



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
July 23, 2007**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
David Cardenas, MDC Public Works
Claudius Carnegie, MDC County Public Schools
Tshai Codner, City of Miami Gardens
Jeffery Dawson, MDC Aviation Department
Spencer Enslein, Citizen/MDC Commission Dist. 4
Clinton Forbes, MDC Transit
Robert Landen, City of Homestead
Ysela Llord, Office of the County Manager
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, MDC County Commissioner, Dist. 9
John Oldenburg, City of Miami Beach
Cristina Raecke, Downtown Development Authority
Susan Schreiber, MPO
Deborah Strelkow, Florida Turnpike
Jesse A. Stubbs, Citizen/MDC Commission, Dist. 1
Juan Toledo, MDX Expressway Authority

Participants Present

Ola Aluko, City of Miami
Mike Brown, MDC Commission Dist.1
Christina Casado-Acorn, Community Image
Guerlin Escar-Mangos, City N. Bay Village
Olga Espinosa-Anderson, MDC Team Metro
Cesar Garcia-Pons, EDAW
Lourdes Gomez, County Manager's Office
Hubert Gonzalez, City District 2
Priscilla Grille, Intern, Community Image
Regina Hagger, City of Miami Public Works
Mark Heinicke, MDC Park & Recreation
Rick Johnson, MDX Expressway Authority
Gayle R. Love, MDC Solid Waste Dept.
Doris Mejia-Gomez, Community Image
Dana Nottingham, Miami DDA
Zimri Prendes, City of Miami
Alyce Robertson, Community Image
Ron Steiner, FDOT
Bill Talbert, Convention & Visitors Bureau
Dani Toranzo, Community Image

I. Welcome and Introductions

The meeting was officially called to order by Miami-Dade County Commissioner Dennis C. Moss. Commissioner Moss welcomed new members: Mr. Robert Landen, City of Homestead, Mr. Jesse A. Stubbs, appointed by Commissioner Barbara Jordan (Dist.1) and Mrs. Guerlin Escar-Mangos, City of North Bay Village.

Mr. Bill Talbert, Greater Miami Convention & Visitor's Bureau gave the CIAB a positive update. Tourism continues to boom and employment numbers are growing.

II. Action Items

- A. Approval of Minutes from 05/30/07 Board Meeting** – A motion to approve was made and seconded. Minutes were approved by the Chair.

III. Updates

A. **Office of Community Image**

2007 Sunset Review - Alyce Robertson, Community Image Office, presented the 2007 Sunset Review Package. Reported on the CIAB projects have been completed and on the CIAB's accomplishments. She also advised that she would be making a presentation that afternoon to the BCC. As every year, all County Boards need to report on their board activity and recommend maintained for another year. Mrs. Robertson asked CIAB for approval to submit the Sunset Review Package to the Board of County Commissioners Committee. Motion to approve was made and seconded by CIAB. Sunset Review was approved for submittal to the Board of County Commissioners.

Downtown Ramps/DDA – Alyce Robertson, Community Image Office, reported that Mr. Dana Nottingham (presenting later this meeting) would be giving an update on the downtown ramps. Mrs. Robertson reported that \$170,000 has been approved by the Downtown Development Authority and Board of County Commission to landscape four (4) ramps in the downtown area: Miami Ave., NW 3rd Ave., NW 3rd Court and Biscayne Blvd. The project is currently in the design phase. It will be a simple design like the on installed at the NW 8th Street ramp. It will be submitted for permitting to FDOT in August. The project should be completed by the end of December 2007.

27th Avenue Landscape Project – Alyce Robertson, Community Image Office, reported that the 27th Avenue Project has been going slower than anticipated in the Opa-Locka section because of the permitting issues. A meeting has been scheduled this week to address project concerns and concentrate on steps to completion. Trees are in the ground but the irrigation and permit renewals are the hold up. Mr. Mark Brown, with Commissioner Jordan (Dist.1) expressed Commissioner Jordan's concerns on the process of the 27th Avenue Project. It has taken longer than it should have. With Super Bowl everything was moving forward now that Super Bowl is gone there is a long sustained and delay on the project. Mr. Brown mentioned that a meeting has been scheduled with the stakeholders needed to get this project moving and completed. Landscape that has been completed on City of Miami Gardens side looks very nice. Commissioner Moss said that what ever the issues are they need to be resolved, move forward to get the project completed.

CIAB Inspection Report - Dani Toranzo, Community Image, reported NEAT Team picked up 440 cubic yards (CY) of debris and completed 2,623 miles of clean up on the gateway roads in Miami Dade County. The Bayfront Park Metro Mover Station was landscaped last weekend. It looks beautiful. This weekend the NEAT Team landscaped the Vizcaya bull noses, did some refurbishing in the Vizcaya area. Dani Toranzo also met with the architect for the DDA that will be designing the plan for the downtown ramps. The project should be in the ground by mid October. NEAT Team did major work on the 395 ramps since maintenance has been an issue there. Mrs. Robertson asked Lina Blanco, City of Miami Solid Waste Dept. if she could look into the maintenance issue of the 395 ramps since it is the responsibility of the City of Miami to keep the ramps clean. Dani Toranzo reported on the refurbishment of US1. NEAT Team also assisted Public Works with enhancing 27th Ave & 17th Ave. which should be completed in the next two weeks. He said he would meet with Jeff Dawson and Deborah Strelkow to discuss the efforts of Florida City and a new landscaping project in that area.

- B. Gateway Landscape Subcommittee-** Jeff Dawson, Miami International Airport, reported that Gateway Maintenance Standards has been completed now. Mr. Dawson also recently received additional information provided from Alyce Robertson specifically and mainly an introduction on the different groups and the members of the municipalities that are public workers and not intended to be an open document to the public. Mr. Dawson reported that last month the Landscape Subcommittee and the Tree Subcommittee held a joint meeting and discussed issues relating to implementation, designs and maintenance. Another meeting will be scheduled soon. Mr. Dawson said the main focus of the Committee right now is the Florida City Project. If possible, they will try to schedule the meeting this week. Mr. Dawson also said that “Hands on Miami” has expressed their desire to work with CIAB for the upcoming planting event in November. Last week Pat Morris (Hands on Miami) confirmed that they will participate on one of our sites this year. Mr. Spencer Enslein requested a copy of the Gateway Maintenance Standards. Jeff Dawson responded that he would get a copy to Alyce Robertson for distribution to CIAB.
- C. Marketing & Education Subcommittee** – Lina Blanco, City of Miami, reported that the “good news is that the Miami Heat has agreed to film the Ant-litter campaign. All the players have confirmed to film except for Shaquille O’Neill and Dewayne Wade. The Heat will have “Media Day” in October and they are proposing that day for the filming. Mrs. Blanco added that prior to this information the committee is now working the “ad” on making sure that ad is what we want and after October it will be presented to everyone.
- D. Tree Subcommittee** – John Oldenburg, City of Miami Beach, thanked Regina Hagger, City of Miami for stepping in last month and updating the board on his absence. Mr. Oldenburg reported that June 27, 2007 the Tree Subcommittee and the Landscape Subcommittee held a joint meeting. The Committees discussed the evolution of the maintenance plan. The committees feel that it’s important to write the maintenance plan for the general public so that it would not just be an internal document but to be “usable” as a guide for the maintenance of canopy trees that the community may have on their property or ROW. Mr. Oldenburg shared comments on the Tree Summit on July 18, 2007. The Summit was very well attended; about 130 officials and professionals from various fields were there. He said it was a great opportunity to speak to colleagues in the industry and those colleagues that were not involved with tree care. Mr. Oldenburg he hopes the Tree Summit will be an annual event.

Alyce Robertson informed CIAB that the Street Tree Master Plan was posted on the County Website. She asked if anyone was interested in posting to let her know. Mrs. Robertson also invited the board to go to the website and take a look at some of the pictures that have been posted already of CIAB projects. The website is www.miamidade.gov/image.

IV. Reports

MDX Landscape and Aesthetic Projects Update – Mr. Juan Toledo and Mr. Richard Johnson, Miami-Dade Expressway Authority (MDX), gave a PowerPoint presentation on MDX Landscape and Aesthetic Enhancement Projects. Mr. Toledo gave an overview of MDX. Said July 2003 the MDX Board adopted the “Aesthetic Enhancement Manual”. The manual sets up the guidelines for landscaping and the décor of structures along the corridors. Recent examples were illustrated of the improvements along the 836 extension and new color schemes. The Enhancement Manual covers landscape improvements, noise mitigation, architectural approaches, etc... In 2005, MDX thought about developing a Pilot Program. SR112 and SR836 on NW 27th Avenue were identified as the two major points in the systems most impacted in need of landscaping. Their approach was to green the corridor with native tree plantings, remove all invasive plant species, and install trees with long range maintainability. MDX utilized landscaping to reduce the visual impact to the residents that live adjacent to the roads. Mr. Toledo said the final design was completed in 2006 and implementation began in the fall of 2006.

He also shared that as a result of the 2005 hurricanes Katrina and Wilma (showed slides of pictures before and after) MDX jumped ahead of schedule on replacing canopy along SR874 since this area had suffered the most damage. Mr. Johnson presented slides of the different residential designs. MDX completed a three way buffer and placed in palm islands where streets dead end into SR874. Mr. Johnson explained another scenario on SR878 an area that was also completely destroyed from the hurricane, where MDX completed improvements and installed their new designs (showed slides of palm trees-mostly native, exotics).

Mr. Johnson showed before and after slides of their design concepts for SR112 and SR836. MDX has improved the median of SR112 and also installed the landscaping west of 32nd Avenue and (slides of new concept and visual view from 27th Avenue). A future landscaping project on 87th Avenue west to 137th Avenue will follow same theme that was used on 27th Avenue including sable palm trees on the slopes, royal palms on the interchange, ground cover to minimize maintenance on the slopes (showed slides) red maples, and Everglades palms. The project has been divided into (3) phases to spread out the impact to the landscape industry. Phase 1 will start at 137th Avenue moving to 12th Street Bridge just west of the turnpike. The project will begin immediately.

Mr. Toledo showed a slide of the noise wall that MDX constructed along SR836 on NW 107th Avenue. Currently MDX is working on a new connection from Kendall Drive to N874 to connect to the Palmetto. In the project MDX has aesthetic and landscape features. Project is two (2) year duration.

The bridge painting contract has been executed to paint the existing bridges from I-95 and all others towards the west. Mr. Toledo showed the bridge color palette, the toll plaza on SR836, before and after it was opened and the SR836 bike path between NW 107th and 87th Avenues.

Mr. Johnson and Mr. Toledo MDX responded to questions regarding the triangle. Alyce Robertson suggested MDX post the presentation on CIAB/Webpage. MDX provided CD for posting on webpage.

Commissioner Moss expressed his concerns to in regards to litter West on SR836 and 27th Avenue. He asked MDX to look into the situation to make sure the area remains clear of litter. Ysela Llort, Assistant County Manager, made comments with regard to the implementation of the bus on the shoulder program. Mrs. Llort and Commissioner Moss commended MDX for a great presentation.

Pink Wall Report – Mr. Ola O. Aluko with the City of Miami Capital Improvements Program updated the board on the “Pink Wall” reconstruction. Mr. Aluko showed charts to illustrate the 4 block stretcher wall located between 19th Avenue and the Planetarium on US1 which will be replaced. Mr. Aluko said one of the concerns with the wall was that the wall was right at the curve of US1 and for years residents in the area have taken advantage of the wall deterioration to built their own wall and have added in some cases up to 10” feet to their property. Some residents have built in some cases over \$9,000 worth of improvements in the right-of-way. Most residents between 17th Avenue and the planetarium have signed the agreement for the recapture or the right of way. However, (4) residents remain left to sign.

Mr. Aluko shared renderings of a planned “Keystone Wall” to replace the “Pink Wall.” The project is estimated to cost \$2.2. Million and construction would start in late August. Project will be divided in two (2) phases duration of phase 1 is about 120 days. He said the intent is to commence 2nd Phase as Phase 1st is completed. As for traffic is concern, there will be traffic during the construction, however City of Miami and FDOT will meet and work together to make construction run smoother. Lina Blanco, City of Miami asked who will be responsible for maintaining the wall. Mr. Aluko response was: City of Miami will paint the interior of the wall for the residents and residents will maintain (as part of their agreement). The City of Miami will maintain the exterior. Commissioner Moss thanked Mr. Aluko.

DDA Update – Mr. Dana Nottingham, Miami Downtown Development Authority, gave a PowerPoint presentation, handed out folders and a CD with information on DDA Development Activity Breakdown Report dated July 2007. He updated the board on the progress of the Downtown Master Plan last updated in 1986 and currently being revised. Mr. Nottingham discussed the Downtown Miami new vision and action plan. He spoke about the Economic Business Development, a 30 year plan, the construction district areas, organization and services, the major program areas of the Economic Master Plan, and the Board Committees.

The DDA has a Board Program Committee for Economic Development Research, Urban Design Transportation, Service Delivery, Marketing and Communications. Each of the Committees is chaired by a board member. The priority agenda for these committees was to move forward in working with the City and County. Mr. Nottingham also offered to come back to the board with some of the technical teams or have special sessions with CIAB to go over the Master Plan proposals and ideas. He showed slide previews of some of the projects and the twelve (12) sub-districts of the DDA in terms of future growth, goals, and their Economic Master Plan Strategy.

Commissioner Moss thanked Mr. Nottingham and invited the Miami Downtown Development Authority to come back to CIAB with more updates on the planning process. Commissioner Moss said it’s an asset to this entire community to work closer with DDA to make things happen. He said he looks forward to very positive things in the future. Ms. Cristina Raecke informed CIAB of the upcoming DDA Community forum in October.

Aesthetic Master Plan Project – Cesar Garcia-Pons, EDAW introduced the Miami-Dade County Aesthetics Master Plan. Mr. Garcia-Pons gave a PowerPoint presentation showing some of the Aesthetic Master Plan projects that EDAW has worked on globally. He commented on how the County, the City of Miami and many other municipalities and agencies in the room have done some fantastic work on Master Plan and Beautification projects, as well as the Street Tree programs. EDAW will be reviewing the work already done by the CIAB stakeholders from the point of view of aesthetics and distilling it into a policy document. It's going to be something a little bit different than what you might have been expecting with the Master Plan. Mr. Garcia Pons described the way that aesthetics affects the built and un-built natural environments. The way that EDAW intends to move forward with the Master Plan is not to generate another report although that is one project component. The project is broken into four (4) tasks. Task #1— project definition and initial stakeholder's input; Task #2 establish vision, goals & priorities; Task #3 Aesthetics Master Plan Framework; Task #4 Development Comprehensive Plan

Mrs. Llort chaired rest of the meeting because Commissioner Moss had to leave for a funeral.

V. Recap of Action Items from 7/23/07

- Team Metro – Illegal Signs in ROW
- MDT (Focus Group)
- DDA Update
- EDAW “Aesthetic Master Plan” will hold separate meeting on August 29

VI. Closing Remarks

Mrs. Llort said that it was decided to hold a separate meeting workshop for “Aesthetic Master Plan”; Team Metro will give a report on illegal signs in ROW during the CIAB September meeting; Spencer Enslein mentioned that during the Ethics Training we were informed that communications between board members on issues of business is violation of the “sunshine laws.” Thus, the CIAB staff needs to serve as the custodian of communications and keep the records of this communication. Doris Mejia-Gomez will be the records custodian for the CIAB.

Ysela thanked everyone, meeting was adjourned.