



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
October 29, 2008**



CIAB Members Present

Lina Blanco, City of Miami (Solid Waste)
David Cardenas, Miami-Dade Public Works
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
Robert Landen, City of Homestead
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, MDC County Commissioner (Dist 9)
Elizabeth Ogden, MDC Seaport
John Oldenburg, City of Miami Beach
Susan Schreiber, Metropolitan Planning Org. (MPO)
Marie Steril, League of Cities
Deborah Strelkow, Florida Turnpike
Jesse A. Stubbs, Designee/MDC Commission (Dist 1)
Dr. Anna E. Ward, City of Opa-Locka

Participants Present

Jannie R. Beverly, City Manager,
City of Opa-locka
Mark Brown, MDC District 1
Christina Casado, Community Image
Olga Espinosa-Anderson, MDC (NC)
Christina Gordon, City of Opa-locka
Lourdes Gomez, County Executive Office
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami (PWD)
Steven C. James, FDOT
Melody Jones, Convention & Visitors Bureau
Rick Johnson, MDX
Gayle R. Love, MD Solid Waste Dept.
Mayor Joseph L. Kelley, City of Opa-locka
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Andre Slintak, EAC Consulting
Dani Toranzo, Community Image
Rick Vasquez, F.P.L.
Bann Williams, Community Image
John Williams, City of Opa-locka

I. Welcome and Introductions

The meeting was officially called to order Commissioner Dennis C. Moss. Commissioner Moss welcomed everyone present and thanked the Greater Miami Convention & Visitors Bureau for the hospitality in hosting the CIAB meetings.

(Agenda out of order)

City of Opa-locka Beautification Projects: “We Are On Our Way”

Commissioner Moss welcomed and introduced Mayor Joseph L. Kelley from the City of Opa-locka. Mayor Kelley thanked Commissioner Moss and CIAB members for all the support to the City of Opa-locka. The video presentation demonstrated renovations and beautification projects within the City of Opa-locka such as: the historic Opa-Locka train station, 27th Avenue project, Curtis Avenue, residential areas, Opa-Locka City Hall, Miami-Dade Public Library and Schools, Opa-Locka Executive Airport, and future MDX projects to include the transportation enhancements on the 42nd Street-37th Avenue connector and SR9.

Commissioner Moss thanked Mayor Kelley, Jannie R. Beverly, City Manager and Dr. Anna E. Ward, City of Opa-locka. Commissioner Moss asked that the presentation be placed on the CIAB website.

II. Action Items

Approval of Minutes from 09/24/08 Board Meeting: A motion to approve was made by Dr. Claudius Carnegie, Miami-Dade School Board and seconded by Dr. Anna E. Ward, City of Opa-Locka. Minutes were unanimously approved by the CIAB.

III. Updates

A. Office of Community Image

CIAB Landscape Projects Update: Christina Casado, Community Image Office invited the board to the CIAB, Hands on Miami and Roots in the City planting day event called “Greening the V”. Ms. Casado informed the board that it was the last phase of the project and the design included completion of planting to the end of the swale by the underpass on 11th Terrace. The event is scheduled to take place on Saturday, November 8th. A media event and awards ceremony for the partners will begin at 9:30 a.m.

City of Sweetwater/CIAB partnership: Ms. Casado reported that the Board of County Commissioners (BCC) had approved \$20,000 for the purchase of trees to increase the tree canopy in the City of Sweetwater. Ms. Casado expressed the importance of continuing to partnership with municipalities in order to achieve the 30% goal of average tree canopy density in Miami-Dade County. The CIAB will continue to work with the City of Sweetwater to purchase and deliver the trees for planting. Once the project is completed Ms. Casado would like for the CIAB to tour the City of Sweetwater with their Mayor and their Public Works Department.

MDT/CIAB Partnership: Ms. Casado reported the South Miami Metrorail Station (side of the garage) is being landscaped. The south side has been completed and now the NEAT team is working on the east side of the station. Ms. Casado expressed that she would like to expand the partnership with Miami-Dade Transit and continue the landscape enhancements of all Metrorail and Metromover stations.

FDOT/CIAB Partnership: Ms. Casado reported that a few meetings had taken place to discuss the second phase of the Civic Center project. Planting at the Civic Center Metrorail station was completed in September. A new bridge is being redesigned by FDOT and the 12th Avenue will be repaved and resurfaced. The University of Miami and the Miami Partnership for the Health District will be installing new signage and painting the area with the aesthetic treatment that was presented to the CIAB in their last update. The CIAB will plant new landscape along the medians in the area.

City of Miami/CIAB Partnership: Ms. Casado reported that the NW 27th Avenue corridor project will soon begin. The inter-local agreement is being discussed with the City of Miami. She reported that the inter-local agreement should be ready soon and the plants installation should be for the next rainy season.

FDOT Five-Year Plan: Ms. Casado informed that the CIAB was contacted by a FDOT liaison to invite members/participants to attend the FDOT Five Year Plan meetings. Ms. Casado informed that an e-mail with the PDF file attachment had been sent out to

the CIAB members and participants with meeting the dates. Ms. Casado expressed that it would be a wonderful opportunity and most beneficial for the CIAB and municipalities to attend and give feedback to FDOT.

Commissioner Moss invited the board and participants to attend the People's Transportation Summit (PTP) on Saturday, November 15th at 8:30 a.m. at the Miami Mart (NW 72nd Ave.) Ms. Casado advised that an e-mail will be forwarded to CIAB members and participants with the invite information.

FDOT Five-Year Plan: Ms. Ysela Llord, Assistant County Manager recommended that that a letter be sent to FDOT from the MPO with CIAB comments stating the importance of aesthetics treatment and maintaining the quality of life for the community.

FDOT Five-Year Plan: Commissioner Moss agreed with Ms. Llord and recommended that a resolution from the CIAB to FDOT be drafted stating the importance of aesthetics landscaping and improving the quality of life for residents and increasing the property values.

Motion to approve was made by Dr. Claudius Carnegie, Miami-Dade School Board and seconded by Gianni Lodi, Miami-Dade County Planning & Zoning Department. Item was approved by the CIAB.

Commissioner Moss informed that he would sponsor the item (resolution) at the County level to have it made as a part of the legislative package (Tallahassee). Commissioner Moss urged the CIAB to promote and make it a priority.

Dr. Carnegie and Dr. Ward, CIAB members suggested that the municipalities and League of Cities be notified and become involved in the support effort.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that since last month, the CIAB NEAT teams covered 5,463 miles; picked up 329 cubic yards of debris/garbage; and watered along 183 miles. Mr. Toranzo reported that the NEAT Team has had a tremendous amount of work in the removal of illegal signs and furniture. He believes that there is no enforcement at this time. Mr. Toranzo reported the NEAT Team assisted the City of Miami Gardens by picking-up debris at CIAB corridors. He also reported the NEAT Team was doing the prep work for "Greening the V". Mr. Toranzo commended FDOT for responding quickly to complaints made on cleaning storm drains on I-95. Mr. Toranzo reported that FDOT is working on cleaning of the on and off ramps.

FDOT On-Off Ramps/I-95: Commissioner Moss expressed his concerns to FDOT with regards to the maintenance/litter issue on the corridors at the on-off ramps on I-95. Commissioner Moss noted that this issue continues to return and that concerns were raised at the MPO meeting by Commissioner Rolle. Commissioner Moss asked FDOT to work with CIAB in finding the solution to solve the problem.

Litter, signs and illegal dumping: Ms. Casado suggested that the litter, signs and illegal dumping issue be discussed as a group and recommended a workshop.

Illegal dumping of signs: Olga Espinosa-Anderson, Neighborhood Compliance Office, added that the Neighborhood Compliance Office was aware that during times of elections the illegal signs were a problem. Ms. Espinosa-Anderson reported that they were removing signs from the right-of-way and doing sign sweeps twice a week.

Shopping Carts: Robert Landen, City of Homestead addressed the shopping cart issue and the impact it has in the City of Homestead.

Commissioner Moss recommended that the shopping carts issue be discussed at another CIAB meeting since it is a concern and needs some time dedicated. Commissioner Moss also suggested for a shopping carts task force to be created.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported that the Landscape Committee met on October 15th. Mr. Dawson proudly announced the Fourth Annual Phase of “Greening the V”. On behalf of CIAB, Hands on Miami and Roots in the City, Mr. Dawson invited all to attend the event which would take place on Saturday, November 8th at 9:00 a.m. Mr. Dawson informed that Dani Toranzo and the NEAT Team was handling all of the preparations for the event. He informed that Tremendous Miami gave a presentation at the Landscape Subcommittee meeting on October 15th. He also updated the CIAB on the completion of a \$4.7 million dollar landscape project at MIA with the State of Florida.

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

Anti-Litter Campaign Update: Ms. Blanco reported there was one promotional event left before the Miami HEAT contract ends in December 31, 2008. The HEAT event is scheduled for Monday night on November 24th, 2008. Ms. Blanco advised that an invite will go out to the CIAB with all the details. Ms. Blanco reported that Ms. Casado had met with the HEAT in regards to the PSA and the new proposal. The Marketing & Education Subcommittee met to review the new proposal and it was agreed that the proposal needs to be negotiated with the HEAT.

CIAB Poster Contest 2009: Ms. Blanco reported that the Marketing & Education Committee had a very productive meeting. She advised that at the meeting the committee had decided to keep the same theme as last year since everyone seems to like it. Ms. Blanco reported on the delivering of the posters had been narrowed to two weeks. She reported the grade levels, categories and prizes had also been discussed. As far as communications, Ms. Blanco reported the poster contest will be advertised in many different ways, for example via: teachers, schools and e-mails. Ms. Blanco reported that a tree will be planted to honor all poster contest winners this year. Ms. Casado reported that the tree planting idea came from Ms. Marietta Gutierrez. Ms. Blanco reported that the Miami Herald has agreed to assist with the poster contest. Commissioner Moss asked for a motion to approve all ideas and actions. Motion was approved by Dr. Carnegie, MDC School Board and seconded by John Oldenburg, City of Miami Beach. Motion was approved by the CIAB.

D. Street Tree Subcommittee: John Oldenburg, City of Miami Beach thanked all committee members that were present. He reported the committee had met on October 16th and advised that it had been a very well attended positive and productive meeting. He reported the committee was able to get most of the editing for the Street Tree Guide completed. Mr. Oldenburg updated the board and informed that the end result would be good since the document would be user friendly. He advised that the committee is moving forward and will meet again in mid-November.

Street Tree Master Plan (STMP)/Tree Canopy: Commissioner Moss asked for a report on the Street Tree Master Plan and asked about the current percentage of tree canopy in the County. Ms. Casado reported that the Urban Ecosystem Analysis was completed earlier this year by American Forests and it indicated an overall 18% canopy Countywide. She explained that some communities and urban areas have a higher

density than others. She indicated that the next step would be breaking it down and advised that the average canopy goal would be 30%.

Commissioner Moss suggested for CIAB to join forces with other partners and aggressively pursue strategic ways to seek funding to increase canopy. Commissioner Moss indicated that he would like to bring the Tree Canopy issue to another CIAB meeting for discussion.

IV. Report

Aesthetically Retrofitting Existing Overpasses: Mr. Andre Slintak with EAC Consulting and on behalf of the Transportation Aesthetics Review Committee (TARC) presented a brief PowerPoint presentation in which he discussed the retrofit of underpasses for existing bridges (improving existing bridges with sloped abutments); maintenance and aesthetics concerns of existing bridges; plans to improve construction (before and after photos); completed bridges; and under-deck lighting, which is aesthetically pleasing. Commissioner Moss thanked Mr. Slintak for the presentation.

MDX: Commissioner Moss commended and thanked MDX for their hard work and commitment on SR 836 between the Turnpike. Commissioner Moss expressed that MDX has done an excellent job with the landscaping in the area.

CIAB Website: Commissioner Moss asked that all presentations be posted on the CIAB website. Ms. Casado advised that a new link will be e-mailed to the CIAB.

Marketing the CIAB: CIAB members inquired and expressed ideas on how to market the CIAB for example via: CNN News, Press release, T.V. Programs, etc. Commissioner Moss indicated that all the members' ideas were good and recommended bringing the issue back for discussion at another CIAB meeting and asked that Ms. Casado return with a report on possible marketing strategies.

Commissioner Moss thanked everyone.

The meeting was adjourned.