



COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
June 25, 2008



**CIAB Members Present**

Bill Anderson, Convention & Visitors Bureau  
Sharie A. Blanton, Designee/Commissioner Dist. 7  
David Cardenas, MDC Public Works  
Dr. Claudius Carnegie, Miami-Dade Public Schools  
Jeffrey Dawson, MDC Aviation Department  
Kenneth E. Gardner, (TARC)  
Gianni Lodi, MDC Planning & Zoning  
Gus Pego, FDOT  
Dennis C. Moss, MDC Commissioner Dist. 9  
Alyce Robertson, Downtown Development Authority  
Susan Schreiber, Metropolitan Planning Org. (MPO)  
Marie Steril, League of Cities  
Deborah Strelkow, Florida Turnpike  
Jesse A. Stubbs, Designee/Commissioner Dist. 1

**Participants Present**

Mark Brown, MDC Commission Dist. 1  
Christina Casado, Community Image  
Vivian Casals-Munoz, City of Hialeah  
Maxine Calloway, City of North Miami  
Marietta Gutierrez, Community Image  
Regina Hagger, City of Miami (PWD)  
Gayle R. Love, MD Solid Waste Dept.  
Marta Mejia, Landscape Architect  
Doris Mejia-Gomez, Community Image  
Diana Perez, MDC Commission Dist. 9  
Dani Toranzo, Community Image  
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 and thanked the Greater Miami Convention & Visitors Bureau for hosting the CIAB meetings.

Commissioner Moss thanked the CIAB, participants and partners for all the effort and hard work that was put in preparing and organizing for the 76<sup>th</sup> US Conference of Mayors.

**GMCVB Updates:** Bill Anderson updated the CIAB on the travel and tourism industry for the Greater Miami and the Beaches. Mr. Anderson reported favorable increases in visitation and hotel occupancy for the first five months of 2008. Mr. Anderson indicated that the travel and tourism industry in Miami is showing positive growth.

**II. Action Items**

**Approval of Minutes from 06/25/08 Board Meeting** – A motion to approve was made and seconded by the Chair. Minutes were approved by the CIAB.

Commissioner Moss recognized Mr. Gus Pego who was recently appointed by FDOT as District 6 Secretary. Mr. Pego was presented with an official proclamation from Miami-Dade County declaring June 25, 2008 Gus Pego Day and a resolution from CIAB congratulating his achievements. Commissioner Moss and the board congratulated Mr. Pego. Motion to approve the CIAB resolution was approved.

**III. Updates**

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

**June 2008 US Conference of Mayors** – Christina Casado, Office of Community Image added to the comments made by Commissioner Moss. She reported that the preparation for the US Conference of Mayors had gone very well, everyone cooperated and all preparation for the conference had been done through a “team” effort. Ms. Casado thanked the CIAB and participants for all the cooperation and support provided. She presented the board with a power point presentation with before and after photos of projects completed for Conference. Some of the pictures showed the bus tour-working group; the new seaport entrance feature (before and after pictures); and the CIAB NEAT Team water truck; pressure cleaning, new tree and foliage plantings, and other downtown improvements.

**City of Homestead Tour** - Ms. Casado presented slides from the tour with the City of Homestead, on Friday, May 9, 2008 with Mayor, Linda Bell, the City Manager and other Homestead officials. Ms. Casado mentioned that the purpose of the tour had been to interact, and share newly approved legislation that drive the aesthetics enhancement and beautification projects in the City of Homestead.

**27<sup>th</sup> Avenue Outstanding Project Award** – Christina Casado, Office of Community Image, reported and showed (PowerPoint presentation) on the 27<sup>th</sup> Avenue award ceremony that took place on Tuesday, June 10, 2008. Award was received by City of Miami Gardens, the City of Opa-Locka, FDOT, and the CIAB on the 27<sup>th</sup> Avenue - North Corridor Beautification Project.

**2008 National Association of Counties (NACo)** - Ms. Casado reported to the board that CIAB had also won another award this year. The award won was the County’s 2008 Achievement Award Winning program, Greening the V. It was designated “Best of Category” in the “Volunteers”category. Ms. Casado informed the CIAB that the National Association of Counties (NACo) conference would take place in Kansas City, Missouri, Sunday, July 13, 2008.

**Trinity Broadcasting “Keeping Communities Beautiful”** – Christina Casado announced that she was interviewed on cable T.V. in an interview with Trinity Broadcasting. The interview took place on June 19, 2008, for a half an hour program called “In Our Town”. Ms. Casado informed that Trinity Broadcasting airs monthly program in which public and government issues are highlighted for the public. She also reported that during the interview she talked about keeping communities green and beautiful, planting of trees, beautification efforts and she made sure to plug the Anti-Litter campaign.

**CIAB Inspection Report** - Dani Toranzo, Office of Community Image, reported that the NEAT Team had cleaned up 1,488 miles; picked up 240 (cy) of debris; NEAT Team watered 242 miles of plant materials with the CIAB (water truck) and cleaned up 120 miles with the sweeper.

**B. Gateway Landscape Subcommittee** - Jeff Dawson, Miami International Airport, reported that the Landscape Committee had met on June 18<sup>th</sup>. The committee discussed the Phase III planting of the “V” on I-95. The event is scheduled to take place on Saturday, November 1<sup>st</sup>. 2008. Mr. Dawson reported that Hands on Miami is sponsoring the event. He said that Ms. Casado will be contacting Pat Morris to discuss and coordinate the event. Mr. Dawson invited the board to participate in support of the effort. Mr. Dawson also reported that the project on the interchange at the Turnpike and US1 is on hold until the Turnpike completes the Landscape Master Plan.

**C. Marketing & Education Subcommittee** – Christina Casado reported on behalf of Lina Blanco, City of Miami who had an excused absence.

**Anti-Litter Campaign Update:** Ms. Casado reported that Miami-Dade Transit has displayed the Anti-Litter Campaign posters in several of the Metrorail stations platforms: Government Center, Dadeland, Civic Center and the Palmetto. She also reported that the campaign has aired on Comcast cable T.V. and Channel 4. Ms. Casado indicated that the funds are not sufficient to keep the campaign going past this year, therefore, partners are needed. She also reported the good news...the campaign got a “spot” to air during the Olympics.

**D. Street Tree Subcommittee** - Deferred to next meeting

#### **IV. Report**

City of North Miami Beautification Projects – Ms. Maxine Calloway, Director of Community Planning & Development with the City of North Miami thanked the board, Commissioner Moss and Council-women Marie Steril for inviting her to the CIAB. Ms. Calloway began the presentation by briefing the board with some of the history of the City of North Miami. Ms. Calloway presented a PowerPoint of photos from the different beautification projects and programs in the City of North Miami. She showed before and after photos and explained some of City of North Miami’s programs and their funding such as: Housing Programs; Rehabilitation of owner-occupied homes; Multi-Family rehabilitation; Painting Program, Roof replacement Program; Commercial Façade Program; Commercial Rehab; and the Commercial Beautification Program. Ms. Calloway provided the board with copies of the City of North Miami’s Comprehensive Plan Summary of Aesthetic Improvement Policies and of the beautification projects.

Ms. Casado reported to the board that Governor Crist has vetoed a portion of the state budget that makes available the state beautification grants. She recommended that CIAB take action on the issue since the CIAB will be pursuing another beautification grant, possibly with Florida City.

Commissioner Moss asked Ms. Alyce Robertson, DDA, that at some point in time to present to the board the vision and future plans of the Miami Downtown Development Authority.

Commissioner Moss also asked Deborah Strelkow (Turnpike) to report to the CIAB on the agreement reached between the Turnpike and Miami-Dade County.

The Miami-Dade Solid Waste Department reported they will bring an update of their re-cycling program to CIAB at the next meeting in July.

Commissioner Moss also invited City of Opa-Locka to bring an update to the CIAB on all the great things that are happening at City of Opa-Locka.

Dr. Carnegie, MDC Public Schools asked on what kind of an impact would the CIAB have if affected by the budget cut issues? In response to Dr. Carnegie’s concern, Ms. Casado reported that the budget had been released on June 24, 2008. She also said that Mayor Alvarez had given an overview on some of the impacts that the County would be facing, however, Mayor Alvarez informed that most of the services were being retained. Ms. Casado advised the board that CIAB’s project budget had not been adversely impacted and that CIAB had been very fortunate since the CIAB’s ability to continue its projects would not be affected.

Alyce Robertson asked Gus Pego, FDOT, if the landscaping budget had been removed from FDOT's 2009 budget? In response to Ms. Robertson's question, Gus Pego explained some of the legislature's revenues and budget cuts that had taken place. However, FDOT's landscape budget was not affected. Gus Pego suggested and advised for the CIAB to talk to friends, partners and elected officials and to let them know as tax payers that we can make a difference in informing our legislators what is important to our community.

#### **V. Recap of Actions Items 06/25/08**

- **Status of State Beautification Grant Program**
- **Pink Wall status report at CIAB of July 30, 2008**
- **DDA Report – September**
- **Turnpike/Miami-Dade County Maintenance Agreement (PWD/Turnpike)**
- **Re-cycling program – MDC Solid Waste Department**
- **City of Opa-Locka – Aesthetic Enhancement Projects**

#### **VI. Closing Remarks**

Commissioner Moss added that from the County's perspective he would like to make sure that funding for landscaping projects is a priority in our legislative package next year. Commissioner Moss indicated that he would like to see our lobbyist up in Tallahassee make it an issue and have a lobbying team in Tallahassee to get some additional "push". Commissioner Moss and Dr. Carnegie suggested that the CIAB put together some type of strategy or campaign before session begins in Tallahassee next year.

Commissioner Moss thanked the CIAB and participants.

The meeting was adjourned.