



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
April 30, 2008**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami
David Cardenas, MDC Public Works
Claudius Carnegie, MDC Public Schools
Tshahi Codner, City of Miami Gardens
Jeffery Dawson, MDC Aviation Department
Clinton Forbes, Miami-Dade Transit
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
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
Gerard Philippeaux, Designee/Commission Dist. 3
Susan Schreiber, Metropolitan Planning Org. (MPO)
Marie Steril, League of Cities
Deborah Strelkow, Florida Turnpike
Jesse A. Stubbs, MDC Commission Dist. 1

Participants Present

Fiozella Baron, UM Student
Max Blondman, UM Student
Mark Brown, Commission Dist. 1
Aleitha Burton, UM Student
Christina Casado, Community Image Office
Rudy Castillo, UM Student
Daniel De La Peña, UM Student
Olga Espinosa-Anderson, Team Metro
Cesar Garcia-Pons, EDAW
Lourdes Gomez, County Executive Office
Gary Greenan, University of Miami
Ginny Gutierrez, GMCVB
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami Public Works
Wesley Kean, UM Student
Matt Land, UM Student
Gayle R. Love, MDC Solid Waste Dept.
Doris Mejia-Gomez, Community Image
Ronald Mossman, UM Student
Sara Munilla, UM Student
Diana Perez, MDC Commission Dist. 9
Christine M. Peris, UM Student
Elizabeth Plater-Zyberg, University of Miami
Chris Rawlins, UM Student
Jonathan Reddith, UM Student
Alyce Robertson, Miami DDA
Gustavo Santana, EDAW
Carole Ann Taylor, GMCVB
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 thanked and welcomed University of Miami Staff and Students.

Commissioner Dennis C. Moss presented certificates of appreciation to Tshahi Codner, City of Miami Gardens and Lina Blanco for their participation in the Clean up & Green up Poster Contest 2008.

Alyce Robertson who is now with the Miami Downtown Development Authority (DDA) was presented with a proclamation. Commissioner Dennis C. Moss recognized Ms. Robertson for her extraordinary achievements. Ms. Robertson thanked CIAB and Commissioner Moss.

Commissioner Dennis C. Moss asked the board for a motion to approve the appointment of Alyce Robertson as the Miami Downtown Development Authority representative. Motion was made by Jeff Dawson and seconded by the Chair. The motion was unanimously approved and Ms. Robertson was appointed to be the DDA representative at CIAB.

Bill Talbert, GMCVB shared update from the tourism industry. He announced that Miami had ranked No. 1 in the nation for hotel-occupancy. Mr. Talbert said the Greater Miami Convention & Visitors Bureau is working hard to grow Miami's tourism business. Mr. Talbert shared an article that was printed on March 17, 2008 by Forbes magazine which talks about Miami as America's Cleanest City. Mr. Talbert showed a ten second video clip that the GMCVB and Channel 10 worked on in partnership announcing the *Miami Begins with Me* program.

Ms. Carole Ann Taylor, Chairperson for the Community Heritage Committee (GMCVB) came before the board hoping to raise awareness about their developing heritage tours in historic neighborhoods. The Community Heritage Committee along with the GMCVB plan to develop more heritage tours - tours oriented toward the history and culture of the community in different Miami-Dade neighborhoods. Ms. Taylor said that some of the neighborhoods that have been focused on for creating heritage tours are Liberty City, Little Haiti, Over-town and Little Havana. Ms. Taylor asked the board for ideas and assistance in getting some of the signage done to promote this economic development activity which will bring more opportunity for business and expand tourist attractions. Ms. Taylor advised the board that she's welcomed for suggestions.

Ginny Gutierrez, Director of Community Relations for the Visitors Bureau, added that Heritage tours are popular and many destinations in the United States that promote their Heritage neighborhood programs are very successful. Ms. Gutierrez asked the board if anyone had any ideas to call or email her at the GMCVB.

Commissioner Dennis Moss indicated that the CIAB will take the request as a commitment. He asked Ms. Taylor and Ms. Gutierrez to get together with Christina Casado, Community Image Manager for assistance and perhaps have some of the board members to participate in this effort.

II. Action Items

Approval of Minutes from 03/26/08 Board Meeting – A motion to approve was made and seconded. Minutes were approved by the CIAB.

III. Updates

A. Office of Community Image

June 2008 US Conference of Mayors – Commissioner Dennis Moss moved the discussion of the item to the end of the Agenda. Commissioner Moss made the request to have a special workshop meeting to discuss the Conference.

Civic Center Landscaping Improvements – Christina Casado, Community Image Office was pleased to inform the board that landscaping improvement project is moving forward. Ms. Casado reported that design and plant pallets were ready. We are now waiting on FDOT for the permits. The JPA has been put together by the City of Miami. Once the JPA gets approved they will be ready to do the planting. She hopes it will be done sometime in May.

395 Ramps – Christina Casado, reported that the preliminary design for the restoration of the landscape installation was recently cut down on the 395 ramps in downtown. There were problems with the plant material being too large for the area. Ms. Casado also reported that the Police Department was having problems with people hiding in the bushes and therefore, materials had to be removed. The area has been cleaned and re-graded. Ms. Casado reported they will be re-installing appropriate plant materials that will survive and that will not require any permanent irrigation system and can be placed on the water truck cycle. The Seaport has agreed to loan out their Landscape Architect to do the design for the area.

CIAB NEAT Team Additional Staff – Christina Casado, was happy to announce that we are soon expecting the approval of the 2nd CIAB NEAT Team. Ms. Casado said that a second team will make a world of difference. Ms. Casado informed that currently the NEAT Team has two people in the field covering the entire County. With the additional three staff, the NEAT Team would be able to assist other Cities, keep more areas looking clean and landscaping looking healthy. The NEAT Team would be able to cover larger areas and get more accomplished. Ms. Casado said that should be forthcoming and she hopes to announce the names of those individual at the next meeting.

Seaport Entrance Feature Groundbreaking – Christina Casado reported on the Seaport Groundbreaking Ceremony event on April 16, 2008. She asked the board if everyone had received the email with some of the photographs that were taken at the groundbreaking event. She said they had a great time. Ms. Casado informed the board that Alyce Robertson and David Cardenas had taken part in the landscaping features for the new entrance funded by FDOT. Commissioner Moss recognized the CIAB members, Ms. Robertson, David Cardenas and Gus Pego, FDOT. Ms. Casado invited the board to check out the photos on the Community Image website.

CIAB Inspection Report - Dani Toranzo, Community Image Office, reported NEAT Team numbers for the month of March: 190 (cy) of debris was picked up, 1,321 miles were driven on maintenance cycles and 170 miles driven for sweeper operations. Mr. Toranzo reported that the NEAT Team began prep work for Bay Front Station on Biscayne. All that remains is for the landscape materials to come in. Biscayne Blvd. from SE 1st Street to NE 5th Street a total of 170 Royal Palms were trimmed. The work was done in-house and cost was \$2,200. Mr. Toranzo indicated that if work had been contracted out it would have cost \$7,900. Mr. Toranzo thanked Mr. David Cardenas, PWD for providing the equipment to get the job done. Mr. Toranzo informed the NEAT Team will be refurbishing the Performing Art Center area the first week in May. It will include new plant material, spraying and trimming the trees. All downtown areas have been prepped for enhanced landscaping.

Ms. Casado addressed the concern on NW 74th Street. She reported that the NEAT Team will be correcting some of landscape problems on (NW 74th Street, east of the Palmetto). Ms. Casado addressed Gus Pego, FDOT in regards to the maintenance issue on the corridor. Mr. Pego said it was the responsibility of FDOT District Maintenance Engineer Mr. Ron Steiner and if reported to Mr. Steiner it would be addressed immediately. Another area that was addressed was Biscayne Blvd.

Commissioner Moss expressed his concern and mentioned the importance of CIAB to focus and follow-up on these maintenance issues.

Gateway Landscape Subcommittee - Jeff Dawson, Miami International Airport, reported on two items. The first was the Florida City Project. He informed that the students from University of Miami were in attendance at CIAB meeting to present their end product on

the project assigned. Mr. Dawson indicated students had focused on where the Turnpike intersects U.S. 1 South to Card Sound.

The other item Mr. Dawson reported on was on the 76th Annual Conference of Mayors. He mentioned he had handouts which would be discussed later in the meeting.

Ordinance Changes for Watering in Public Right-of-Way – Gianni Lodi, Miami-Dade County Planning and Zoning Dept. introduced the proposed Residential, Non-Residential, and Right-of-way Outdoor Water Use draft which is a working draft document for the purpose of developing water use efficiency standards. Mr. Lodi reported that the content of the document would not be used as policy of Miami-Dade County until such time it is adopted by the Board of County Commissioners. He said it would be presented on July 1st to the Government Operations and Environmental Committee (GOE) and then to the Board of County Commissioners meeting also in July 08. By the end of the year the ordinance should be in place. Mr. Lodi was asked to review the section that applies to the Landscape Ordinance in (18-A) which includes irrigation.

Commissioner Moss asked that Maribel Balbin (WASD) be invited to the next CIAB meeting on May 28th for a more in-depth discussion about the irrigation ordinance impact.

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

Poster Contest: Lina Blanco reiterated that 1,300 posters entered the contest this year. The Poster Contest Award Ceremony took place on Thursday, April 24th at the Commission Chambers in the Government Center. Each District Commissioner was able to present the award to the student (in their district). Ms. Blanco said teachers were recognized with gift certificates donated by the GMCVB. She said it was a wonderful idea because teachers work very hard and never get recognized. She hopes this will encourage both teachers and students to participate more. Ms Blanco informed that the winning posters (9) will be displayed at the Government Center SPCC for a week. Then from May 12th thru May 20th, 2008 posters will be displayed at the Miami-Dade School Board Building. Ms. Blanco thanked Dr. Claudius Carnegie, Miami-Dade School Board for getting Poster Contest item on the School Board Agenda, which gives the students another opportunity to be recognized by the School Board. The School Board meeting will take place at 1:00 p.m. May 21, 2008. Ms. Blanco said an invite will follow with all the details to the ceremony. She indicated the winning posters will be posted on the CIAB website in case you did not have a chance to see them.

Anti-Littler Campaign Update: Lina Blanco reported that Transit has agreed to print approximately 2000 posters. She said the posters will be displayed in trains, stations, platforms and inside buses. Ms. Blanco presented photos taken of the Anti-Litter Campaign trash bins with the logo slamitjamitstuffit. She also talked about the bumper sticker idea for vehicles. Ms. Blanco reported Committee was working to get a media plan for Comcast Cable, Broadcast T.V. and the internet. There is \$135,000 available, to buy the spots. Now, the campaign needs to be worked on to get more money for the media spots. Committee does not have a budget for the total cost. Ms. Casado is working with Communications on that and will report back at the next meeting. Ms. Blanco suggested displaying the slamitjamitstuffit trash bins at the different facilities e.g. City, Government Center and County Buildings.

IV. Report

Florida City Landscape Project Student Designs – Mr. Gary Greenan and Ms. Elizabeth Plater-Zyberg with the University of Miami had the (UM) students introduce themselves. Students had about 2 minutes to present their project. The assignment was to redesign the Florida Turnpike and to use their own concept. Students had different ideas, vision and different concepts. All charts presented were done very nicely, colorful, creative and detailed.

Jeff Dawson commended the University of Miami students for taking the elective landscape course. He said he had enjoyed working with the students during the last 4 weeks. Mr. Dawson indicated that the course will enrich their knowledge and enhance their foundation. He thanked the students and faculty once again for an excellent job done with the project.

Commissioner Moss and Dr. Claudius Carnegie thanked the UM students and faculty for a job well done.

Aesthetic Master Plan Update – Mr. Cesar Garcia Pons, EDAW reported on the last update of the Aesthetic Master Plan before Draft is submitted for approval. Mr. Garcia Pons reported that copies of the working maps (Nodes and Corridors) had been distributed. He asked board to take a look at the preliminary list and to feel free to add or make comments to the list so that they may be incorporated into the final Aesthetic Master Plan. Mr. Garcia Pons proceeded into a more detailed explanation on the Draft and on how EDAW was proceeding with the development on the Aesthetic Master Plan. He then proceeded with the power point presentation and showed some of the proposed gateways, corridors, nodes and major roads. Mr. Garcia Pons indicated that a Draft report will be available for CIAB board to review in May.

Jeff Dawson had some comments with regard to the working maps (said some of the corridors are more recreational).

Ysela Llort, Assistant County Manager, agreed with Mr. Dawson's comment. She also commented that some of the corridors by FDOT local ordinances may require an MOU and suggested to have it looked into.

Commissioner Moss indicated that he would like for all partners to sit down and discuss if MOU was needed at these corridors/gateways.

(Agenda out of order)

June 2008 US Conference of Mayors – Commissioner Dennis Moss, asked Christina Casado, Community Image Manager to set a special workshop meeting with all board members and partners to coordinate the Gateways Clean-up effort before the June 20th U.S. Conference of Mayors. Alyce Robertson, volunteered to host the meeting at DDA. Jeff Dawson advised that he had a proposed Gateway Clean-up and Maintenance Schedule ready for the meeting. Commissioner Moss requested that the meeting be advertised in the Sunshine Meeting Calendar.

V. Recap of Actions Items 04/30/08

- **Special Workshop meeting to coordinate Gateways Clean-up for June 20th U.S. Conference of Mayors**
- **Inspection of 74th Street and Biscayne Blvd.**
- **EDAW will have the AMP Draft report ready in May 2008**
- **WASD Irrigation Ordinance – Maribel Balbin**

VI. Closing Remarks

Christina Casado reported that the CIAB water truck had just arrived and it will be ready to operate immediately. She also informed that the Miami-Dade Transit would Kick Off “*Music On The Go*” with a free concert at the corporate run and the FIU brass quartet will be performing at Bayfront Park Metromover station.

Ms. Deborah Strelkow, Florida Turnpike asked about the status on the MOU/JPA agreement.

David Cardenas reported that the item was ready to move forward and he had a copy of the item, However, did not have a date as to when it was going to BCC.

The meeting was adjourned.