great things the CIAB is doing for this community. Visitor & customer surveys are one source of feedback on improvements made by the CIAB. He then added “if the customers are happy---they will come back and spend more money”. Commissioner Moss recognized Ms. Jannie R. Beverly, City Manager of Opa-Locka and welcomed Ysela Llort, Assistant County Manager.

Budget: Ms. Casado-Acorn, Community Image Office, reported that the budget has been presented, including all of the various projects that have been discussed at the past CIAB meetings. Everything is on hold, however, until the special session ends and at this point all ongoing projects have been budgeted. Funds are available for training municipal public works departments in tree care and how to install trees. This would help municipalities increase the tree canopy and advance the goals of the Street Tree Master Plan. DDA is contributing \$100,000, and CIAB is contributing \$75,000 to the project.

Commissioner Moss commented on the budget situation that everyone in the County is experiencing, as they await state legislative action on proposed budget cuts. He hopes that whatever decisions are taken, they are done so responsibly and that they do not negatively affect the CIAB. This community has been fortunate to have had the ability to utilize additional resources to improve the quality of life of its citizens.

27th Avenue Landscape Project – Ms. Christina Casado-Acorn, Community Image Office, gave CIAB a brief update, on behalf of Michael D. Connor with Calvin Giordano & Associates was not able to attend the meeting. Ms. Casado-Acorn said the project had moved forward from the last meeting. There were some problems with water meters that needed to be installed for the irrigations system, as some of the permitting was delayed. Currently the Miami Gardens portion of the project has been completed and Vila Son, which is the Landscaping Contractor, is on their final punch list. The irrigations system and all of the landscaping should be completed by the end of the week but at cost above the planned budget. According to Mr. Connor’s report the costs are somewhere between \$36,000 and \$48,000 of the overall contract amount for that section. With respect to the Opa-Locka portion, the work is ongoing. Seven (7) of the City water meters and one well in the north end of the project have been begun, which is improvement from last month. Four (4) water meters at the south end of the Opa-Locka project were originally thought to be WASD lines, while in actually

they belong to the City of North Miami, this creates a permitting issue. Those four (4) sections have been redesign in order to tap into Opa-Locka city water line and those plans are going to DOT for permitting. Ms. Casado-Acorn asked Gus Pego, with FDOT, if they could assist with expediting that portion of the permits, to which he responded affirmatively. Trees were installed in the City of Opa-Locka; however, further landscaping depends on the irrigation lines. Ms. Casado-Acorn reported that last Wednesday the City Commission of Opa-Locka approved the funding for the pavers. She said hopefully the item will be on next Board Agenda, so that the County can allocate that funding from CIAB to give to City of Miami Gardens.

Commissioner Moss asked about the status and process of the pavers. Casado-Acorn indicated the city had approved the resolution. Mark Brown, District 1, Commissioner Jordan, reported the City approved \$115,000 for the pavers so the job can continue to move forward. Mr. Brown spoke to Ms. Beverly, City Manager of Opa-Locka, earlier in regards to scheduling a meeting with the City of Miami Gardens next week to finalize the transfer for MOU in order to move forward on the project. Both cities have been very cooperative, serve as an example of how two municipalities can work together, along with other departments, for the progression of the county. They have landscaped and everything is moving forward.

Ysela Llort, Assistant County Manager, asked Gus Pego, FDOT, on status of the additional coordination that needed to be done along the corridor, in order to make things flow seamlessly. Mr. Pego informed her that coordination was well under way. He indicated that the only issue was the length of the irrigation permit and it was being worked out.

Ms. Casado-Acorn thanked FDOT for doing such a great job in sending out weekly public information notices to all interested parties and stake holders, and in notifying everyone as to where they were on their part of the project. Mr. Brown also thanked FDOT for their tremendous job with the ADA corridor and the landscape project.

Commissioner Moss said 27th Avenue project, with its new image, has helped CIAB accomplish one of its many goals. When the CIAB was created one of its goals was to make 27th Avenue one of the Gateways into Miami Dade County. The improvements on 27th Avenue were visible during the 2007 Super Bowl. It's a great example of everyone working together to make positive things happen in this community!

CIAB Inspection Report - Dani Toranzo reported the NEAT Teams accomplished 1,907 miles of clean up on the roads; most of it on I-95 where they pick up 95 cubic yards (CY) of debris and litter. They are now concentrating on 836, where 30 CY of litter was picked up. Mr. Toranzo thanked Mr. Juan Toledo, MDX, since 112 looks good now, and with MDX's help contractors are now picking up their debris. Dani Toranzo announced that the drawings, for the DAA ramps, are ready and awaiting the architect's approval. The total debris pickup countywide the last month was 235 CY. Commissioner Moss said he was very impressed as he drove down near Florida City and had the opportunity see the south end of US1, the gateway in-out of the keys. He commended Dani Toranzo and the NEAT team for the job they are doing.

B. Gateway Landscape Subcommittee- Jeff Dawson, Miami International Airport, distributed an updated draft copy of the Gateway Maintenance Standards, edited according to comments he had received from some of the members. Mr. Dawson asked members to review the document and submit comments to him by June 15, 2007. Mr. Dawson thanked those members that had already contributed their opinions. Mr. Dawson gave some explanation of the maintenance cycles and fertilization procedures in the different sections of the Maintenance Standards. Some members had questions in regards to trash and clean up after a hurricane. Mr. Dawson explained how the standards would address such issues. David Cardenas made comments about the different cases and situations which might occur during a storm or hurricane. Maria Nardi, Parks Department, had some concerns with trees during a hurricane. She suggested maybe putting together some kind of a “Guide” for each municipality. Commissioner Moss said it was a great suggestion to create some kind of a national guideline, and recommended that Landscape Committee follow-up on that issue. Ysela Llort, Assistant County Manager, gave Mr. Dawson her recommendations as to how to deal with increment weather in the Maintenance Standards. She suggested having a separate section, maybe called increment weather guideline, and suggested it may be used interim. Commissioner urged members to send back any comments to Mr. Dawson, by June 15, 2007. Commissioner Moss asked Maria Nardi, Parks & Recreation, to give a brief presentation at the next meeting on the Green Master Plan.

C. Marketing & Education Subcommittee – Lina Blanco, City of Miami, reported that the production costs of \$45,000, covered by MDX and the procurement process, have all been paid. There still \$3,000 from FPL. Ms. Blanco said they’re having problems contacting the Miami Heat. Ms. Blanco has tried contacting Mayor Diaz to ask for his help in reaching out to key individuals, in order to make this production happen, but she has not had success in reaching Mayor Diaz due to his busy schedule. Ms. Blanco asked CIAB members including GMCVB for assistance. She said if Miami Heat does not come through, Silverstein will need to be contacted to change the campaign. Commissioner Moss pointed out that it was the end of the season, and players were in camp or on vacation. He said he would make some calls, including Mayor Diaz.

D. Tree Subcommittee – John Oldenburg, City of Miami Beach, was not able to attend due to meeting conflict. Regina Hagger, City of Miami, updated the Board. Ms. Hagger reported that the Committee met with Dr. Gilman from the Tree Summit. Due to legislature’s inability to attend the Tree Summit, the event has been tentatively rescheduled to July 18, 2007. Once the date is confirmed notifications will be given. Dr. Gilman provided useful information, during his visit, on the best practices for implementing the Street Tree Master Plan. Commissioner Moss observed that while there has been great canopy lost, there seems to still be a lot of canopy out there. Ms. Hagger mentioned that American Forest will be sending out a mid-July preliminary report, on image analysis, which will work well with the Summit. This should give a general analysis of the images, and provide a scientific answer on how much has been lost countywide. A general analysis training section will be scheduled, so County and City staff can learn how to do image classification on their own each year. The lost Pre-2005 is being done and then post in order to track loss or gain. Ms. Hagger also reported that the committee is working right now on a Planting Manual. Ms. Hagger, Mr. Dawson, and Ms. Strelkow suggested doing a joint meeting between the two Committees to come up with recommendations and guidelines.

IV. Reports

Miami-Dade Transit Aesthetic Improvements – Clinton Forbes, Miami-Dade Transit, gave the CIAB a brief presentation on how MDT plays an important role in the community's image. Mr. Forbes gave a brief introduction on MDT's profile. MDT provides public transportation with over 1000 buses and connectors, and 100 routes to all parts of the County. Metro-rail covers 22 miles which expand from Dadeland, South-North and then West, to Palmetto Metro rail Station. It consists of 136 cars and 22 stations. Metro Mover, a 4.4 mile elevated system, is an "automated people mover system," with 29 cars. Paratransit Services is transportation for the elderly and disabled. Mr. Forbes said that not everyone qualifies for the service, since it's a door to door service provided by contractors with Miami-Dade Transit. MDT is the largest Transit Agency in Florida and the twelfth largest in the country, out of about twelve hundred. MDT is the second largest County Department, with over 4,000 employees. The Operational Budget is over 400 million Dollars and the Capital Budget is 4 billion. It has over 321,000 boardings a day, which equal approximately 9 million boardings a month and more than 100 million boardings each year. Mr. Forbes presented a power point on: Passenger amenities; Bus Shelters; Slim line shelters; new bus stop signs; the new Optima Minibuses; Metrorail replacement/refurbishment; enhanced cleaning program; and Metrorail and MetroMover. Mr. Forbes talked about the new cars which are being purchased for next year, by April 2008. The new cars will be on the system by September of 2008, which means there will be 12 new metro mover cars which have been negotiated. Mr. Forbes commended Commissioner Moss for being instrumental in the design and quality of the vehicles. Mr. Forbes talked about the metro rail maintenance, cleaning and painting of the rail stations. Christina Casado-Acorn asked about train software program for enhancing services to the public. Mr. Forbes responded that MDT is looking into a website. Mr. Forbes said MDT is looking into that Schedule issue, as he knows they are a priority. MDT has over 2,100 bus operators and they are working to enhance customer service and training. Ysela Llort, Assistant County Manager, said that last week MDT conducted customer service training for MDT supervisors. She added that customer services should start from the top and work their way down. Ms. Llort asked that CIAB members contribute by providing input on how MDT can better enhance service to the customers who ride public transportation. Regina Hagger, City of Miami, raised her concerns in regards to people not paying (fares). Ms. Llort suggested having a "Focus Group" since so many CIAB members were interested in helping out. She asked Mr. Forbes to set up a "Focus Group" meeting in order to get utilize suggestions. Mr. Forbes also asked members to contact him about any problems related to MDT at his cell 305-218-5909 or email by cforbes@miamidade.gov, so that he could call it in himself. Commissioner Moss thanked Mr. Forbes for a good presentation and asked Miami Dade Transit to come back periodically to update CIAB on the issues.

Turnpike Report/Public Works – Deborah Strelkow, Florida Turnpike, updated CIAB on the development of a Maintenance Agreement project between Miami Dade County Public Works Dept. and the Florida Turnpike. The Agreement will allow the County to take over maintenance of Turnpike properties which are critical Gateways for the County. In the preliminary agreement there are five (5) areas. Those areas have been outlined in a set of diagrams in which the Florida Turnpike and Miami Dade Public Works Dept. have agreed to certain limits. Miami Dade Public Works will take over maintenance in the corridor bet. South West 115th which runs to US1; the roads the ramps and medians running underneath the highway; as well as the corridors on 216, 211 and US1. Ms. Strelkow pointed out areas currently maintained

by the County and those maintained by the Turnpike including 152nd Avenue & 117th Avenue and 120th Street that passes thru the Snapper Creek Service Plaza. Ms. Strelkow said there is a draft agreement which PWD and Turnpike Departments have reviewed. The Turnpike's legal Dept. has forwarded the document to the Miami-Dade County legal department. The Turnpike's attorney, who is on vacation now, has the agreement at this time. Ms. Strelkow said she will bring handouts at the next CIAB with updates on the package which will include status of the draft MOU. She said they are making very good progress, and the Turnpike has given all their input. As soon as it's completed the next step is to present to the Board of Commissioners. David Cardenas, Public Works Departments, added that all they want is to be able to create continuity on the maintenance along these corridors so that project can move forward. Ms. Strelkow mentioned the cost and number of cycles per year. She said some would be maintained at 24 while others at 18, with a cost of 32.9 million annually. The maintenance agreement will be adding turnpike areas, which have been maintained by the county, into the total the county has been maintaining at their own cost, and the Turnpike will compensate the county for taking these areas over. There is an additional one time cost which may change by the time the agreement is signed. There is a need for clean-up prior to bringing areas into a regular maintenance schedule. The total comes out to \$45,000. Turnpike will compensate the County for all expenses. Commissioner Moss thanked Deborah Strelkow, Florida Turnpike, for her report.

Julia Tuttle Statue Project Update – Laura Morilla gave an update. (tape ended here) Ms. Morilla reported all monies being collected for the Julia Tuttle Statue will be going to a City of Miami trust fund. She indicated that last week it was decided they will be working out with the City of Miami to do a journal entry from CIAB. She also reported that she had copies with her on the agreement on ownership and maintenance dated July 23, 2003, between the City of Miami & North Miami, where Miami constructed to do the walk. City Miami gave \$4,164,000 for improvements on the walk. The City shall become owner of the improvements. The Chief Financial Officer from City of Miami is person who is working with City of Miami Commission for Women on the process. Ms. Morilla indicated they are waiting on the Financial Chief Officer to set up a meeting with the Facilities & Management Dept. to discuss further. The other issue that came up was on the contributions made to the Julia Tuttle Statue Project, was whether it was tax deductible, to which she responded yes and handed out copies of the memo. She also indicated that they are dealing with some maintenance issues because they do not know if the City will be the owner and maintainer of everything. Commissioner Moss asked if the City had stepped up and whether the City had met our challenge. Ms. Morilla responded they were working on it. CIAB member asked Ms. Morilla if any other organization had given any more donations since our last CIAB meeting. Ms. Morilla response was they had received most of the donations from county commissioner's individual discretionary funds--- she said they are waiting to receive \$2,500 from Mayor Alvarez's discretionary funds. She added that by the time everything has been pledged they should have \$110,000 toward the \$180,000 for the cost of the statue. They sent letters out to different corporations and so far have gotten monies from different Cities, the County, and CIAB. They are aiming for the \$180,000. Commissioner Moss thanked them and asked to keep CIAB updated on the Julia Tuttle Statue Project.

V. Recap of Action Items from 5/30/07

- Open Space - Park & Recreation
- MDT (Focus Group)
- Florida Turnpike – (bring handouts)
- MDX – 137th Avenue
- Pink Wall Update

VI. Closing Remarks

Commissioner Moss asked MDX, Juan Toledo, for the status of 137th Avenue project. He asked when 137th Avenue would be completed, to which Mr. Toledo responded that the Grand opening was going to take place June 21st. The invitations were going to be mailed out soon. The actual opening date of the extension was scheduled for Friday, June 22nd, in the evening, in order to give commuters the weekend to get use to the road. The toll plaza was going to remain closed until the June 28th and would not collect until July 1st. Comm. Moss asked Mr. Toledo, MDX, if they had a visual-presentation and MDX said they take an update/report to the June CIAB meeting.

Commissioner Moss than asked about the Pink Wall, and whether he could get an update for the June CIAB meeting.