



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
March 26, 2008**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
Claudius Carnegie, MDC Public Schools
Jeffery Dawson, MDC Aviation Department
Spencer Enslein, Designee/MDC Commission Dist. 4
Clinton Forbes, Miami-Dade Transit
Robert Landen, City of Homestead
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Maria Nardi, Miami-Dade Parks & Recreation
Elizabeth Ogden, MDC Seaport Dept.
Gus Pego, Florida Dept. of Transportation
Gerard Philippeaux, Designee/Commission Dist. 3
Susan Schreiber, Metropolitan Planning Org. (MPO)
Marie Steril, League of Cities
Deborah Strelkow, Florida Turnpike
Juan Toledo, Miami-Dade Expressway Authority
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Mark Brown, Commission Dist. 1
Christina Casado, County Executive Office
Michael De Cossio, Miami Dade Transit
Tony Fernandez, Miami Dade Transit
Betty Fleming, University of Miami
Lourdes Gomez, County Executive Office
Jose R. Gonzalez, City of Miami
Ginny Gutierrez, GMCVB
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami Public Works
Harpal Kapoor, Miami Dade Transit
Gayle R. Love, MDC Solid Waste Dept.
Doris Mejia-Gomez, Community Image
Diana Perez, MDC Commission Dist. 9
Alyce Robertson, Community Image
George Shoffner, University of Miami
Mark Spanioli, Miami DDA
Carole Ann Taylor, GMCVB
Dani Toranzo, Community Image
Al West, GMCVB

I. Welcome and Introductions

The meeting was officially called to order by Alyce Robertson, with the Community Image Office. Ms. Robertson informed the board that Commissioner Dennis C. Moss was absent because he had been called to jury duty and that Assistant County Manager Ysela Llort would be conducting the meeting.

II. Action Items

Approval of Minutes from 02/22/08 Board Meeting – A motion to approve was made and seconded. Minutes were approved by the CIAB.

(Agenda out of order)

Mr. Al West, Senior Vice President CFO, GMCVB welcomed the CIAB and participants at the meeting and informed them that both Bill Talbert and Bill Anderson were attending Tourism Day in Tallahassee. Mr. West reported that a comparative analysis had been done (by Forbes.com) and Miami had Ranked #1 As America's Cleanest City. The study measured air quality, water quality and overall pollution in U.S. cities. Mr. West commented that one of the reasons great things are happening in Miami is because of the effort and collaboration that partners bring together to this community e.g. (CIAB). Mr. West thanked the CIAB.

Ms. Robertson invited Mr. West to take a copy of the CIAB 2007 Annual Report and thanked him and the Greater Miami Convention and Visitors Bureau for hosting the CIAB meetings.

III. Updates

A. Office of Community Image

CIAB Staffing Changes - Alyce Robertson, Community Image Office announced her assignment as the interim Executive Director of the Miami Downtown Development Authority beginning Monday, March 31, 2008. Ms. Robertson will be serving in that capacity, on-loan to the City of Miami, for a period of six month with the possibility that it could be extended for a longer term. Ms. Robertson informed the board that she plans to continue to attend the CIAB meetings and represent the DDA. She announced that Christina Casado, Assistant to the County Manager, has been asked to serve as the interim Community Image Manager.

Assistant County Manager Ysela Llord thanked Alyce Robertson for her hard work, dedication and enthusiasm, and wished her well in her new position with the DDA on behalf of CIAB.

2007 CIAB Annual Report - Alyce Robertson, Community Image Office was pleased to present the 2007 CIAB Annual Report. Ms. Robertson mentioned that it had taken long hours of hard work completing the report. Commissioner Moss and Diana Perez assisted with the selections of photos and the editing. She said copies of the report would be available to those who wanted extra copies to hand out within their organizations participating in the CIAB. Ms. Robertson informed that the annual report would be mailed to all the Mayors, Municipalities, and organizations. She said the report summarizes CIAB accomplishments in 2007. Ms. Robertson added that 2007 was a very busy year and that CIAB deserved a hand for all that it accomplished.

395 Ramps - Alyce Robertson, Community Image Office, reported ongoing maintenance problems on the 395 ramps. Ms. Robertson said that a solution is being developed.

June 2008 US Conference of Mayors - Alyce Robertson, Community Image Office, informed the board of the US Mayors Conference which will be coming to downtown Miami on June 20th. The Conference will take place at the Inter-Continental Hotel. The City of Miami is targeting June 1st to have everything cleaned up and looking pretty. Partners and organizations that have any maintenance responsibilities will be hearing from her (in new role) as the Executive Director for the DDA. City of Miami, Mayor Diaz is the incoming president elect for the US Mayors Conference. Ms. Robertson indicated there will be planning involved since some of the projects are City projects and some are CIAB. Ms. Robertson asked the FDOT, Seaport and Airport for support with the effort. She asked Jeff Dawson, Miami International Airport to set up a clean up effort similar to what was done when Super Bowl and Mr. Dawson agreed. Ms. Robertson mentioned that Jeff Dawson along with other agencies that had participated in Super Bowl had done a wonderful job with I-95, the Airport and Seaport. She stated that a duplicate effort should be made with the US Conference of Mayors as it was done with Super Bowl. Ms. Robertson reiterated that all work had to be completed June 1st, 2008.

CIAB Inspection Report - Dani Toranzo, Community Image Office, reported NEAT Team numbers for the month of February: 164 (cy) of debris was picked up, 1,491 miles were driven on maintenance cycles and 191 miles driven for sweeper operations. Mr. Toranzo reported that the NEAT Team will be getting its water truck operating soon. Mr. Toranzo said that once the NEAT Team has the water truck, all landscape improvement projects

which have been completed by NEAT Team will start to get watered. He reported US1 and 27th Avenue has been refurbished. All the downtown ramps have been corrected by contractor. Mr. Toranzo reported that a meeting had been held to discuss improvements at the Civic Center.

Gateway Landscape Subcommittee - Jeff Dawson, Miami International Airport, reported the committee has been working with University of Miami (UM) to develop the landscape design for the next project which is Florida City. Mr. Dawson has met with students twice. He mentioned that architectural students had been given the project two weeks ago. Mr. Dawson said he has seen the first draft design solution for the project and that he saw the potential of seven (7) different concepts. Mr. Dawson will be returning to meet with the students soon. He reported that he has discussed setting up a presentation for the students to present their product at a CIAB meeting.

On the “V” I-95 Mr. Dawson had reported in the last couple of meetings the horticultural problems with some of the plant materials, specifically the plumbagos. Mr. Dawson was happy to report the plumbagos are improving. The last fertilizer application in March was very successful. Mr. Dawson reported that Dani Toranzo is scheduling to buy replacement plants to fill in gaps. Mr. Dawson mentioned that money was saved by delaying the final decision of removing or replacing the plumbagos.

B. Marketing & Education Subcommittee – Lina Blanco, City of Miami

Poster Contest: Lina Blanco reported that 1,300 posters entered the contest this year. Winners have been notified. The posters have been framed and delivered to the Youth Fair for exhibition. Poster contest judging was done at the Miami Herald as last year and was very successful. Miami Herald informed us of the possibility that the Herald may not participate in the contest submittal entry next year. Ms. Blanco reported the Poster Award Ceremony date is tentatively scheduled for April 22, 2008 or April 24th. Ms. Blanco extended invitation to the board and participants who may wish to attend the ceremony. Ms. Blanco reported that a ceremony will be done at the School Board. Dr. Claudius Carnegie, Miami-Dade County Public Schools informed that a letter is required from the Chairman to make the request to be placed on the School Board Agenda.

Anti-Littler Campaign Update: Lina Blanco, City of Miami turned, it over to Alyce Robertson to give update because Ms. Blanco was out of town on the day the launching took place. Ms. Robertson reported the launching took place on March 12th at the American Airlines Arena and that had gone very well. Ms. Robertson reported it made it to the front page of Neighbors Section of the Miami Herald. The day after the launch the PSA was featured on Channel 10, 6, and 51. Ms. Robertson invited CIAB to watch the link to the public service announcement PSA on CIAB webpage or in County’s website on demand. Ms. Robertson reported that the committee was working on a deal to get the public service announcement (PSA) on Comcast. Ms. Blanco and Gus Pego, MDX asked to have the link forwarded to them. Ms. Robertson and Ms. Llort asked the board and participants to link the PSA to their agency web-site (e.g.) School Board, etc. Ms. Robertson asked Michael De Cossio what the status was on the posters on Metrorail and buses. Mr. De Cossio advised it would be happening in approximately two (2) weeks.

Mark Brown, Commissioner Barbara Jordan’s office was happy to report that Commissioner Jordan, County Commissioner for City of Miami Gardens and City of Opa Locka had received a \$3 million dollar grant for the cities. Mr. Brown reported homeowners will be able to receive up to \$5,000 for landscaping and external painting to beautify their homes. Mr. Brown said the City is working very hard in enforcing the code with the litter campaign and beautification.

IV. Report

MDT Comprehensive Plan – Mr. Harpal Kapoor, Miami-Dade Transit Director updated the board on the MDT New Image projects. Mr. Kapoor reported that a resolution to replace Metrorail cars was passed by Board of County Commission on March 18, 2008. In April 2008, twenty nine movers will be purchased. Mr. Kapoor discussed the metro mover car refurbishment, floor replacement and exterior wrapping. Mr. Kapoor updated the board on the bus operations services Bus Rapid Transit (BRT); Pilot Project; the South Miami Dade bus way extension and the MDT Bus Replacements. Mr. Kapoor reported Transit expects to replace twelve (12) buses this year (08) with 40 foot diesel electric hybrid buses. Mr. Kapoor informed that Transit is working on new technologies to increase revenue. Transit is planning in the near future to have automated fare collection system (AFCS) at each station. The AFCS will allow the customer to pay with cash, debit or credit card. It's secure and customer friendly. Mr. Kapoor reported the Aesthetic Transit Design Office had won the National Award. He also informed CIAB on the Secret Shopper, Ambassador and Train Tracker Programs which transit has implemented.

Mr. Michael De Cossio, Miami-Dade Transit, updated the CIAB on the status of the Civic Center Station Beautification Projects. Mr. De Cossio presented a PowerPoint presentation which showed pictures of the Civic Center Station before and after. Mr. De Cossio showed the Historic Over-town Lyric Station landscape tree planting and aesthetic treatments. He showed Art work at Metrorail in (partnership with new world of school students). Mr. De Cossio briefed CIAB on transit's music project on some of the Metrorail stations, including live music at the Government Center. He showed slides of the Brickell and the Vizcaya station. He discussed the joint partnership between MDT, UM, Miami Jackson, City of Miami and FDOT. Mr. De Cossio presented the overview of the Metrorail Civic Station's scope: painting exterior and interior, existing platform lighting, and the proposed platform lighting. Ms. Robertson reported that University of Miami (UM) has agreed to fund the scope (platform, lighting, trees, etc.). Pictures were showed of existing and the proposed. Mr. De Cossio thanked all partners for coming together on this project. Ms. Robertson reported that CIAB put in \$50,000 of this year's project for landscaping improvements. Ms. Robertson said that as soon as the painting is done, landscaping will be done. Gus Pego reported that FDOT has decided to contribute about \$200,000 dollars as part of the partnership to landscape the corridor on Palm Avenue.

Ms. Blanco asked about the street vendor issue. Some discussions took place. It was said that Public Works Dept. issues permits for vendors and the City of Miami has a Cone of Silence.

Ms. Robertson reported CIAB will be asking Port of Miami to borrow Mr. Ban Williams, newly hired landscape architect to assist with the 395 project.

Ms. Ysela Llort asked if there were any questions and thanked the board and all partners.

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

V. Recap of Actions Items 03/26/08

- **June 20th US Conference of Mayors**
- **Jeff Dawson, Port of Miami, DDA and all Partners to assist in cleaning the City by June 1st for the US Mayors Conference**
- **Community Image to email link on Anti-Litter (PSA)/Link to partners and agencies for their Webpage**
- **MDT to place Anti-Litter Posters on buses and train**
- **Community Image Office will link on webpage the MDT Comprehensive Plan**
- **Poster Contest Letter needed from Commissioner Moss to present to School Board in May**
- **Landscape Committee to review Metrorail station landscape project**
- **Poster Contest BCC Ceremony Date – Tentatively scheduled on April 24th**
- **Irrigation Ordinance**

VI. Closing Remarks

Ms. Deborah Strelkow, Florida Turnpike asked about the status on the JPA agreement which she understands is at the (CAO) County Attorney's office. Dani Toranzo volunteered to follow-up with David Cardenas and Steve Duncan and will get back to her.

Gianni Lodi, MDC Planning & Zoning mentioned the impact the irrigation ordinance will have and said there was a deadline to meet.

Ms. Robertson thanked everyone, Ms. Llort wished her well.

The meeting was adjourned.