



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
May 28, 2008**



**CIAB Members Present**

Bill Anderson, Convention & Visitors Bureau  
Lina Blanco, City of Miami  
David Cardenas, MDC Public Works  
Tshahi Codner, City of Miami Gardens  
Jeffrey Dawson, MDC Aviation Department  
Kenneth E. Gardner, (TARC)  
James Kay, City of Coral Gables  
Penny Lambeth, Town of Miami Lakes  
Gianni Lodi, MDC Planning & Zoning  
Dennis C. Moss, MDC Commissioner Dist. 9  
Elizabeth Ogden, Miami-Dade County Seaport  
John Oldenburg, City of Miami Beach  
Alyce Robertson, Downtown Development Authority  
Susan Schreiber, Metropolitan Planning Org. (MPO)  
Deborah Strelkow, Florida Turnpike  
Jesse A. Stubbs, MDC Commission Dist. 1  
Juan Toledo, Miami-Dade Expressway Authority

**Participants Present**

Maribel Balbin (WASD)  
Christina Casado, Community Image  
Vivian Casals-Muñoz, City of Hialeah  
Olga Espinosa-Anderson, Team Metro  
Marietta Gutierrez, Community Image  
Frank Lago, City of Sweetwater  
Mayor Manny Maroño, City of Sweetwater  
Doris Mejia-Gomez, Community Image  
Diana Perez, MDC Commission Dist. 9  
Ron Steiner, FDOT  
Dani Toranzo, Community Image  
Karen A. Tynes, Miami Herald  
Dr. Anna E. Ward, City of Opa-Locka  
Bann Williams, Community Image

**I. Welcome and Introductions**

The meeting was officially called to order by Miami-Dade County Commissioner Dennis C. Moss. Commissioner Moss welcomed all present.

**New CIAB Member:** Commissioner Dennis C. Moss introduced new CIAB member Mr. Kenneth Eric Gardner, (TARC). Commissioner Moss proceeded and asked the board for a motion to appoint Mr. Gardner. Ms. Susan Schreiber, CIAB member second the motion and the motion was approved unanimously. Mr. Gardner was officially appointed to the CIAB.

**IV. Report: City of Sweetwater Tree Plantings and Aesthetic Plan – City of Sweetwater**

Commissioner Moss introduced Manuel Maroño, Mayor of the City of Sweetwater, and welcomed him. Commissioner Moss was pleased that Mayor Maroño had accepted the invitation to come to the CIAB meeting to share the City of Sweetwater's efforts to improve the aesthetics in their City and to discuss their tree planting projects. Commissioner Moss also made it a point to thank Mayor Maroño and his staff for their support in New Orleans during the recovery efforts after hurricane Katrina.

Mayor Maroño thanked the board and Commissioner Moss for inviting him to the CIAB meeting. He proceeded with the presentation and addressed the City's need to plant more trees and referred to some of the areas that need more trees such as 107<sup>th</sup> Avenue near the FIU Campus, for example. Mayor Maroño said that he is reaching out to the CIAB to ask for assistance in planting more trees to beautify the City of Sweetwater.

Ms. Christina Casado, Office of Community Image, updated the board on the ongoing discussions between the City of Sweetwater and the Office of Community Image. She reported that when the Street Tree Master Plan was to go before the BCC for official adoption, an idea that came up in discussions with stakeholders was that the implementation of the plan would be served best by seeking support from municipalities to adopt the plan and make a commitment to increase the tree canopy to 30% or more in their cities. She advised the board that the City of Sweetwater was the first City (apart from the City of Miami who adopted their own plan) that took the initiative, approached the CIAB, and adopted the Street Tree Master Plan.

Ms. Casado reported that she and Ms. Alyce Robertson, formerly the Community Image Manager, had met earlier in the year with Mayor Maroño and Frank Lago, Chief of Staff, to discuss a presentation to the CIAB to ask for assistance in planting more trees in the City of Sweetwater. In addition, it would benefit the City to have their tree care professionals certified in the proper techniques for planting, fertilizing, and tree care for long term maintenance, possibly through IFAS. Ms. Casado commented that it would be a great way to implement the Street Tree Master Plan and partner with municipalities on planting trees and training tree care professionals. Ms. Casado thanked Mayor Maroño and reiterated that the City of Sweetwater is seeking approval to partner with CIAB on their City's greening.

Ms. Robertson and Commissioner Moss advised Mayor Maroño that the City of Sweetwater was entitled to a seat on the CIAB and that the CIAB looks forward to working with the City of Sweetwater. Commissioner Moss asked the board for a motion to support the City of Sweetwater in planting trees and training their tree care professionals. Ms. Alyce Robertson (DDA) made the motion and it was seconded by the Chair, Commissioner Dennis C. Moss. Item was approved. Commissioner Moss instructed the Office of Community Image to work with the City of Sweetwater on their project.

**GMCVB Updates:** Commissioner Moss thanked the GMCVB for their hospitality and asked Bill Anderson if he would update the board in Mr. Talbert's absence. Bill Anderson briefly updated the board and said the GMCVB ranked #1 (for the first four months of this year) with hotel occupancy at 80.5%, the highest in the country. Mr. Anderson indicated that visitor projections point to a positive economic impact for Miami.

**City of Miami Gardens Project Award:** Commissioner Moss invited Ms. Tsahai Codner, City of Miami Gardens to update the CIAB on the nomination of the NW 27<sup>th</sup> Avenue Beautification Project award. Ms. Codner reported that the City of Miami Gardens a few months ago had submitted an application for the Trees Florida Outstanding Project (NW 27<sup>th</sup> Avenue Project) and won. Commissioner Moss congratulated the City of Miami Gardens and CIAB members who worked hard on the project. The awards luncheon will be held at the Trees Florida Annual Conference on June 10, 2008. All CIAB members are invited to attend.

## **II. Action Items**

**Approval of Minutes from 04/30/08 Board Meeting** – A motion to approve was made and seconded by the Chair. Minutes were approved by the CIAB.

## **III. Updates**

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

New CIAB Staff – Christina Casado, Office of Community Image, was pleased to introduce Mr. E. Bann Williams, Landscape Architect. Ms. Casado advised that Mr. Williams would be working with the Office of Community Image. She said now with Mr. Williams on board, the CIAB would have more direct control over the CIAB project design

and improve project efficiency. Ms. Casado reported on the new 2<sup>nd</sup> NEAT Team which will also be supervised by Dani Toranzo. The new CIAB inspector, Miguel Claro, will assist Dani Toranzo.

Ms. Casado also informed that the NEAT Teams are more visible, working very hard covering the entire County. As staff grows, she hopes to see a positive impact across the CIAB Gateways and in the Downtown Miami area.

June 2008 US Conference of Mayors – Christina Casado reminded the board about the bus tour scheduled for Monday, June 2, 2008 in preparation for the conference. She informed the board that the tour would begin at 9:00 a.m., departing from the (Government Center). Ms. Casado said breakfast would be provided on the bus. Miami-Dade Transit had committed to provide the bus and operator and the tour would consist of driving along all the corridors. At the CIAB workshop held on May 14<sup>th</sup>, the punch list which had been produced with the assistance of Jeff Dawson (MIA) was updated to focus on the areas closest to downtown, and between airport, seaport and the major corridors. An updated punch list would be provided to board members for review and comment prior to the tour. Ms. Casado asked the board, those who would be participating in the tour to RSVP to Doris Mejia-Gomez, CIAB Board Secretary.

Ms. Casado reported that in addition to what the NEAT Team had been working on; FDOT has also been working by the PAC and I-95. Ms. Casado said she has seen their crews on litter pick-up and noted this as an example of commitment between CIAB partners. She mentioned that with the ongoing construction there was still much more to do and expressed the importance of being extra diligent.

Ms. Casado reported that CIAB had improved and enhanced landscaping in some of the corridors and replaced trees in the downtown area. Ms. Casado asked the board to report to the Office of Community Image any areas in need of maintenance that were not on the “punch list” so that it could be added.

Ms. Lina Blanco, City of Miami inquired about SW 8<sup>th</sup> Street. Ms. Casado indicated that 8<sup>th</sup> Street was on the punch list and that 8<sup>th</sup> Street was under the City of Miami’s purview. Mr. Jeff Dawson (MIA) asked about the banners at MIA. Ms. Casado indicated that she had spoken to the Director of Aviation, Jose Abreu and MIA is coordinating with the US Conference of Mayors Committee Coordinator to have banners installed. Ms. Casado said that the committee has not yet discussed specific banners. She reported that she has placed a call to Mr. James Texas, Conference Coordinator to discuss with him if banners would be developed. However, it was her understanding that the Conference Committee was working on it. Ms. Casado reiterated the Conference date is from June 20-24. She also reported that the conference would also bring pre-events and pre-parties the week prior to the conference; however, there was no schedule of those events available. Ms. Casado informed that approximately 1,200 Mayors are expected to attend the US Conference of Mayors (not including their family and guests).

Ms. Elizabeth Ogden (Miami-Dade Seaport) reported on the Port entrance. She reported that the irrigation system had been installed, and that landscaping would be planted within the next two weeks. Ms. Ogden said it was moving quickly. She reported that the pavers had been placed and that the engraved pavers will be delivered and installed in two weeks. Ms. Ogden reported that the dedication to the entrance feature is scheduled for June 26<sup>th</sup> and that the invitation will be sent once finalized.

395 Ramps – Christina Casado, reported that they had received the bids and the project will be moving forward and on schedule. Ms. Casado indicated that Bann Williams, Landscape Architect will be working on the restoration working very closely with Dani Toranzo.

PAC SWAT Team – Christina Casado reported that the PAC SWAT Team had a follow-up meeting scheduled for today, Wednesday, May 28<sup>th</sup> at 2:00 p.m. She informed that the team was concentrating on the PAC improvements and restoration.

Ms. Robertson (DDA) reported that the City had found the resources to repair the pavers and that the work was going to be done. She reported that it had been one of the most costly assignments the SWAT Team had on its list. Ms. Robertson also noticed that FDOT had cleared out pipes from the area. She indicated that there are noticeable improvements. Landscaping looks better and the NEAT Teams had been out there working on weekends. Ms. Casado thanked all partners.

27<sup>th</sup> Avenue Outstanding Project Award – Christina Casado, informed the CIAB that the Trees Florida 2008 Program would be having an award luncheon. For those interested in attending, the luncheon would be taking place on June 10, 2008 and that the cost was \$40.00 per ticket. She informed that the information would go out via email to the board members. Ms. Casado thanked Tsahai Codner for submitting the application.

CIAB Inspection Report - Dani Toranzo, Office of Community Image, reported NEAT Team numbers for the month of April: NEAT Team cleaned up 2644 miles; 361 (cy) of debris was picked up; 311 miles driven with the sweeper; 629 miles driven with the water truck to maintain all landscape projects. Mr. Toranzo reported that the landscaping at College North and Bayfront stations were refurbished. Vizcaya station has also been refurbished. The landscaping surrounding the PAC has also been refurbished by adding more color to the landscaping.

**Gateway Landscape Subcommittee** - Jeff Dawson, Miami International Airport, reported that the Landscape Committee had met on May 21<sup>st</sup>. Committee discussed the I-95 project. Mr. Dawson said that Dani Toranzo is working on replacing some of the trees. He reported that Hands on Miami planting event was scheduled to take place on November 1<sup>st</sup> completing the final phase of the “V” project. Mr. Dawson said he estimates that approximately 650 plants will need to be planted. Mr. Dawson reported that the Committee also discussed a new project in Florida City. Regarding the Turnpike project, Mr. Dawson reported that the design and installation of that project has been delayed due to budget cuts.

Mr. Dawson also reported that the Committee has made the following recommendations: 1) that the landscaping of the interchange at the Turnpike and US 1 be placed on hold until the Turnpike completes their Master Plan, 2) continue to work on the median at US1 and the interchange Deborah Strelkow (Turnpike) has agreed to coordinate the effort and be the liaison between FDOT District 6 and Turnpike, and 3) begin plans to landscape the shoulders of US 1 from interchange south to Card Sound Road (which is a major eye sore in that gateway). This will require heavy duty clean-up and assistance from several jurisdictions is needed: FDOT District 6, South Water Management District, and the County. Ms. Casado has agreed to help coordinate this effort. Jeff reported that once clean-up is done it is recommended to re-visit the site and evaluate what the best design would be for that portion of the gateway. The committee also discussed that in the future,

all CIAB landscaping projects should involve an initial review by the Landscape Committee.

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

**US Conference of Mayors:** Lina Blanco reported the City of Miami will be transporting the Mayors in hybrid vehicles. City will make sure that the streets are pressured cleaned, particularly in areas where the Mayors will be traveling (Biscayne, SW 8<sup>th</sup> Street, etc). Ms. Blanco reported that she had the map of the transportation routes and areas for Mayoral events that she would share. Ms. Blanco reported that the City of Miami's Solid Waste Department will be placing new trash containers in the downtown area before the conference. Also, the City would be arranging site tours for the US Conference of Mayors children and families.

**Poster Contest Update:** Lina Blanco discussed the School Board Ceremony held on May 21, 2008 to honor the winners of the contest. She reported that the ceremony had gone very well. The students were very happy to be recognized once again. Commissioner Moss thanked the board members that attended the ceremony. He also thanked Ms. Blanco and Dr. Carnegie for their leadership and support again in this year's Clean-up & Green-up Poster Contest.

**Anti-Litter Campaign Update:** Lina Blanco reported that Miami-Dade Transit will be displaying the Anti-Litter Campaign posters at MDT trains, stations, and buses in June. Ms. Blanco and Ms. Casado reported on the campaign television spots and circulated the schedule. The schedule indicates the spots in which the commercial will be aired on Broadcast T.V. and the Comcast Cable network. The Anti-Litter campaign commercial (30 second video) was played for the board member at the meeting. Ms. Blanco also reported that she has been visiting Miami-Dade County Public Schools and playing the litter campaign video in order to educate the students on the importance of recycling and prevention of litter. Commissioner Moss thanked Ms. Blanco for her leadership.

#### **IV. Report**

Miami-Dade County Outdoor Irrigation Ordinance – Ms. Maribel Balbin (WASD) updated the board on the Water and Sewer Department Water Use Efficiency Standards Ordinance 08-14 which establishes new standards for water use efficiency. The ordinance requires the development and publication of a Water-Use Efficiency Standard Manual under the Code of Miami-Dade County. Ms. Balbin discussed the different programs and water restrictions. She explained the Landscape Plan and Irrigation Ordinance (Residential and Non-Residential, and Rights-of-Way). Ms. Balbin educated the board on water conservation measures that focus on irrigation that consumes 50% of our water use. She reported that the South Florida Water Management District is very focused on water conservation, which she said will lead to “permanent restrictions”. Ms. Balbin also reported that the Water Management Board will vote on this issue this summer in July or August 2008. She provided information to the board on the different incentive programs that WASD has developed in order to get customers to save, such as rebates for water efficient toilets. Ms. Balbin discussed WASD's 5 year plan to reduce water consumption, and discussed temporary irrigation systems; watering schedules, and new water conserving technologies embedded in sprinkler systems.

Jeff Dawson (MIA), Deborah Strelkow (Turnpike) and Alyce Robertson (DDA) had questions on the impact the ordinance will have to existing irrigation e.g. the Seaport landscaping project.

Ms. Balbin invited the board to contact her as WASD and would like to hear their comments.

Mr. Lodi asked the CIAB to review the ordinance to submit their comments.

Commissioner Moss thanked Ms. Balbin for her report to the CIAB, he indicated that he would like to see the process move forward and that we stay in the loop as irrigation is an important component at our gateways & facilities.

**V. Recap of Actions Items 05/28/08**

- **Recognition at next CIAB Meeting – Gus Pego (FDOT)**
- **June 2, 2008 Bus Tour – US Conference of Mayors (June 20-24)  
Gateways Clean-up**
- **June 10<sup>th</sup> Luncheon – Outstanding Project Award for NW 27<sup>th</sup> Avenue  
Beautification Project**
- **June 26, 2008 – Entrance Feature Dedication (Seaport)**

**V. Closing Remarks**

John Oldenburg (Miami Beach) reported that the Street Tree Subcommittee is working in finalizing the Street Tree Guide and expects to update the CIAB at the next meeting.

Commissioner Moss thanked everyone for being present.

The meeting was adjourned.