



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
September 26, 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  
Jeffery Dawson, MDC Aviation Department  
Clinton Forbes, MDC Transit  
James Kay, City of Coral Gables  
Penny Lambeth, Town of Miami Lakes  
Ysela Llort, Office of the County Manager  
Gianni Lodi, MDC Planning & Zoning  
Dennis C. Moss, MDC County Commissioner, Dist. 9  
Maria Nardi, Miami-Dade Parks & Recreation  
John Oldenburg, City of Miami Beach  
Susan Schreiber, MPO  
Marie Steril, League of Cities  
Kathleen Woods-Richardson, MD Solid Waste Dept.

**Participants Present**

Subrata Basu, MDC Planning & Zoning  
Jannie R. Beverly, City of Opa-Locka  
Poorna Bhattacharya, Kimley-Horn & Assoc.  
Mark Brown, MDC Commission, Dist.1  
Christina Casado-Acorn, Community Image  
Olga Espinosa-Anderson, MDC Team Metro  
Cesar Garcia-Pons, EDAW  
Lourdes Gomez, County Manager's Office  
Regina Hagger, City of Miami Public Works  
Rick Johnson, MDX Expressway Authority  
Doris Mejia-Gomez, Community Image  
Diana Perez, MDC Commission, Dist. 9  
Alyce Robertson, Community Image  
Gustavo Santana, EDAW  
Ron Steiner, FDOT  
Dani Toranzo, Community Image

**I. Welcome and Introductions**

The meeting was officially called to order by Ysela Llort, Miami-Dade County Assistant County Manager. Ms. Llort welcomed everyone said Commissioner Moss would be joining the Community Image Advisory Board shortly.

**II. Action Items**

- A. **Approval of Minutes from 07/23/07 Board Meeting** – A motion to approve was made and seconded. Minutes were approved by the CIAB.

**III. Updates**

**A. Office of Community Image**

Downtown Ramps/DDA – Alyce Robertson, Community Image Office, reported the landscape architect was almost finished with the plans. Once plans are finished they will be submitted to FDOT for permitting. Dani Toranzo has been working on all prep work for the sites. Project is still on target as far as completion. Dani has also been busy with Metrorail and Metromover projects in conjunction with MDT. Clinton Forbes, MDT will give details and updates later in the meeting.

27<sup>th</sup> Avenue Landscape Project – Alyce Robertson, Community Image Office, reported on 27<sup>th</sup> Avenue. Project has a November complete date for the Opa Locka section. Meeting has been scheduled at Opa Locka on Thursday morning, September 27, 2007

to go over any outstanding details. Project is now moving forward and there are no foreseeable delays. Project is on target.

Alyce Robertson reported that preliminary meeting was held with City of Miami for the section south of 112 on 27<sup>th</sup> Avenue, and now working on the interlocal Agreement. The next section will be South of 112 to the Miami River. The section is a \$600,000 dollar project; \$300,000 from the Florida Highway Beautification Grant; \$150,000 from the City of Miami; and \$150,000 from the Community Image Advisory Board.

2007-2008 CIAB Budget, Alyce Robertson reported that Community Image Office had lost about -\$500,000 in project money from the 1.5 Million received in the past. One million will be allocated to the new budget. Ms. Robertson indicated they are taking a look on how it will be allocated across the various different projects. Ysela Llort added that it would be an opportunity for partners to come to the table with their check books. Ms. Robertson also reported that a street sweeper and water truck were also purchased from this year's budget. NEAT Team will be operating under the Dani Toranzo supervision.

CIAB Inspection Report - Dani Toranzo, Community Image, reported NEAT Team completed 3<sup>rd</sup> Street Metromover; River Walk; Hickman Building; Parking garage in front of Hickman Building. NEAT Team will be removing dead trees in Flagler area. 22<sup>nd</sup> Avenue from US 1 to 183<sup>rd</sup> and 17<sup>th</sup> Avenue from US 1 to 165<sup>th</sup> corridors are landscaped. NEAT Team covered 3,300 miles of clean up on gateway roads in Miami-Dade County during the month of August. NEAT Team picked up 78 cubic yards (CY) of debris. Alyce Robertson reported that Turnpike Authority donated four (4) large Royal Palm Trees. Palm Trees were removed from Turnpike and will be re-planted along Flagler Street. Clinton Forbes, MDT commended Dani Toranzo for a remarkable job done in helping Transit with a face lift of the Metrorail station in Overtown. Mr. Forbes said the transit building landscaping was looking great. Dani Toranzo added that MDT had budgeted \$12,000 for the landscaping of the three (3) Metrorail stations (estimate from previous contractor). NEAT Team only spent (\$5,600) which is less than half of what was budgeted and the project was completed two weeks earlier.

- B. Gateway Landscape Subcommittee** - Jeff Dawson, Miami International Airport, reported Landscape Committee is working on the next planting event. Hands on Miami will be supporting the event which will take place on Saturday, November, 3<sup>rd</sup> at 9:00 a.m. at the "V" (area south of NW 14<sup>th</sup> Street, north of NW11 Terrace in the middle of I-95). Plant selection for the area will be decided. Soil and leaf analysis will be done to identify and make recommendations for supplemental nutrients to bring plants to an acceptable standard and to avoid having to replace plants in the future. Commissioner Moss thanked Ysela Llort, Assistant County Manager for moving forward with the agenda.
- C. Marketing & Education Subcommittee** – Lina Blanco, City of Miami, reported the good news that Alyce Robertson met with the Miami Heat and had a very productive meeting. The Miami Heat has agreed to film the anti-litter campaign. At the meeting it was agreed that Shaq and Wade will take part in the filming. The tentative date for the filming is October 25<sup>th</sup>. Lina Blanco and Alyce Robertson have scheduled meeting for Friday to meet with Beber, Silverstein and Associates to go over the logistics. If the filming goes through on October 25<sup>th</sup> and after editing it is hoped that the CIAB will be able to see the final production at the November meeting. Progress has been made. Committee is looking at end of December to begin the marketing and production

in trying to get additional funds. Lina Blanco also gave update on the Poster Contest. Committee has decided to keep same name “Green Up and Clean Up”. Committee decided on the grades: 3<sup>rd</sup> grade to 6<sup>th</sup> grade, Middle School and High School. Next month Committee will be submitting calendar of events for CIAB’s approval. Commissioner Moss commended Lina Blanco and Alyce Robertson.

**D. Tree Subcommittee** – John Oldenburg, City of Miami Beach, reported he has been asked by DERM to do presentation in regards to the implementation of the Street Tree Master Plan. John Oldenburg reported on the Tree Planting and Maintenance Guide. They’re in final revision and will be presenting to the CIAB at the December (*sic January*) meeting. Mr. Oldenburg said they are reviewing the document for proper language. They’re in the final editing and production now. Said it was coming along well and they are close to completion.

#### **IV. Reports**

Illegal Signs in Right-Of-Way – Ms. Olga Espinosa-Anderson, Miami-Dade County Team Metro presented a PowerPoint presentation on illegal signs. Ms. Anderson stated these illegal signs are everywhere and they have become a big problem in the community. The signs are in the median, in the swales, on poles, and trees. It has become such a problem that Team Metro found necessary to make it a part of the Mayor’s Government Fitness Challenge. Ms. Anderson talked about the penalties-due process, compliance initiatives, political signs, Team Metro in action, public education, future compliance initiatives (Chapter 2-103.15 which will be modified) and marketing initiatives. Ms. Anderson addressed Chapter 2-103.15 and Chapter 8CC of the Code and explained how Team Metro has the authority to issue civil violation notices and tickets. Ms. Anderson asked if anyone had any questions. One member asked a question in regards to law enforcement and State road & County road systems. She responded Team Metro did not enforce the municipalities however, if the state road was within unincorporated Dade Team Metro would remove the signs and issue tickets as well. Ms. Anderson concluded the presentation by welcoming further questions by contacting her office at (305) 375-1524.

Commissioner Moss asked Ms. Anderson to follow-up and give feed back and clarification on the County Code enforcement, compliance, and citations issue.

MDT Focus Group Update – Mr. Clinton Forbes, Miami-Dade County Transit gave a brief explanation on how the Transit Focus Group was formed. Mr. Forbes acknowledged Ms. Ysela Llorca, Assistant County Manager who came up with the idea of the Transit Focus Group at the CIAB meeting of May 30, 2007 during MDT’s presentation. Mr. Forbes thanked Council Women Marie Steril, Dr. Claudius Carnegie, Lina Blanco, Gianni Lodi, Susan Schreiber, Christina Casado-Acorn and Alyce Robertson who have participated in the Transit Focus Group meetings. Transit Focus Group has met twice (2). Team has come up with some great ideas. One of the ideas was taking up as the first project providing “live music” at transit stations (Dadeland South; Dadeland North, Civic Station and Government Center). Mr. Forbes said Focus Group is looking to have students such from “New World School of Arts” to participate in the “Metro-Music”. He mentioned the Focus Group is targeting to “kick off” the live Metro-Music in October 31<sup>st</sup>. Mr. Forbes informed CIAB about the “Next Train” project which will launch soon. Riders will be able to view on their website and blackberry. All these incentives are to attract new riders.

Open Space Master Plan – Ms. Maria Nardi, Miami Dade Parks & Recreation shared with CIAB a presentation on Parks & Recreation’s work & planning process over the last 2 years. Ms. Nardi presented a 50 year “vision” for a livable sustainable community (long term vision). She explained the five (5) different types of layers: parks; public spaces; natural areas; greenways; blueways, and streets. She addressed the different types of parks settings rural and suburban setting. Ms. Nardi shared the “vision” of the different recreational areas: schools, libraries, transit, theaters, community centers, eco-zones, and the planting of species. She also about the 500 miles the MDC Parks has planned for greenways and blueways.

The Biscayne & Everglades Greenway is a unique greenway which MDC Parks is working on now as an illustration of the “Open Space Master Plan” and it’s also the first one in the country. The Greenway connects Biscayne National Park with Everglades National Park along 248<sup>th</sup> and is 40 Miles long. It goes through the City of Homestead. In addition to the Parks Department, the South Florida Water Management District is involved in the greenway project. The idea of the greenway is to provide various different recreational opportunities along the way and to also provide means for the community to connect from one point to the other. Ms. Nardi used Chicago, Pinellas County, and Central Park (NYC) as examples. She emphasized the importance of investing in parks and public space.

She informed the CIAB that MDC Parks has started a South Florida Parks Coalition and as part of the process MDC Parks has been meeting with all the cities in Miami-Dade County to get the Coalition to meet three 3-4 times a year to talk about “best practices” and how to move forward toward a “vision of sustainability” which will include city, County and State and Federal park agencies. She also said Miami-Dade Public Works and Planning and Zoning Departments would also take part in the planning since they are “critical” public grounds departments. Ms. Nardi informed the CIAB that Open Space Master Plan was going to be presented to BCC December 2007. Ms. Nardi ended the presentation with the following statement: “it takes time, perseverance and patience, however it can be accomplished”.

It was requested to Ms. Nardi by to make the PowerPoint presentation link available to all CIAB members via the Community Image Office. Ms. Nardi announced the next “Park Summit” will take place in March 2008. She will make flyers available to CIAB. She also invited CIAB to visit the Miami-Dade County Parks website.

Commissioner Moss indicated he wants to have a better understanding of what other municipalities are doing in the County. Commissioner asked Alyce Robertson to look into this request.

Aesthetic Master Plan Project (August Workshop Update) – Cesar Garcia-Pons, EDAW gave a quick recap of the “Aesthetic Master Plan” from the CIAB Workshop of August 29, 2007. Mr. Garcia-Pons presented slides and explained the Aesthetic Master Plan Project’s overview, vision, goals and key issues such as building on existing County standards, guidelines and plans. They took a look at some of the “benchmarks”; examples of aesthetics master plans from the Cities of Austin and Gainesville and the State of Nevada. Matrix comparison and recommendations on the Aesthetic Master Plan were made. Mr. Garcia-Pons, EDAW said they would come back to the November CIAB meeting with more information from the August workshop.

Street Standards/ROW Study - Poorna Bhattacharya, Kimley-Horn and Associates, Inc. was invited by Mr. Subrata Basu, of MDC Planning & Zoning. Ms. Bhattacharya gave a brief PowerPoint presentation of the concepts related to the study. She said the Study Advisory Committee had met four times throughout the development of the project over a 6-month time period. She explained the different types of concepts; the conventional process utilized by FDOT and Context Sensitive Solutions (CSS). Committee agreed the CSS was a better process to move forward with since it was an all inclusive type. Ms. Bhattacharya talked about the DOT designs and classification, and proposed road types. And to recap, she gave some examples of roadway designs, context-location, land use along roadways, and roadway types based on type of traffic. She explained the “High Speed Boulevards” (example: SR 7 parts of US-1) and “Low Speed Boulevard” (less than 35 mph) e.g. walkable community, accommodations for bicyclers, and sidewalks. Ms. Bhattacharya presented the different zones: commercial and suburban residential, neighborhood streets (low density), local and industrial commercial areas, parking, section roadside dimensions (illustrations of the different street types within different areas). She indicated the study only deals with cross sections and it does not get into details of intersections or bus stop placement. Ms. Bhattacharya advised---it could be incorporate into the Public Works Manual. Some questions were raised by members in reference to pedestrian sidewalks space, cross-sections and landscape. She responded the study (Street Standards/ROW Study) did not include landscape recommendations.

Assistant County Manager Ysela Llort asked Mr. Subrata Basu, Planning & Zoning to email presentation to Christina Casado-Acorn, Community Image and for Christina to email to CIAB Members. Mrs. Llort asked members to review and send their comments to Ms. Casado-Acorn. She asked that perhaps members bring back some comments to next meeting.

Ms. Llort commended CIAB members.

Commissioner Moss presented Certificates of participation for the Ethics Training of July 23, 2007 to those members present.

#### **V. Recap of Action Items on 9/26/07**

- Open Space Master Plan – request made for Ms. Nardi to make the PowerPoint presentation link available to CIAB members via Community Image Office
- Street Standards/ROW Study – Mr. Subrata Basu to e-mail link presentation to Christina Casado-Acorn to make link available to CIAB members
- EDAW “Aesthetic Master Plan” come back to next meeting – Oct. 31, 2007
- Municipalities aesthetics reports – requested by Commissioner Moss

#### **VI. Closing Remarks**

Commissioner Moss closed out the meeting by saying that he wants to see other municipalities (Homestead, North Miami, Miami Beach, and Opa-Locka, etc...) report on their master plans.

Commissioner Moss wants to see what other cities are doing in regards to aesthetics and master planning. Commissioner Moss thanked everyone in particular the Greater Miami Convention & Visitors Bureau. Meeting was adjourned.