



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
November 28, 2007**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
David Cardenas, MDC Public Works Dept.
Tsahai Codner, City of Miami Gardens
Jeffery Dawson, MDC Aviation Department
Spencer Enslein, Citizen/MDC Commission, Dist. 4
Clinton Forbes, MDC Transit
James Kay, City of Coral Gables, PWD
Robert Landen, City of Homestead
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, MDC Commissioner, Dist. 9
John Oldenburg, City of Miami Beach
Gus Pego, Florida Dept. of Transportation
Jesse A. Stubbs, Citizen/MDC Commission Dist. 1
Kathleen Woods-Richardson, MD Solid Waste Dept.

Participants Present

Jannie R. Beverly, City of Opa-Locka
Mark Brown, MDC Commission, Dist.1
Christina Casado-Acorn, Community Image
Shanae Eppinger, MDC Commission, Dist. 9
Olga Espinosa-Anderson, MDC Team Metro
Lourdes Gomez, County Executive Office
Ginny Gutierrez, GMCVB
Regina Hagger, City of Miami Public Works
Gayle R. Love, MDC Solid Waste Dept.
Doris Mejia-Gomez, Community Image
Alfredo Rivero, MDC Public Works Dept.
Alyce Robertson, Community Image
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 everyone present.

Commissioner Moss thanked Bill Talbert and Bill Anderson, Greater Miami Convention Visitors Bureau (GMCVB) for their hospitality and for hosting the Community Image Advisory Board meetings.

Bill Talbert welcomed everyone and informed Community Image Advisory Board on the latest GMCVB publication the "Greater Miami & the Beaches Vacation Planner". Mr. Talbert had booklets for hand outs to those who wished to obtain more information. He briefly gave updates on the different Convention Bureaus: Las Vegas, which is the largest Convention Bureau and Washington, D.C. Mr. Talbert thanked Commissioner Moss and CIAB for all projects done during this past year which have made a difference in this community and for visitors who come to Florida.

Everyone introduced themselves. Commissioner Moss commended Doris Mejia-Gomez, Board Secretary for a great job done during this year 2007. Commissioner Moss informed the board that he wants to begin sending out the CIAB meeting minutes to mayors, city managers, and elected officials. He wants to make sure the message reaches the people in the community and make the community aware of all the good things that are happening (e.g. beautification projects) for which the CIAB Community Image Advisory Board (CIAB) is responsible.

II. Action Items

Approval of Minutes from 10/31/07 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 trees are being planted. Project going very well and is on target to be completed by December 15, 2007. The Project is also on target as far as budget is concerned.

Budget Report - Alyce Robertson, Community Image Office, reported CIAB was allowed to roll over approximately \$600,000.00 from several projects from last year into this year's budget. Also another million dollars has been added to the 2008 budget. Ms. Robertson reported two additional positions had been approved for the NEAT Team for 2008. That will make the NEAT Team a crew of 4 people working to maintain the CIAB areas. The recruiting and hiring process will take place sometime in January 08.

27th Avenue Landscape Project – Alyce Robertson, Community Image Office, reported 27th Avenue is now completed. Only thing pending is a final report on punch list. Meeting is scheduled for the upcoming Friday.

Ms. Beverly Jannie, City Manager of Opa-Locka reported residents were very appreciative. Ms. Jannie expressed her gratitude and thanked CIAB, Miami-Dade County, FDOT, and City of Miami Gardens on behalf of Mayor, Commissioners, staff and residents from City of Opa-Locka. Ms. Robertson thanked Mark Brown, City of Miami Gardens and mentioned how City of Miami Gardens made a tremendous effort and took on the project management and expedited inspections, paid bills, etc... Miami Gardens went outside of their jurisdiction to get the work done!

Ms. Robertson informed the CIAB on the ground breaking ceremony being planned to commemorate the completion of 27th Avenue Project and to recognize all partners involved. Date of event was (TBA) to be announced.

Commissioner Moss and Ms. Robertson thanked the Board and commented they knew it was a complex project having four (4) different partners working together, however, it was an excellent partnership. It brought spirit to CIAB and unity. It showed that together CIAB and partners can make this a better community.

Report to BCC - Alyce Robertson reported CIAB Activity report was submitted to the Board of County Commissioners (BCC) July 07. It is a requirement for BCC to review all County Boards to make sure Boards are meeting their mission and goals (copy of report was distributed at the July CIAB meeting). The report was presented and received favorably by the committee. Ms. Robertson mentioned that CIAB has recognized that projects are getting accomplished and results are very visible. The activity report will be updated to include CIAB's latest completed projects on 27th Avenue and DDA Ramps. The report will be submitted to Committee in January and to the Board of County Commissioners (BCC) in February 08.

Commissioner Moss requested once report was updated and finalized that a copy be made available to CIAB members and all jurisdictions.

Civic Center/Metrorail – (Not on Agenda) Alyce Robertson informed that she had a great meeting with University of Miami (UM) and Miami-Dade Transit Dept. regarding improvements at Civic Center-Metrorail Station. Ms. Robertson mentioned as everyone knows many people go into the Civic Center health center area and if you have not seen it, the station looks terrible. Landscaping that was there is gone. The station looks dirty and shabby. Ms. Robertson reported that University of Miami (UM) has funds to hire a consultant to help with color schemes and other improvements. Ms. Robertson also reported there's budgeted money to do landscaping inside station and that it can be done with a NEAT Team crew. Once done, it will make a big difference. Ms. Robertson believes it's going to be a fabulous project for the coming year 2008.

CIAB Inspection Report - Dani Toranzo, Community Image, reported NEAT Team numbers for the month of October was 121 (CY) of debris picked up and drove 1275 miles. For the month of November the numbers dropped to 76 (CY) and miles increased to 1470. Amount of debris dropped due to safety issues. Mr. Toranzo reported they are having some issues at Civic Center Station with vendors which need to be resolved. Some of the issues are: pressure cleaning, painting, lighting and debris. Mr. Toranzo said these issues need to be resolved before NEAT Team can do landscaping. Ms. Robertson reported issues are that vendors are blocking the sidewalks. However, City of Miami Enforcement is looking into the problem and will they be handling it. Lina Blanco, City of Miami reported that City of Miami, Solid Waste is cooperating in keeping the area clean. Ysela Llorca, Assistant County Manager, said the project was an organized effort by MPO, MDT and Public Works Department. Ms. Llorca also said the station would fit in very nicely since this area was in great need of these improvements and that it made sense to bring all the elements together. Commissioner Moss agreed. Ms. Robertson reported she has invited University of Miami (UM) to come to the next CIAB meeting in January 08 to do presentation on the improvements at the Civic Center Station.

Mr. Toranzo commended City of Miami on the Pink Wall project, said it looked very nice.

B. Gateway Landscape Subcommittee - Jeff Dawson, Miami International Airport, reported the Hands on Miami planting event at the "V" (I-95) on November 3rd was a success. Approximately one hundred (100) volunteers came through with the assistance of Dani Toranzo and NEAT Team. 1,500 plants were planted. The "V" Phase Three Project is completed. There will be one more phase before project is complete 100%. Mr. Dawson informed the CIAB that Roots in the City was having an event on the last weekend of November. Approximately 160 volunteers are expected to be at the event to help and do a major clean-up of weeds, etc... Mr. Dawson said clean-up will have great impact in the maintenance of landscape at the "V". Ms. Robertson asked Mr. Dawson if he could address the plumbago issues at the "V". Mr. Dawson reported some of the issues with the plumbagos at the "V" may be wind and climate related. Ms. Robertson said some of the problem could be related to the steep incline at the "V". Ms. Llorca asked Mr. Dawson if the plumbago was the right plant to keep at the "V". Mr. Dawson said he did not have an answer however the committee is waiting for results and recommendations from an analysis being done before making any decisions.

C. Marketing & Education Subcommittee – Lina Blanco, City of Miami, reported the post-production on the Anti- Litter Campaign is estimated to be ready mid December. Broward County has been contacted in regards to contribution and they are reviewing the information now. Lina Blanco reported they're also waiting to hear from City of Miami Solid Waste Dept. and Miami-Dade County Solid Waste Department.

Ms. Blanco informed CIAB that the press conference was not confirmed. However, tentatively it may take place mid January. CIAB, City and County Mayors will be invited.

Poster Contest – Lina Blanco reported the Poster production is in process. Distribution will be done in January 2008. Committee is on schedule with the Poster Contest.

- D. Tree Subcommittee** – John Oldenburg, City of Miami Beach, reported he met in the month of November with members of Miami-Dade County Department of Environmental Resource Management (DERM). Mr. Oldenburg presented the Street Tree Master Plan and discussed the actual aspects of the plan. He reported that meeting went well. STMP was well received and said DERM is very supportive on the implementation of the Street Tree Master Plan. On the Tree Planting and Maintenance Guide, Mr. Oldenburg reported that all comments have been received and are now being incorporated into the draft for the committee to review. Once finalized it will be presented to CIAB sometime January if time permits, if not February 08. The Committee hopes to have it approved and completed by March or April of 2008.

IV. Report

MDC/PWD 2007 Roadway Beautification Tree Planting Program – David Cardenas, Miami-Dade County Public Works Department reported that 2007 year was an excellent planting season. Over 10,000 trees have been planted within a five (5) month period. Mr. Cardenas mentioned that with the new system Miami-Dade has implemented they now have very high performance measures. They exceeded 2,000 trees per month. 3,755 palm trees and 7,014 canopy trees were planted (many of the palm trees were replacements). 27 traffic circles were completed. David Cardenas introduced Alfredo Rivero, Certified Arborist and staff of (PWD) who was overseeing tree planting projects and assisting contractors. Mr. Cardenas presented PowerPoint pictures of all landscaping projects, and traffic circles completed. David Cardenas reported that Plumbagos are doing very well in traffic circles—said most likely because there is a high level of maintenance (fertilization on a regular basis). Of the 10,000 trees 1,500 trees are new plantings, the rest were replacements. Mr. Cardenas reported the County maintains approximately 62,000 trees in right-off-way (ROW). He informed the CIAB that there was a balance of \$800,000 in the budget for maintenance. He also reported they are working now on developing a management program to manage enhancements on landscape projects (22nd Avenue/Plumbagos) which will require management in order to keep the beauty of the landscape. Ms. Robertson asked who was doing the design. Mr. Cardenas responded Dani Toranzo was assisting, Steve Duncan (PWD), Mr. Rivero with Contractor Superior landscape and also Melrose. Mark Brown thanked and complimented David Cardenas, Alyce Robertson and staff on behalf of Commissioner Jordan (District 1) and said they were very pleased with all the beautification projects that had been accomplished during the 2007 year. Commissioner Moss thanked and commended David Cardenas for a good job and a great report.

V. Recap of Action Items 11/28/07

VI. Closing Remarks

Commissioner Moss expressed concerns in regards to the over pass bridges underneath I-95. Said the areas underneath the bridges looked very isolated. Commissioner Moss suggested that he would like to see railings, lighting and color underneath bridges/overpass.

Commissioner Moss asked Ysela Llorc and Alyce Robertson if they could look into what it would cost to do put in railings and lighting. Commissioner Moss mentioned he had taken pictures of the bridges with railings & lighting while visiting Universal Studios and would share with CIAB so that everyone has a better understanding. Commissioner Moss mentioned that perhaps he may bring it to the BCC to try to have a resolution pass to have the County do a study. He recommended for CIAB, FDOT and MDX to take a look and to see what can be done to enhance those areas underneath the bridges.

Commissioner Moss asked members if anyone had questions or suggestions before meeting was adjourned.

Robert Landen, City of Homestead brought up issues in regards to shopping carts problem in Homestead.

Spencer Enslein, representative from Commissioner Sally Heyman Dist. 4, suggested the CIAB contact Orlando and Orange County to find out how they are handling the shopping carts issue.

Commissioner Moss commented that the shopping carts have been an issue for many years in the County. He recommended that a Task Force be put together to look into situation and try to come up with effective program. Commissioner would like to see the Board approach the problem from the County perspective since it is a countywide problem.

Commissioner Moss talked about taking a look at the Legislation for solving some of the issues and mentioned he would like to get some feedback.

Gianni Lodi, MDC Planning and Zoning brought up the issue of transit becoming a major avenue for tourist and gave his opinion.

Clinton Forbes, MDC Transit Dept. gave a brief comment in regards to the refurbishing plan. Said the plan is very effective.

Commissioner Moss asked Clinton (MDT) to bring information-report to CIAB on the refurbishing plan. Commissioner Moss said CIAB should be focusing on transportation facilities which are part of CIAB charge as well, like gateway facilities which includes Seaport, Airport and Transit.

Alyce Robertson shared that meetings with transit are being held on a regular basis to discuss and focus on critical transit stations like the Civic Station which is in need of improvements (refurbishing). Civic Station is also a big hub and very visible along CIAB priority corridors. Vizcaya Station and over-town Transit Station have been refurbished. Vizcaya was the very first project to be completed.

Ysela Llorc made comments in regards to transit not having the resources to renovate transit stations. She said transit can only fix essential elements like escalators and elevators. Ms. Llorc thanked CIAB for the partnership and pulling together the resources for moving contract forward.

David Cardenas mentioned that another concern currently is proper maintenance issues. He said monies should be set aside for additional maintenance such as: fertilizing at least 3-4 times a year or when necessary, proper tree trimming, pest management program (which will kick off soon), to avoid plant decease. Mr. Cardenas mentioned that if these issues are not addressed by trying to come up with a solution, it's just like throwing money away.

John Oldenburg also mentioned...it's not just landscaping, but, pressure cleaning, graffiti and litter...all are maintenance issues that there is no money for.

Alyce Robertson asked Commissioner Moss if he would like to include it as part of his report to the Board. She reported that MDT had done an inventory of maintenance conditions at all transit stations and they had identified what is needed to be done.

Commissioner Moss asked David Cardenas if he had a time frame for when the MOU with the Turnpike Authority was going to be finalized. David Cardenas reported that a meeting was scheduled with County Attorney (CA) to go over the agreement that Deborah Strelkow (Turnpike) and David Cardenas himself had prepared. If all is in order after meeting with County Attorney he will report to CIAB probably in the January 2008 meeting. Ms. Robertson made suggestion and asked if it was possible to integrate 311 or a system in which general public could have information on (ROW)...accountability information on who maintained the road. Gianni Lodi, David Cardenas and Regina Hagger gave their comments.

Request was made by Ysela Llorca for CIAB to have the presentation at the January meeting in reference to the water restrictions ordinance. It was said the way the ordinance is written it prohibits installation of irrigation in public right-of-way which will have significant impact on certain areas.

Commissioner Moss thanked Bill Talbert and Bill Anderson, Greater Miami Convention & Visitors Bureau and wished everyone a safe and happy holiday!

The meeting was adjourned.
