



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



**CIAB Members Present**

Bill Anderson, Convention & Visitors Bureau  
Lina Blanco, City of Miami (Solid Waste)  
David Cardenas, MDC Public Works  
Dr. Claudius Carnegie, Miami-Dade Public Schools  
Tshahi Codner, City of Miami Gardens  
Jeffrey Dawson, MDC Aviation Department  
Clinton Forbes, Miami-Dade Transit  
Kenneth E. Gardner, (TARC)  
James Kay, City of Coral Gables  
Ysela Llort, County Executive Office  
Gianni Lodi, MDC Planning & Zoning  
Dennis C. Moss, MDC Commissioner Dist. 9  
Elizabeth Ogden, MDC Seaport  
Alyce Robertson, Downtown Development Authority  
Susan Schreiber, Metropolitan Planning Org. (MPO)  
Marie Steril, League of Cities  
Jesse A. Stubbs, Designee/Commissioner Dist. 1  
Kathleen Woods-Richardson, MDC Solid Waste

**Participants Present**

Ola O. Aluko, City of Miami  
Subrata Basu, MDC Planning & Zoning  
Carline Bido, MDC Commission Dist. 9  
Christina Casado, Community Image  
Vivian Casals-Munoz, City of Hialeah  
Cesar Garcia-Pons, EDAW  
Marietta Gutierrez, Community Image  
Regina Hagger, City of Miami (PWD)  
Miguel Iglesias, FDOT  
Steven C. James, FDOT  
Rick Johnson, MDX  
Frank Lago, City of Sweetwater  
Gale Larkey, MDC Team Metro  
Omar Luna, City of Homestead  
Gayle R. Love, MD Solid Waste Dept.  
Doris Mejia-Gomez, Community Image  
David J. Mendez, City of Miami  
Tony Quintero, County Executive Office  
Chris Rose, MDC Solid Waste Dept.  
Gustavo Santana, EDAW  
Dani Toranzo, Community Image  
Alissa Turtletaub, MDP  
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 the CIAB members and participants.

**II. Action Items**

**Approval of Minutes from 06/25/08 Board Meeting** – A motion to approve was made by Susan Schreiber, Metropolitan Planning Org. (MPO) and seconded by Commissioner Dennis C. Moss, Chair. Minutes were approved by the CIAB.

**III. Updates**

**A. Office of Community Image**

**395 Photos** – Christina Casado, Office of Community Image, reported that the landscape improvements for the 395 ramps had been completed. Ms. Casado reported the safety concern posed by the location and height of the installed plant material was removed and replaced with low-lying material. Ms. Casado passed around photos of the completed landscape improvements. She also reported that EDAW is FDOT’s design consultant for the future renovation of I-395 and its ramps. Changes to the elevation of the bridges and other kinds of permanent solutions for the area will be presented once the design is selected by FDOT. Ms. Casado asked Dani Toranzo to update the CIAB on some of the solutions that have been identified in the interim to keep the 395 area well maintained.

Dani Toranzo reported that litter in the area was a problem. He reported that bids had been requested for cleaning the ramp area four (4) times a week, year round. The NEAT Team could then supplement during the remaining of the three (3) days. Mr. Toranzo reported that the bids came back for \$51,000. The NEAT Team is assisting with watering the plant materials in place now.

**NACo Award 2008** - Ms. Casado, reported that the Community Image Advisory Board (CIAB) had received an award from the 2008 National Association of Counties Achievement Award for the “Greening of the V” in the “Volunteers Category”. Ms. Casado reported that the CIAB award was received by Miami-Dade County Commissioners who attended the ceremony in Kansas City, Missouri. She said the Community Image Advisory Board (CIAB) should be very proud of this recognition and outstanding accomplishment. Ms. Casado brought the award to the meeting to share with the members and participants present.

**New Look CIAB Website** – Christina Casado, Office of Community Image, reported that the Community Image Advisory Board (CIAB) website has a new look and navigated the website on the presentation screen to demonstrate the changes. Ms. Casado reported that she and Marietta Gutierrez, Office of Community Image, have worked very closely with the Miami-Dade County Government Information Center (GIC) to update the CIAB website. Ms. Casado informed that the new updates would provide the public with a better understanding of the CIAB’s mission and accomplishments. The website would also reduce paper cost and would be updated frequently. Ms. Casado indicated that people would be able to access more information and have documents accessible to them. For example, they would have access to: reports, PowerPoint presentations, press releases, and information on CIAB events. The website will include a spot for approved minutes and agendas available for download.

Commissioner Moss asked Ms. Casado if she could look into having a more prominent spot for the special reports to be posted in the website.

**State Budget for Landscaping Grants** – Christina Casado, Office of Community Image - reported that funds were available in the state budget for landscaping grants however, she was not sure if any grant-applications had been approved. Ms. Casado asked Craig James (FDOT) if he would update the CIAB regarding the state budget for landscaping grants and future projects. Craig James informed the board that the landscape budget was in the legislature agenda. He said that Governor Crist had vetoed the bill and that the bill had been approved (had passed) by the legislature. Mr. James reported that there had been severe budget cuts but that the landscape projects had been reinstated into the DOT’s budget programs. Mr. James reported that the funding in the programs to fund the JPA’s and the landscape committee were now available. Mr. James also reported that there was \$500,000 available in the budget this year for the programs. He also indicated that the next

step was to proceed with the paperwork to have the funds in the JPA. Ms. Casado asked if the state would be funding any Beautification Programs. Mr. James responded that unfortunately the answer was no - the Florida Highway Beautification Council Grant is not funded. He added that the program had not been funded for a few years. Mr. James reported that the Enhancement Grants, which is a federal fund, was being put on hold for another year. Mr. James encouraged the CIAB to look further into the Enhancement Grants information with the MPO's Subcommittee.

Alyce Robertson (DDA) expressed her concerns to the CIAB as to budget cuts and the impact to the Adopt-A-Tree Program. Ms. Robertson explained how the Adopt-A-Tree Program began in 2001 and how the program had received their funds back in 2000. Ms. Robertson informed the board that the Adopt-A-Tree had been given a one time grant for six (6) million dollars by the Department of Agriculture. She expressed her concerns that after 2009, Adopt-A-Tree had no more funds to continue the program. She said the program usually has six to eight (6-8) events per year however, there's only budget left to have four (4) events held in 2009. Ms. Robertson said that the greening of our community and the Adopt-A-Tree Program is one of the most successful programs in the county and made the recommendation that funds should be looked into to continue the program. Ms. Robertson advised the board that Ms. Casado was working into looking at federal sources for funding the program. Ms. Robertson said that there was a local tree grant, however, that it would have to be amended by the Commission in order to use the money and the cost would be about \$100,000 in advance.

Commissioner Moss recommended that the Adopt-A-Tree issue be discussed at the next CIAB meeting.

**CIAB Inspection Report** - Dani Toranzo, Office of Community Image, reported that both CIAB NEAT Teams are now working (4/10s) four days a week, ten hours per day overlapping shifts to cover all five days of the week. Overtime has been eliminated. Mr. Toranzo reported that the first four (4) hours Tuesday thru Thursday the NEAT Team works on landscape improvements and maintenance. Mondays and Fridays, one of the NEAT Teams clean the corridors.

Mr. Toranzo reported the NEAT Team covered a total of 2,907 miles; 239 cy of debris picked up; 486 miles in watering landscape improvements; 312 miles with the sweeper (cleaning the corridors) to include 18 (cy) of debris picked up. Mr. Toranzo reported downtown projects are on schedule. Pavers at the mini-park will be installed by the Library with the assistance of the DDA.

Commissioner Moss advised the CIAB that he met with Christina Casado and they discussed the various projects that were accomplished since the commencement of the CIAB from 2000 to present. Commissioner Moss said the CIAB should be proud of all its accomplishments and impact that the board has on this Community. Commissioner Moss indicated that he wants to bring back all the CIAB projects since 2000 to 2008 and be presented at the next CIAB meeting. He also expressed that he wants the CIAB to take a look at the projects. He expressed the need of going back to revisit those issues to make sure the CIAB has stayed focused. Commissioner Moss mentioned some of the projects that were designed by CIAB and FDOT, such as, the Pink Wall, Seaport Entrance and the Directional Signs project on US-1.

**GMCVB Updates:** Mr. Bill Anderson, Greater Miami Convention & Visitors Bureau updated the CIAB on travel and tourism industry. Mr. Anderson reported that for the first

six months of 2008, Greater Miami and the Beaches again ranked #2 among the Top 25 Hotel Markets in the US based on room rates and occupancy. He also reported that June was the first month that the Greater Miami and Beaches had experienced a decline in hotel occupancy and expressed that the month of August would be a challenge. He commented that challenges are faced every year in this kind of market. However, more international visitors are arriving which will make up for the decline in the domestic market and as the month of October gets closer everything will start improving. Mr. Anderson also informed CIAB that there will be a Miami Spice #2 as we go into August and September.

**B. Gateway Landscape Subcommittee** - Jeff Dawson, Miami International Airport, reported that the Landscape Committee met on July 16<sup>th</sup>. One of the items on the agenda was the upcoming project of Greening the “V” on I-95. The event is scheduled to take place at 9:00 a.m., on Saturday, November 1<sup>st</sup> 2008. Mr. Dawson informed the board that Hands on Miami is one of the project support sponsors of . He invited the CIAB to attend this event. Mr. Dawson updated the board on the Florida City, Turnpike, and US-1 projects. He reported that FDOT has a portion of the project along US1 and they are adding lanes and sidewalks that will impact and reduce the scope of the work for CIAB. Mr. Gus Pego, FDOT advised that the project should not take more than nine (9) months to complete. Mr. Dawson reported that the committee would be focusing on the enhancements of the medians and roadways. He informed the board that Deborah Strelkow, Turnpike (who was not in attendance at the meeting) was researching for the ownership of the median and the interchange in Florida City. Mr. Dawson also announced that the committee would like to invite the TREEmendous Miami Group to attend one of the CIAB’s meeting and have the organization present their future plans to the CIAB. Ms. Alyce Robertson (DDA) explained what the organization was about and their mission. She said the organization was a volunteer group who did all kinds of community projects including, clean up efforts, and plantings. Ms. Casado reported that the TREEmendous group has also been planting on US1 underneath the Metrorail stations. Commissioner Moss indicated that he would like the volunteers that participates on “Greening of the V” to be invited and recognized at the CIAB meeting. In concluding with the report Mr. Dawson reported that Mr. Gianni Lodi (P&Z) attended the Landscape Committee meeting and shared the new proposed County Irrigation Standards.

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

**Anti-Litter Campaign Update:** Ms. Blanco reported that the litter campaign posters are now displayed at several Metrorail transit stations such as, the Government Center, Dadeland, Civic Center and the Palmetto. She also informed that the AMC theaters are playing the Anti-litter Public Service Announcement (PSA) during the previews section at the beginning of each movie. Ms. Casado indicated that there was a series of approximately 20 spots being featured at the theaters. Ms. Blanco informed the board that during the 2008 Olympics the PSA was able to get a spot. She also mentioned that partners are needed to assist with the funding since the funds will most likely be depleted by the end of October 08.

**D. Street Tree Subcommittee** - Christina Casado, Community Image Office, briefly reported on behalf of John Oldenburg, City of Miami Beach. Mr. Oldenburg was not present since he was attending a conference. Ms. Casado briefly updated the board on Street Tree Guide status. She informed the board that the committee was working on the Street Tree Guide, which is the 2nd volume of the Street Tree Master Plan. Ms. Casado advised that a meeting was being scheduled to finalize the draft and will then be sent to the Subcommittee for review.

Ms. Casado announced that Adrienne Arsht Center sent a thank you letter commending the Community Image Advisory Board (CIAB) for the commitment and support in the initiative to restore the appearance in neighborhoods through-out Miami-Dade County during the US Conference of Mayors. Ms. Casado acknowledged the DDA for recognizing the Community Image Advisory Board (CIAB) with a certificate of appreciation for the support during the 76<sup>th</sup> Annual US Conference of Mayors. She also reported that the CIAB and DDA are working together to fund a NEAT Team that will focus on the downtown area. Ms. Robertson will be seeking a funding source to pay for the NEAT Team.

#### **IV. Report**

COM Pink Wall Phase II – Mr. Ola O. Aluko, City of Miami, reported that it was a year ago when the City of Miami came to the Community Image Advisory Board (CIAB) to present the construction of Phase I of the Pink Wall. Mr. Aluko demonstrated a photo on PowerPoint of the completed Pink Wall on US1. He informed that the City of Miami is currently under negotiations for the construction of the Pink Wall Phase II on SW 7<sup>th</sup> Ave to SW 19<sup>th</sup> Ave on US1. Mr. Aluko reported that Phase II would be more difficult than Phase I, due to the complexity that some of the residents family room sit right on the curve on US1. Construction is expected to begin in January 2009 once the agreement is signed. In terms of duration, the construction is expected to be finished in the fall of 2009. Mr. Aluko informed that a ceremony for Phase I is being scheduled and that the Community Image Advisory Board (CIAB) will be invited. Board members asked who would be responsible for maintenance and graffiti on the wall. Mr. Aluko responded that the City of Miami would be liable for the maintenance, but, that the interior of the wall would be the resident's responsibility. Ysela Llort, Assistant County Manager expressed her concerns as far as safety and asked on the possibilities of adding guard rails outside of the "key stone wall". Commissioner Moss congratulated City of Miami on such a great improvement along the corridor.

MDC Landscaping Projects – Mr. David Cardenas, Public Works Department updated the board on some of the County Beautification Projects. He informed that the planting season started in April and that it continues through the end of September. Mr. Cardenas reported that the Public Works Department was still in the process of planting trees. He provided the board with copies of the Preliminary Beautification Expenditure Report 2007-2008 and Fiscal Year 2008-2009 projections. Mr. Cardenas reported that the JPA had funds available through the Landscape Committee that had not been allocated to any projects. Mr. Cardenas concluded that he would return to CIAB in November with a PowerPoint presentation report demonstrating all enhancements projects done through-out the County.

Aesthetics Master Plan (AMP) Final Draft – Mr. Cesar Garcia Pons, EDAW presented to the CIAB the Final Draft of the Aesthetics Master Plan. The draft was emailed as a link to all members for their review prior to the meeting. Mr. Garcia Pons described the components in the 100 page document. He discussed the sections including: gateways, corridors and facilities while demonstrating on a map the gateways that EDAW has identified as "priority gateways". Mr. Garcia Pons explained the design and architectural materials that should be utilized and the interpretation that defines the elements within the (AMP) document. Mr. Garcia Pons asked the CIAB to review the (AMP) document which is available on the CIAB website and invited them to submit their comments. He informed the board that some of the comments received have already been incorporated in the (AMP) document.

Commissioner Moss asked EDAW if the AMP document had information that talks about the bridges and the reconstructions of false walls.

Commissioner Moss asked Mr. Subrata Basu (Planning & Zoning) for his comments in regards to the AMP document. Mr. Basu shared some of his concerns and asked Christina Casado if she could answer those concerns. Ms. Casado reported that the CDMP draft was recently received and meetings have been scheduled to start the review of those elements. Ms. Casado informed that bullets points were received from EDAW. The deadline to submit the new CDMP draft is sometime in October. Ms. Casado said that the next step was to coordinate with Planning and Zoning to finalize the document.

Christina Casado, proposed that the CIAB workshop (AMP) be held in August so that those members who are interested in participating have sufficient time to review the (AMP) document and provide feed-back at the workshop. Ms. Casado said she hopes to have the final (AMP) version finalized and posted on the website before the end of the year.

Commissioner Moss agreed to the (AMP) workshop in August.

MDC New Recycling Program – Mr. Christopher Rose, Solid Waste Management (SWM) thanked the CIAB for the opportunity to present the New Recycling Program. Mr. Rose handed out envelopes that contained a brochure with stickers, a list of the materials that can and cannot be recycled, and a recycling schedule. Mr. Rose informed that the Solid Waste Management had purchased 24 new trucks and they presently have 4 drop off sites. Mr. Rose also shared a video. Ms. Kathleen Woods-Richardson, Director invited the CIAB to attend a recycling kickoff event a new project which is a work of art. The event will take place July 31, 2008, at 10:00 am at a processing plant located at 20701 Pembroke Pines. Ms. Woods-Richardson informed that the (SWM) department is looking at a number of ways to provide education on the recycling program,. Mr. Rose informed the CIAB that after the November elections the new recycling program will have a big educational “push” because it will coincide with the Americas Recycle Day on November 15, 2008. Currently, the department is looking to distribute 340,000 new carts to Miami Dade County residents.

## **V. Recap of Actions Items 07/30/08**

- **Adopt A Tree Grant Funding**
- **2000-2008 Overview of CIAB Projects**
- **Hands on Miami – Recognition & Resolution**
- **AMP Workshop (EDAW) August**
- **Aesthetic Master Plan (EDAW) September**
- **TARC’S Report – Report in October**
- **City of Opa-Locka Aesthetic Enhancement Projects – Report in October**
- **PWD County Beautification Program Report – Report in November**

## **VI. Closing Remarks**

Commissioner Moss expressed that he would like to tour the City of Opa-Locka and invited the City of Opa-Locka to report to CIAB at the November meeting.

Commissioner Moss thanked the CIAB and participants.

The meeting was adjourned.