



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
September 24, 2008**



CIAB Members Present

Bill Anderson, Convention & Visitors Bureau
Lina Blanco, City of Miami (Solid Waste)
Sharie A. Blanton, Designee/MDC District 7
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeffrey Dawson, MDC Aviation Department
Clinton Forbes, Miami-Dade Transit
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Planning & Zoning
Elizabeth Ogden, MDC Seaport
Alyce Robertson, Downtown Development Authority
Susan Schreiber, Metropolitan Planning Org. (MPO)
Marie Steril, League of Cities
Deborah Strelkow, Florida Turnpike
Juan Toledo, Miami-Dade Expressway Authority
Dr. Anna E. Ward, City of Opa-Locka
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Brad Berman, Gibson Guitars
Mark Brown, MDC District 1
Christina Casado, Community Image
Cesar Garcia-Pons, EDAW
Seth Gordon, Gordon & Reyes Company
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami (PWD)
Steven C. James, FDOT
Gayle R. Love, MD Solid Waste Dept.
Omar Luna, City of Homestead
Henry Mayer, UF Miami-Dade Cooperative
Extension Service
Doris Mejia-Gomez, Community Image
Devesh Nirmul, Office of Sustainability
Diana C. Perez, MDC District 9
Gustavo Santana, EDAW
Jimmy Socash, JFS Design
Mark Spanioli, Miami (DDA)
Dani Toranzo, Community Image
Alissa Turteltaub, MDP
Bann Williams, Community Image

I. Welcome and Introductions

The meeting was officially called to order by Christina Casado, Office of Community Image. Ms. Casado welcomed all present and advised that Commissioner Dennis C. Moss would not be able to make the CIAB meeting due to an unforeseen emergency.

Ms. Casado introduced Seth Gordon with Gordon Reyes & Company and Brad Berman, Project Coordinator with Gibson Guitars. Mr. Berman briefed the CIAB. He provided an overview and presented the board with the “Gibson’s Guitartown” community art project. “Miami Guitartown” is a public art exhibit comprised of 20-foot tall guitar sculptures painted by local artists (selected by a steering committee of community stakeholders and art festival professionals) displayed in prominent locations throughout the city. The exhibit will run for three months this winter and the guitar sculptures will be auctioned off for charity. Mr. Berman indicated that the project would unite Miami’s art, music, and business communities and is an opportunity to raise proceeds for local charities.

II. Action Items

Approval of Minutes from 07/30/08 Board Meeting: A motion to approve was made by Dr. Claudius Carnegie, Miami-Dade School Board and seconded by Gianni Lodi, Miami-Dade Planning & Zoning. Minutes were unanimously approved by the CIAB.

Christina Casado, thanked Bill Anderson and the Greater Miami Convention & Visitors Bureau (GMC&VB) for their hospitality and for hosting the CIAB meetings.

GMC&VB Updates: Mr. Bill Anderson updated the CIAB on local travel and tourism industry issues. He reported that the downturn in the economy has affected the industry on a national level; however, Miami continues to rank as #4 in hotel occupancy, one of the highest in the country.

III. Updates

A. Office of Community Image

Civic Center Metrorail Station: Christina Casado, Office of Community Image, reported that the landscape at the Civic Center Station Metrorail is completed. Ms. Casado presented to the board a PowerPoint presentation with before and after photos of the Civic Center Metrorail Station. She reported that the plant materials selected for the project are drought tolerant and would not require the use of irrigation. Ms. Casado advised that FDOT is planning a landscape improvement project along the median in front of the Civic Center's health district through 15th Avenue, and that the CIAB will be continuing the planting plan through 20th Street.

Tree Funding Requests: Ms. Casado is working on a request made by the County to prepare a Federal request for funding to plant trees in Miami-Dade County. This request would be based on the results from two independent urban ecosystem analyses. Ms. Casado reported that Miami suffered a big loss in tree canopy due to hurricanes (3% in 2005) and other adverse impacts related to destruction of the urban forest. She reported that the funding source for the Adopt-A-Tree program from the State of Florida has not been reallocated and the County's general funds for tree planting have been reduced. The request for total of \$1.8 million dollars in federal funds will benefit tree restoration and planting project through various programs. Ms. Casado also reported that the CIAB budget has been approved by the County Commission and that an additional \$450,000 was allocated specifically for Super Bowl 2010 community clean up and tree planting initiatives.

Miami River Commission – Community Garden Projects: Ms. Casado informed that the Miami River Commission is a new partner to CIAB. The Miami River Commission asked the CIAB to collaborate on a beautification project. The project consists of cleaning, planting, and painting the “Riverwalk” area and the neighborhood adjacent to the Miami River. The CIAB is to provide watering services to establish the plantings. Ms. Casado indicated that since the CIAB has other projects in the area, watering the community garden project would not be a problem. Ms. Alyce Robertson (DDA) reported that the Miami River Commission also approached the Miami Downtown Development Authority (DDA) with regard to partnering on the improvement of this greenway. Ms. Casado expressed that it would be a good partnership.

Ms. Casado distributed the Miami River Commission's press release from September identifying the CIAB as a partner on these projects and showed photos from the University of Miami's volunteer event on "Hope Day" to clean and paint under the bridges. Ms. Casado also shared before and after pictures from "National Gandhi Day" at the 17th Avenue Bridge. Ms. Casado reported the volunteers will be working in the community most weekends for several months.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that the CIAB NEAT Team has been covering all five days (5) on a (4 days/week, 10 hours/day) hour schedule. The NEAT Team drove a total of 4,156 miles and picked up 431 cubic yards of debris/garbage. Mr. Toranzo reported that there has been an increase in the occurrence of illegal signs (e.g. political campaigns, houses for sale, apartments for sale, rentals, etc.). Mr. Toranzo expressed the urgency of having law enforcement assist with this problem. He reported that the NEAT Team picked up illegal signs for approximately eight (8) hours on US1. The NEAT Team continues to focus on maintaining CIAB landscape improvements, watering, and keeping up with the general maintenance of the CIAB corridors.

CIAB members and participants provided feedback and suggestions in regards to "illegal dumping" which is becoming an issue in Miami. Ms. Casado thanked everyone for their suggestions and recommended that the illegal dumping issue be brought back as an item on the agenda at another CIAB meeting.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported that the Landscape Committee met on September 17th. Mr. Dawson reported on the I-95 "Greening the V" Phase 4, Hands on Miami event has been moved to Saturday, November 8th and is scheduled to begin at 9:00 a.m. and last to 12:30 p.m. Mr. Dawson informed that Dani Toranzo and the NEAT Team will be handling all preparations for the event. Mr. Dawson also reported on the restoration of the fountain at the Stephen P. Clark Center that is currently being repaired. The surrounding area will have additional landscaping and planters contributed in-kind by the DDA. He reported that the intersection at SR826 and Sunset Drive is also scheduled for landscape improvements as is the area west of SR826 from SW 72 Street to SW 80th Street.

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

Anti-Litter Campaign Update: Ms. Blanco reported that the contract with the Miami Heat expires on December 31, 2008. She advised that their options would be to renew the contract for next year (2009) or prepare a new contract. Otherwise, the Anti-Litter campaign will run until December 31, 2008. A new proposal from the Miami Heat is forthcoming.

Ms. Blanco reported that Comcast edited the Anti-Litter Campaign tape Public Service Announcement (PSA) at no cost to the CIAB. Ms. Blanco reported that Comcast was paid to air the PSA.

CIAB Poster Contest 2009: Ms. Blanco reported that the Marketing & Education Committee had a meeting scheduled with the Miami Herald on Thursday, September 25th to discuss the 2009 Poster Contest. Dr. Carnegie, MDC School Board volunteered to join them at the meeting with the Herald as the School Board Representative.

Ms. Blanco distributed the proposed the Clean Up and Green Poster Contest Schedule (08-09). Ms. Robertson announced that some posters were disqualified last year due to the students not belonging to Miami-Dade County Schools, therefore, she suggested that a requirement be placed in the Poster Contest instructions to address this concern.

D. Street Tree Subcommittee: John Oldenburg, City of Miami Beach reported the draft of the Tree Planting and Maintenance Guide was posted on the CIAB website. He encouraged board members to go to the link and review the draft and provide comments. Mr. Oldenburg informed that the committee will be meeting Oct. 16th. Ms. Casado reported that some cities/municipalities have approached the CIAB in regards to adopting the Street Tree Master Plan (STMP). She indicated that these cities/municipalities want to adopt the STMP and assume a commitment to increase tree canopy in their cities to contribute to our overall goal of 30%. Ms. Casado advised the CIAB that an inter-local agreement was in process of being heard by the Board of County Commissioners (BCC) in order to approve a partnership with the City of Sweetwater.

IV. Report

Downtown Development Authority (DDA): Ms. Alyce Robertson, Downtown Development Authority explained the DDA's mission. She briefly explained that the DDA was an independent taxing district and an international center for commerce, cultural, and tourism. She informed that the Board of Directors for the DDA was composed of fifteen (15) members, and chaired by City of Miami Commissioner Joe Sanchez. Ms. Robertson reported that the going concern for the DDA was the general economics, marketing and the enhancements downtown, on projects currently limited to authority's downtown boundaries. Ms. Robertson reported that 2000 Census data indicated there are 20,000 residents in downtown. By 2010, downtown will have doubled in residents (40,000 residents).

Ms. Robertson briefly reported on some of the upcoming DDA/CIAB partner projects, such as the landscape improvement project planned for Brickell Avenue, for which the DDA has set aside \$1 million dollars. Mr. Bann Williams, Landscape Architect (Office of Community Image), is designing the plans in partnership with the DDA for Brickell Avenue. Ms. Robertson shared the DDA's plans and ideas for their \$4 million Downtown Beautification Project. She reported that the DDA was scheduled to have a workshop to discuss the updates of the Downtown Master Plan. Ms. Robertson ended her presentation by saying that that "downtown will have a major turnaround."

Miami-Dade Green Government: Mr. Devesh Nirmul, Office of Sustainability thanked the board for inviting him to the meeting. Mr. Nirmul briefly described the County's Office Sustainability. He discussed the concept of sustainability and understanding links to incorporating its principles to development, economy, society and the environment through leadership, collaboration and innovation. Mr. Nirmul explained County's goal for "Sustainable Communities" and showed a PowerPoint presentation. He discussed managing change and visioning ten years down the road. Mr. Nirmul focused on the importance of measuring progress on sustainability practices over the long term, climate change, green building, and solutions for operational efficiency.

Soil Volume and Urban Forest: Mr. Jimmy Socash, JFS Design and Mr. Henry Mayer, UF Miami-Dade Cooperative Extension Service presented a brief PowerPoint on techniques and ideas on the importance of soil volume and fertility for maintaining healthy trees. Mr. Socash discussed

various techniques in how to improve tree survival, growth and longevity and the importance of incorporating these principles in urban design prior to construction.

Aesthetics Master Plan (AMP) Final Draft: Mr. Cesar Garcia Pons, EDAW reported that all comments discussed at the CIAB workshop on August 28th and been incorporated into the AMP final draft. Mr. Garcia Pons and Ms. Casado reiterated that the report is in its final stages and if there are any additional comments please submit them as soon as possible. Mr. Garcia Pons distributed the notes from the CIAB workshop of August 28th.

He informed that EDAW would report to next CIAB meeting in October. Ms. Casado reported that the final draft would be available on the CIAB website. Ms. Casado advised that an email would be forwarded to the board members and participants with the link for final review.

The meeting was adjourned.