



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



**CIAB Members Present**

Bill Anderson, Convention & Visitors Bureau  
Lina Blanco, City of Miami  
Claudius Carnegie, MDC County Public Schools  
Jeffery Dawson, MDC Aviation Department  
Spencer Enslein, Citizen/MDC Commission, Dist. 4  
Clinton Forbes, MDC Transit  
Gianni Lodi, MDC Planning & Zoning  
Dennis C. Moss, MDC Commissioner, Dist. 9  
Gus Pego, Florida Dept. of Transportation  
Marie Steril, League of Cities  
Deborah Strelkow, Florida Turnpike  
Jesse A. Stubbs, Citizen/MDC Commission, Dist.1  
Juan Toledo, MD Expressway Authority (MDX)  
Kathleen Woods-Richardson, MD Solid Waste Dept.

**Participants Present**

Krystle Brackett, City of Hialeah  
Mark Brown, MDC Commission, Dist.1  
Christina Casado-Acorn, Community Image  
Diana Cornely, MDC Parks & Recreation  
Olga Espinosa-Anderson, MDC Team Metro  
Regina Hagger, City of Miami Public Works  
Bill Johnson, MDC Port of Miami  
Gayle R. Love, MDC, Solid Waste Dept.  
Doris Mejia-Gomez, Community Image  
Andrea Muniz, MDC Port of Miami  
Diana Perez, MDC Commission, Dist. 9  
Jose Luis Posada, MDC Port of Miami  
Honorable Julio Robaina, Mayor, City of Hialeah  
Alyce Robertson, Community Image  
Bill Rosenberg, Rosenberg Gardner Design  
Gustavo Santana, EDAW  
Jim Sipes, EDAW  
Bill Talbert, GMCVB  
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 Mayor Julio Robaina from the City of Hialeah and said it was an honor to have him at the meeting.

Commissioner Moss thanked Bill Talbert, Greater Miami Convention Visitors Bureau (GMCVB) for hosting the Community Image Advisory Board meetings each month and thanked everyone present.

Bill Talbert also welcomed Mayor Robaina. Mr. Talbert spoke about the GMCVB newsletter. He talked about the new customer service program and mentioned how excited he was about the program "Miami Begins with me". Mr. Talbert said GMCVB's goal was to raise the bar in customer service with the new program. He complimented Commissioner Moss and CIAB members for all the effort and hard work on various projects that are making a difference in the community.

**Agenda out of Order**

**IV. Report**

Aesthetics Report City of Hialeah – Mayor Julio Robaina thanked Commissioner Moss and CIAB members. Mayor Robaina indicated the City of Hialeah had a past member who was part of CIAB and was very involved. Mayor Robaina indicated he had been keeping up with the work that the CIAB has been doing and that it was appreciated. He promised that the City of Hialeah will become involved with CIAB in order to help accomplish its initiatives. Mayor Robaina responded to Commissioner Moss’s question in regards to Hialeah Park. He informed CIAB that although the Hialeah Park was privately owned, the number one priority for Hialeah Park is to reopen it and he hopes that the Park will be restored as the City’s principal public park for their residents. Mayor Robaina said the City will continue to strive for and is committed to preserving the 80-90 acres of historical landmarks that exists in Hialeah Park. There are 220 acres sitting at the center of the City and 80-90 acres are the historical club house, fountains, and gardens. Mayor Robaina believes that all great Cities should have a central park and a green area. He also believes that both economic development and park preservation can be accomplished at Hialeah Park. Mayor Robaina will be asking the CIAB for support and to work together with the City of Hialeah.

Mayor Robaina’s main purpose for presenting to the CIAB is because the City of Hialeah is trying to make strides to improve its image that will, in turn, improve the image of Miami-Dade County. City of Hialeah expects to continue to strive towards improving the aesthetics of Hialeah. Mayor Robaina presented the City of Hialeah Aesthetics Report. City of Hialeah has used GOB monies to reconstruct streets, to update parks and facilities, parks structures and entrance features to beautify the community (showed pictures of entrance features). City of Hialeah has worked together with FDOT & MDX where surplus lands within the main highways, have been turned around and used as entrance features. Mayor Robaina showed slide presentation of some of the reconstruction projects such as: fountains, turnabouts in commercial and residential areas. The reconstruction of Palm Avenue and Okeechobee Road is one of the roads most used to go to downtown Miami.

Hialeah is trying to create the image that it is improving by landscaping and painting with lots of color. The City has asked for additional landscaping and has adopted the Dade County Landscaping Code. Mayor Robaina shared pictures of a new fire station which was recently done within a park. A new entrance feature for the City, changed the corner of 8<sup>th</sup> and 29<sup>th</sup> Street. In addition, 300 hundred units of residential affordable housing are being built with the assistance of grants received from the County, City, State and Federal Government. Facing Okeechobee Road are new towers, new businesses that are being built in the City of Hialeah, such as Target and Lowes that just recently opened, in addition are being asked to partner with the City on aesthetic projects. City is asking the new shopping centers to put pavers in their shopping centers and also to add additional landscaping and they are complying. There are five additional entrance features that should be ready within the next two years as you exit on: 103<sup>rd</sup> Avenue & 49<sup>th</sup> Street, Le Jeune Road, 65 & Le Jeune, Okeechobee and Le Jeune Road. Mayor Robaina said the City was working on beautifying the community and allocating the funds appropriately. Mayor Robaina encouraged CIAB to call him personally and visit the City of Hialeah and he will make sure they get a personal tour.

Commissioner Moss commended Mayor Robaina and said he was very impressed with all the changes that have taken place in the City of Hialeah. He said the difference shows not only in the City of Hialeah but also in the County as a whole. Dani Toranzo commended the City for the improvements along Okeechobee Road. Mayor Robaina responded that the City had worked diligently with Jose Abreu and with Johnny Martinez from FDOT. City of Hialeah has a contract with FDOT in which the City of Hialeah will handle the landscaping. City of Hialeah and FDOT

are now partnering once again to do same along Red Road. First phase will commence sometime in September of 2008. He also said traffic has been alleviated tremendously since the train schedule was changed. Commissioner commended FDOT for their partnership and contribution to the community.

Alyce Robertson asked Mayor Robaina questions with regards to the maintenance cost for maintaining some of the areas. Mayor Robaina responded City of Hialeah invests a large expense in replanting, especially to keep the medians maintained. The City spent about \$68,000 just this week for replanting.

Commissioner Moss asked for copy of PowerPoint presentation of the Hialeah Aesthetics Report to be posted in the CIAB website. He asked Mayor Robaina to appoint a member from the City of Hialeah and to re-engage with the CIAB group. Mayor Robaina committed to have a member involved once again.

**(Agenda out of order)**

Mr. Bill Talbert, GMCVB welcomed everyone present. He spoke about the GMCVB new customer service program and said the GMCVB primary goals are to raise the bar on customer service. He introduced program's logo "Miami Begins with Me" and showed a brief 5 minutes video. Commissioner Moss thanked Mr. Talbert and said it was an excellent program and he looks forward to providing support to help the program move forward.

**Marketing & Education Subcommittee** – Lina Blanco, City of Miami, reported the Miami Heat Anti-Litter Campaign was filmed on Thursday, October 25, 2007. Shaquille O'Neil, Dwayne Wade and other famous players were there. The filming took several hours and was enjoyed by those present. Beber & Silverstein did a wonderful job and are now working on the post production and editing the film. When done, it will be presented to the board. Phase II of the project is reaching out to the public and private sectors and securing funds to market and support the campaign. A press conference will be planned along with the Miami Heat for 2008. City Mayor, County Mayor and other officials will be invited to launch the campaign. Alyce Robertson added the Committee is looking forward to having everyone's participation and help in launching the campaign so that it gets press coverage for the event.

The Marketing Committee is asking for support. \$160,000.00 has been budgeted out of CIAB for the production. To participate as a sponsor, \$50,000 will buy space on the film media for a logo and \$25,000 will buy space on the print media for a logo. It cost \$50,000 to develop the PSA. Ms. Kathleen Woods-Richardson, Solid Waste, said that the department will be working together with the CIAB on the Anti-Litter Campaign. Spencer Enslein made a suggestion to reach out to other Counties and all major corporations, such as Home Depot, Office Depot, FPL, Wal-Mart, Target, for sponsorships and offering corporations a chance to put their logos on the campaign, since they also have a vested interest in this community. He suggested the CIAB hold off on the final production and get a copy of the film and use it when marketing. Commissioner Moss agreed it was great idea to raise some additional funds and asked the group Beber & Silverstein, Lina and Alyce to develop a plan of action.

**Poster Contest Schedule** - Lina Blanco gave an update on Poster Contest. She submitted proposed calendar of events for CIAB Poster Contest 07-08. Ms. Blanco said that the calendar will be printed and distributed to all the schools. She reported that the Committee had decided on the prize levels and theme for the Poster Contest and said the logo will remain the same as last year - "Clean Up and Green Up".

(Agenda out of order)

## II. Action Items

- A. **Approval of Minutes from 09/26/07 Board Meeting** – A motion to approve was made and seconded. Minutes were approved by the CIAB.

(Agenda out of order)

## III. Updates

Kick Off Roadway Beautification Project (Downtown Ramps) – Commissioner Moss commended Alyce Robertson, Community Image Office, for coordinating the ramps kickoff on Monday, October 29, 2007 at the ramp (South Miami / Avenue D). Commissioner Moss, Mayor Manny Diaz (City of Miami), Commissioner Joe Sanchez (City of Miami) and Commissioner Marc Sarnoff (City of Miami), were also present. Mr. Dana Nottingham, with the Downtown Development Authority (DDA), was also present as were many other officials.

(Agenda out of order)

Port of Miami Entrance Feature – Bill Johnson, Port Director for Miami-Dade thanked Commissioner Moss and CIAB members for allowing his presentation to be taken out of order. Mr. Johnson said the Port of Miami is the only port in the State of Florida that is named in a recent federal legislative act approving projects in US Waters called “WRDA”, and the Port of Miami is the only Port in the state slated for dredging (50 feet), and the County has asked President Bush to appropriate federal dollars from this year’s budget to get it started.

The future vision for the capital projects at the Seaport focus on access and improvements. The first priority is the new tunnel. The second priority is the dredging project. Mr. Johnson met with the Secretary of the Army Corps of Engineers two weeks ago. Mr. Johnson indicated that the Secretary supports the dredging project. The third priority for the Seaport is \$400 Million in port improvements that will be implemented in the next 5 to 10 years. Mr. Johnson believes that Miami will have one of the most modern ports in the world. This will be accomplished with millions in federal grant money, but also with tens of billions coming from our port partners in the cargo and cruise industry. Currently, one of the world’s leading cruise lines is negotiating with the Seaport to call the Port of Miami “their port” for the southeast United States. It will represent a guaranteed commitment over 15 years of \$160 Million in new revenue. It will result in the construction of a state-of-the-art new cruise terminal, Terminal A, on the water front. The State Legislature is pitching in state dollars on the project. By 2012 the Port of Miami is expected to serve 5 Million passengers per year. Today the Port of Miami is still the largest cruise port in the world, estimated to serve 4 Million passengers this year.

The Seaport’s revenues and passenger counts have increased. Terminals D and E just opened in August of 2007. It cost \$80 million to construct, but did not provide a budget for landscaping. Mr. Johnson thanked the CIAB and Alyce Robertson for assisting the Seaport by providing the landscaping and the use of a water truck. Several departments assisted in the opening of Terminals D and E. Public Works, Solid Waste, and Transit all contributed funds and services and exemplify how the County can work as a team to produce successful projects.

Mr. Johnson closed with the announcement of the new entrance feature at the port. The Port of Miami is a world-class port. A world class port needs a world class entrance. Thanks to Public Works director, Esther Calas, and FDOT Secretary Johnny Martinez, a JPA is in place to fund the new landscaping and irrigation for the entrance feature to be constructed at the Seaport. Thanks were also given to Miami-Dade County, the City of Miami, and the Florida Foreign (FFTA)

Pioneer Memorial of Dante Facel for their support. Mr. Johnson showed a slide of how the new port entrance will look. The Seaport expects to seek approval from the BCC Committee in December 2007 where they will ask BCC to accept the donation of the art sculpture featured in the design of the entrance. An item will then go to the full BCC in December or early January 2008. The Port of Miami is looking to complete project by end of February 2008. Mr. Johnson thanked Commissioner Moss and Alyce Robertson and said that the ports' success rests on the public and private partners coming together with a shared vision.

**(Agenda out of order)**

### **III. Updates**

#### **A. Office of Community Image**

Downtown Ramps/DDA – Alyce Robertson, Community Image Office reported that the ramps being landscaped are: Miami Avenue, Biscayne Blvd., Third Avenue, and NW 3<sup>rd</sup> Court. (Ms. Robertson presented pictures of what the ramps look like today). The DDA has contributed funds for the project and so has the County through the CIAB budget. The project is currently in the design and permitting phase with FDOT. Approval is pending upon which planting will begin in November and be completed by the end of December. The groundbreaking ceremony took place Monday, October 29, 2007. Invitations were sent out electronically. Ms. Robertson also shared some of the pictures from the groundbreaking ceremony. Dani Toranzo added that the project will not require extensive maintenance. The DDA will contribute \$100,000 and CIAB will partner with \$70,000. The City has applied for the permit on behalf of the DDA. Miami-Dade County will install the project and the DDA will maintain it. The design does not include irrigation.

Commissioner Moss thanked Juan Toledo, MDX for their support with the Miami Heat PSA filming. Commissioner Moss also asked MDX to come back to the CIAB with more updates on MDX projects, SR836, SR112, the bridges, new landscaping, and other aesthetic issues.

27<sup>th</sup> Avenue Landscape Project – Alyce Robertson, Community Image Office, reported a meeting has been scheduled with City of Opa Locka next week to close out the project. The remaining plants are being installed. Pumps are in place and waiting on connecting the irrigation system. Mark Brown, with District 1, commented that their district is very pleased with the 27<sup>th</sup> Avenue landscaping project. Alyce Robertson indicated project should be completed in November 2007. An event will be planned in early December. Vilas & Sons, who is the landscaping contractor for the project, have performed very well.

**Gateway Landscape Subcommittee** - Jeff Dawson, Miami International Airport, reported the planting event with Hands on Miami will take place on Saturday, November 3<sup>rd</sup> from 9:00 am to noon. It is anticipated that approximately 175 volunteers will be there in support of the event. Event will take place at the “V” (I-95). Jeff Dawson extended invitations to all.

Gus Pego, FDOT announced that the completion of improvements at roadways into Miami International Airport is expected by March 2008.

Commissioner Moss and Alyce Robertson thanked Gus Pego, FDOT for all support and efforts.

### **IV. Reports**

Aesthetic Master Plan Project Update – Gustavo Santana, EDAW gave a brief update on the Aesthetic Master Plan. Gustavo spoke about the following issues: Identifying the components of an Aesthetic Master Plan; building on existing standards, and working with the stakeholders to focus on implementation. Gustavo indicated EDAW is currently working mainly on the first two

aforementioned issues. He also spoke about their research on County-wide standards, Miami Beach standards, and the DDA Master Plan. He shared that EDAW is trying to look at those different plans, at the standards that address aesthetics, and then review how the standards work together, where the gaps are, and what kind of impact the plan will have. Gustavo presented a color coded chart showing some of the standards broken up by similar characteristics. EDAW is concentrating on finding standards that are obsolete, or that create conflicts, or gaps. Their next task is to produce standards focusing on gateways and corridors. Standards for gateways will fall into different categories. EDAW will come back to the CIAB with a matrix of the gateways standards for each component. EDAW will meet with staff to establish priorities, conduct overviews, and develop a draft statement for the Aesthetic Master Plan vision to be reviewed by the CIAB.

#### **V. Recap of Action Items 10/31/07**

- 2007 Tree Planting Report – David Cardenas (Deferred to November 28<sup>th</sup>)
- MDX updates
- Municipalities aesthetics reports – Homestead

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

Diana Perez, District 9, recommended to Commissioner Moss the possibility of reviving the practice of awarding certificates of recognition during CIAB meetings to individuals at large who are achieving something great in the community to let them know that the CIAB appreciates their efforts.

Commissioner Moss thanked everyone in particular the Greater Miami Convention & Visitors Bureau. The meeting was adjourned.