



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
February 22, 2008**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
Sharie Blanton, Designee/MDC Commission Dist. 7
David Cardenas, MDC Public Works Dept.
Claudius Carnegie, MDC Public Schools
Jeffery Dawson, MDC Aviation Department
Spencer Enslein, Designee/MDC Commission Dist. 4
Robert Landen, City of Homestead
Ysela Llorc, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, MDC Commissioner Dist. 9
Elizabeth Ogden, MDC Seaport Dept.
Gus Pego, Florida Dept. of Transportation
Susan Schreiber, MDC MPO
Jesse A. Stubbs, Designee/MDC Commission Dist. 1

Participants Present

Hon. Lynda Bell, City of Homestead
Lourdes Gomez, County Executive Office
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami Public Works
Rick Johnson, MDX
Gayle R. Love, MDC Solid Waste Dept.
Doris Mejia-Gomez, Community Image
Diana Perez, MDC Commission Dist. 9
Alyce Robertson, Community Image
Mike Shehadeh, City of Homestead
Bill Talbert, GMCVB
Dani Toranzo, Community Image
Dr. Anna E. Ward, City of Opa Locka

I. Welcome and Introductions

The meeting was officially called to order by Miami-Dade County Commissioner Dennis C. Moss. Commissioner Moss welcomed Ms. Lynda Bell, Mayor City of Homestead and all present.

Introductions began. Alyce Robertson, Community Image Office introduced Marietta Gutierrez, new staff to the Community Image Office. Ms. Gutierrez replaces Christina Casado-Acorn who was promoted in December 07 to the County Executive Office.

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

Bill Talbert welcomed Ms. Bell, City of Homestead Mayor and informed CIAB of the 17th Annual H.O.T. Challenge Golf Tournament being sponsored by GMCVB, taking place Friday, May 9th, 2008. He expressed the importance for business partners to sponsor the program which helps provide youth scholarships. Mr. Talbert said the GMCVB was very proud of the program since they're approaching one million dollars raised for scholarships for local Afro-American students. Mr. Talbert said it will be a fun day and invited everyone to participate. Mr. Talbert said great things are happening, tourism continues to grow and is doing very well. Mr. Talbert shared an article that was published in the New York Times travel section. The article talks about Miami Beach's Art Basel "The Beach Party Moves Indoors". A three page article which talks about the value of Art and Culture in this community. It's an art fair all year round. Miami has the hottest destination and continues to grow. Mr. Talbert thanked Commissioner Moss, CIAB, MDX, and all partners for their effort and contribution to making this community a better community.

(Agenda out of order)

Aesthetics Report/City of Homestead – Hon. Lynda Bell, Mayor City of Homestead handed booklets. Mayor Bell first gave a brief history on the City of Homestead. She informed CIAB that the City of Homestead is the 2nd oldest City and was established in 1913 and became an official City. The City of Homestead is 95 years old and Ms. Lynda Bell is the first female Mayor. She reported that the City of Homestead has worked very hard to keep City aesthetics pleasing. The City of Homestead has established guidelines (adherence to Miami-Dade County Urban Design Manual). When you look at the City of Homestead you can see its common grounds, and how well the areas are being maintained. Many people have said to her that they're able to notice the difference when they are leaving Homestead because of the quality of the care and the upkeep of the common grounds and it's median. With the growth, the City of Homestead is the eighth fastest growing city in the United States.

Mayor Bell reported on the Homestead Beautification Initiatives, Community Redevelopment improvements, renovations and upgrades to: crosswalks, widened sidewalks, Losner Park, Historic District, Lily Lawrence Bow Library, Downtown brick pavers, lighting improvements along corridors, NW 7th Street, between NW 10th Avenue and Redland Road, county bus shelter construction, directional signage on Krome Avenue, construction of 99 space parking lot at the corner of Washington Avenue and Park Way, new landscaping on Krome Avenue and Campbell Drive medians, re-landscaped Harris Field Marquee and upgrades to landscaping and irrigation drainage .

Mayor Bell talked about the shopping cart problem in the City of Homestead. She indicated it was a very serious problem. In 2007 over 5,000 shopping carts were picked up, averaging 150 shopping carts a week. Mayor Bell indicated that the City of Homestead needs to develop a solution to the shopping cart issue. Mayor Bell also informed CIAB on the City of Homestead Public Works & Services Dept. the Quick Response Team implemented in 2000 which drives around the city picking up illegally dumped trash.

After Mayor Bell's presentation Commissioner Moss opened up the meeting for questions. Commissioner Moss mentioned that the shopping cart issue is a County wide problem and certainly is a concern. This was discussed at the last meeting.

Commissioner Moss asked that a meeting be set up with Mayor Bell, Ysela Llort, Alyce Robertson and Jeff Dawson to discuss the City of Homestead aesthetics plan process. Commissioner Moss and CIAB members commended Mayor Bell and thanked her for a great report.

Pictures were taken of Mayor Bell, Commissioner Moss, Ysela Llort and Alyce Robertson by Diana Perez, District 9.

II. Action Items

Approval of Minutes from 11/28/07 Board Meeting – A motion to approve was made and seconded. Minutes were approved by the CIAB.

CIAB 2008 revised schedule – Motion to approve was made and seconded. Schedule was also approved by the CIAB.

Board Members information updates (Ethics Training) – Doris Mejia-Gomez, Board Secretary informed CIAB members if anyone has not completed the Ethics Training to

contact her for scheduling. In 2005 a Resolution was passed which requires all Board Members to complete the Ethics Training.

III. Updates

A. Office of Community Image

New Staff Alyce Robertson, Community Image Office welcomed Marietta Gutierrez, once again. Said Marietta Gutierrez comes from the Public Works Department and has a background on Finance.

Downtown Ramps/DDA – Alyce Robertson reported that the project was completed on time and under the estimated budget amount. Contractor has to return for the removal of dead materials that need to be replaced. Dani Toranzo has met with Contractor to discuss. Project budget balance remaining is \$14,000.00.

Budget Report - Alyce Robertson, Community Image Office asked the board members to review the Drafted 2007 CIAB Report and to provide comments and input before the report was submitted to BCC. She said that the 2007 CIAB Report will be utilized to illustrate what the CIAB has done during the course of 2007. Ms. Robertson expressed how proud she was on the accomplishments of CIAB as a board working together. She indicated that the report shows pictures of events and also talks about the upcoming projects for 2008 the CIAB will be working on.

Commissioner Moss advised that once the 2007 CIAB Report was approved by the Board of County Commissioners he wanted the report to be distributed to all municipalities especially those that have participated. He also expressed that he hopes it would be an encouragement and initiative to those municipalities that have not participated to have a representative sit on the CIAB. Commissioner Moss referenced the City of Homestead as an example. He said if CIAB stays focused, stays on task and keeps pushing, everything is do able and possible (e.g. 27th Avenue and Pink Wall).

395 Ramps - Alyce Robertson, Community Image informed the board that the 395 ramps had been refurbished with new landscaping that had cost the State, City and County approximately \$200,000 thousand dollars. Ms. Robertson reported that recently the landscape was damaged significantly. This occurred as a result of criminal activities that has been taking place in the area. It now represents a big problem since visitors moving from the airport to the seaport, not to mention downtown hotels, Carnival Center, AA Arena and Clubs use this main gateway (395 ramps) into downtown. Ms. Robertson reported on a recent meeting with officials from the City of Miami, Community Redevelopment Agencies, Miami Parking Authority, Police Agencies, Downtown Development Authority, FDOT and Community Image. She said the Multi-Agency Task Force was formed to address and deal with the issues involving this hub and added that it was probably one of the number one hubs to put some attention on. She mentioned that one of many problems on the 395 ramps is fencing. Ms. Robertson informed the board that new landscape will be planted. She reported that the City of Miami is working on the GIS map. The GIS map will show the different areas and will indicate which agency is responsible for the maintenance in the particular area. Ms. Regina Hagger, City of Miami is presently working on the map. Ms. Robertson said ideally the plan is for all of the agencies to contribute (\$) money to perform the maintenance. It was said that Dani Toranzo, Community Image could very well oversee the contractor if CIAB is willing to hire one. Ms. Robertson indicated that of course it would be a Multi-Task Force Agency and that it would take several months to develop such plan. Commissioner Moss agreed and said it was an excellent idea.

CIAB Inspection Report - Dani Toranzo, Community Image, reported NEAT Team numbers for the month of December, January and February: 753 (CY) of debris was picked up and drove 6,013 miles. Mr. Toranzo commended MDX, said SR 112 looks very nice. Neat Team is renovating the South Miami Station. Mr. Toranzo reported that the sweeper is running periodically and a water truck is coming on board soon which means the Team will be visiting all CIAB projects and water will not be an issue. Mr. Toranzo reported on the refurbishing of US1 and 27th Avenue, said work has commenced. He also reported that the Neat Team has been staying on top of the "V".

Ms. Robertson informed the board on the Landscape Architect position, where the second recruitment had only one applicant. The applicant declined the position since he accepted a position at the Seaport.

B. Gateway Landscape Subcommittee - Jeff Dawson, Miami International Airport, reported the committee met on January 15, 2008 and the primary subject was I-95 "V" project. Phase III is completed. Landscape Committee is now looking to start phase IV with the effort of Hands on Miami. The planting will take place in November 2008. Mr. Dawson shared that Hands on Miami has submitted the project for consideration for an award to the National Association of County (NACO). Mr. Dawson reported that an additional maintenance contractor was assisting with the maintenance of the "V" I-95 project. Venegas is the company that's handling the technical aspect of the ground maintenance and Roots in the City is handling the litter pick up. Mr. Dawson also reported that there are still issues in the performance of the plumbagos. He said there are two (2) options. Option #1 would be to have one more fertilizing session and option #2 would be to have the plumbagos removed and plant another type of plant. Mr. Dawson also advised on the plant analysis that A&L Agriculture did in December 07. A&L made recommendations for a supplemental nutritional program. Mr. Dawson recommended fertilizing one more time since growing season in South Florida begins in March. Mr. Dawson indicated he would be visiting the site one more time to look at it more thoroughly.

C. Marketing & Education Subcommittee – Lina Blanco, City of Miami, reported **Anti-Littler Campaign Update:** Check was received in the amount of \$50,000 thousand dollars from the City of Miami. The bad news is that Shaq O'Neil has left and therefore, we no longer can use the public service announcement (PSA) for the campaign. Ms. Blanco reported that Elise with Beber Silverstein has left the firm and another person has been assigned to work on the PSA. Beber is working on editing the film that replaces Shaq O'Neal with cheerleaders.

Ms. Robertson reported that one week before launch everything had gone down and Shaq had to be pulled out of the PSA, but the PSA is still going forward.

Poster Contest: Lina Blanco reported the closing date for the submittal of the Poster Contest would be 5:00 pm on February 29th. Contest Judging would take place March 7th, and poster winners will be displayed at the Youth Fair on March 27-April 13, 2008. The Board of County Commission Ceremony would take place in April 2008.

Ms. Robertson invited CIAB and participants to the contest judging of posters which will be held from 10:00 am to 2:00 pm on March 7th. She asked for those interested in participating to contact Doris Mejia-Gomez, CIAB Board Secretary.

D. Tree Subcommittee – Deferred to next meeting in March

Ms. Robertson advised that Mr. John Oldenburg was not present to report on the Street Tree Master Plan. Ms. Robertson also reported the STMP report completion has been delayed due to transition of staffing since Ms. Casado-Acorn left and she had been working on the report. Ms. Robertson said she hopes to complete it.

IV. Report

MDX Landscaping and Aesthetic System Update – Mr. Richard Johnson, MDX updated the board on MDX projects. He indicated some of the projects had been presented to CIAB earlier last year 2007. Mr. Johnson said all of it had been put together by the Board of Directors to develop MDX's enhancement manual. Part of it included the landscape improvements, noise mitigation. Mr. Johnson presented PowerPoint slides which included MDX's System Wide Landscaping in several corridors e.g. SR 874/clearing of Hurricane Katrina and Wilma had damaged (photos presented of before and after). SR878 Prior to new plantings and concept design completed November 2006. SR112/NW 27th Avenue also completed February 2007 with new planting and bedding. SR112 median 36th Street, SR112 west end after new planting and completed in December 2007. SR836 extension bike path between 87th and 107th Avenue; Mr. Johnson presented the new corridor that opened in July 1, 2007 (new extension SR 836 West from Turnpike out to 137th Avenue). He presented pictures of bridges, and the proposed landscape improvements, the SR878/US1 interchange pre-existing condition and design now finished. MDX's plan is to create a palm garden with royal palms tree (with variety of twenty different palms). He showed the before and after pictures. He said that all should be ready this summer. Bike path now opened goes from 87th Avenue to 107th Avenue on the north side of SR836. Mr. Johnson shared pictures on some of the color schemes that were selected by the community. Showed some of the different color schemes on SR112 said it was intended to be for SR924 however, Mayor of Hialeah has chosen not to go with that particular color. Mr. Johnson reported most of the bridges are in the final stages (bridge paintings) for the concrete surfaces. MDX has finished painting the Miami River Bridge entirely including the steel. Next year MDX will be starting additional painting on the inside of the bridges that impact patrons (it's for neighborhood enhancement). The bridge & noise wall color on SR874 is being completed. SR836 extension toll Plaza was completed July 2007. MDX has started Phase III which is an open area between 87th Avenue & 107th Avenue.

Mr. Johnson was asked about the enhancements to the Gratigny. Mr. Johnson mentioned that the Gratigny was originally landscaped but with hurricane damages a lot of removals had to be done. He indicated that the Gratigny was on MDX's agenda.

One board member asked what was MDX's schedule as far as painting the Airport bridge on/SR112. Mr. Johnson said it was being painted now.

Ms. Robertson asked Mr. Johnson if MDX could provide pricing on painting of the bridges. She also asked if the design was done in house. Mr. Johnson responded he has overseen the in house design and portion that was done by Curtis and Rogers.

Mr. Johnson said MDX has started a new fencing project on SR112 and all fences will be replaced to the east. Mr. Johnson addressed the homeless issue and said MDX will be fencing underneath the bridges hoping homeless will stay out.

Mr. Johnson was asked how MDX handled the maintenance, watering and irrigation. He explained that what MDX does is use what they call a “push button contract”, which gives MDX more flexibility and control over the contracts. MDX retains 30% on the contract, 12% is warranty and other 18% is maintenance. It requires the contractor to return and do the maintenance (contractors get paid monthly). MDX has two contractors. One of them is Superior Landscaping. It’s in their best interest to go back and water it instead of returning to replace it.

Commissioner Moss commented how good of a contract MDX had and asked Mr. Johnson if he would provide a copy of the contract. Great presentation!

Ms. Robertson asked Mr. Johnson to provide a copy the presentation to be placed on the Community Image website.

V. Recap of Actions Items 02/22/08

- **Set up meeting with City of Homestead Ref: Aesthetic Plan Process with Mayor Bell, Commissioner Moss, Ysela Llorca, Alyce Robertson and Jeff Dawson**
- **MDT Civic Center and other projects**
- **Civic Center overall design**

VI. Closing Remarks

Mr. Claudius Carnegie, Director II Regulatory Compliance, Miami-Dade County Public Schools and Chairman for the Aviation Subcommittee expressed his concerns in regards to Derelict Aircraft at Opa-locka Executive Airport (OPF) that can be a safety hazard. The issue was brought up at the last Aviation Subcommittee. Mr. Carnegie indicated Ms. Elizabeth Rockwell (MPO) was coordinating the effort.

Commissioner Moss asked Mr. Carnegie to follow-up on the issue and to report back to CIAB.

The meeting was adjourned.