



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
November 17, 2008**



**CIAB Members Present**

Bill Anderson, GM Convention & Visitors Bureau  
Lina Blanco, City of Miami (Solid Waste)  
David Cardenas, Miami-Dade Public Works  
Dr. Claudius Carnegie, Miami-Dade Public Schools  
Vivian Casals-Muñoz, City of Hialeah  
Jeffrey Dawson, MDC Aviation Department  
Kenneth Eric Gardner, (TARC)  
James Kay, City of Coral Gables  
Gianni Lodi, MDC Planning & Zoning  
John Oldenburg, City of Miami Beach  
Gerard Philippeaux, Designee/MDC (Dist 3)  
Alyce Robertson, Miami-DDA  
Susan Schreiber, Metropolitan Planning Org. (MPO)  
Marie Steril, League of Cities  
Deborah Strelkow, Florida Turnpike  
Jesse A. Stubbs, Designee/MDC Commission (Dist 1)  
Kathleen Woods-Richardson, MDC Solid Waste

**Participants Present**

Christina Casado, Community Image  
Antonio (Tony) Cotarelo, MDC (PWD)  
Marietta Gutierrez, Community Image  
Regina Hagger, City of Miami (PWD)  
Steven C. James, FDOT  
Rick Johnson, MDX  
Frank Lago, City of Sweetwater  
Gayle R. Love, MD Solid Waste Dept.  
Doris Mejia-Gomez, Community Image  
Diana C. Perez, MDC District 9  
Nathaniel Surrancy, MDC Solid Waste  
Dani Toranzo, Community Image  
Karen A. Tynes-Grice, The Miami Herald  
Bann Williams, Community Image

**I. Welcome and Introductions**

Ms. Christina Casado, Community Image Office, officially called the meeting to order and advised that Commissioner Dennis C. Moss was not able to attend the CIAB meeting. Ms. Casado welcomed everyone present and thanked the Greater Miami Convention & Visitors Bureau for their hospitality as usual in hosting the CIAB meetings.

(Agenda out of order)

**CIAB Landscape Project Update:** Christina Casado updated the board on “Greening the V” event which took place on November 8<sup>th</sup>. Ms. Casado reported that approximately one hundred volunteers attended the event and it had been incredibly successful. The event had a variety of media coverage (Channel 7, Miami-Dade Television and the County photographer). During the event Commissioner Moss thanked all the partners and volunteers, Hands on Miami, Roots in the City, and many more for making the “V” project a reality. David Cardenas (PWD) who has been involved since the first phase of “Greening the V” project was not able to attend the event and he was acknowledged at the CIAB meeting.

Christina Casado acknowledged Alyce Robertson, who was featured in an article of the Miami Monthly Magazine October edition that dubs her “the Downtown Dynamo.” Ms. Robertson is now the officially appointed Executive Director for the Miami Downtown Development Authority.

## **II. Action Items**

**Approval of Minutes from 10/29/08 Board Meeting:** Susan Schreiber, Metropolitan Planning Org. (MPO) made the motion to amend the minutes in Section IV under the reports and to insert the following language: **and on behalf of the Transportation Aesthetics Review Committee (TARC)**. A motion to amend the minutes was made by Kathleen Woods-Richardson, Solid Waste Management Dept. and seconded by Gianni Lodi, MDC Planning & Zoning. Minutes were approved by the CIAB.

## **III. Updates**

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

**CIAB Legislative Resolution Update:** Christina Casado, Community Image Office invited the board to review the CIAB resolution draft which was discussed at the last CIAB meeting. The CIAB resolution urges the Miami-Dade Board of County Commissioners to include in the County’s 2009 State Legislative Package an item urging the Florida Legislature and the Florida Department of Transportation to Fund the Roadside Beautification Programs at no less than 1.5 percent of the cost of the construction projects; and to retain existing language in the statute that requires FDOT to spend no less than 1.5 percent of construction costs on the Roadside Beautification Programs.

Alyce Robertson, Miami Downtown Development Authority suggested that economic data be included in the resolution.

Dr. Claudius Carnegie, Miami-Dade Public Schools suggested that climate change be added.

Gianni Lodi, Miami-Dade Planning & Zoning recommended to add a statement which would link the Open Space Master Plan in an effort to increase Open Space.

James Kay, City of Coral Gables recommended that the definition and clauses for construction cost to be clear.

Craig James, FDOT clarified some of the concerns in regards to allocations and construction cost of the 1.5 percent in the resolution.

Christina Casado explained that there would be two (2) resolutions. One of the resolutions would be from the Community Image Advisory Board (CIAB) to the Board of County Commission (BCC) and the other resolution from the Board of County Commission (BCC) to the State and to be included in the 2009 State Legislative Package.

After discussion and amendments made to the drafted resolution during the CIAB meeting, Ms. Casado proposed that the CIAB board vote and approve the resolution. Motion to approve the resolution was moved by Gianni Lodi, Miami-Dade Planning & Zoning and seconded by Dr. Claudius Carnegie, Miami-Dade Public Schools. Resolution was approved by the CIAB.

Vivian Casals-Muñoz, Councilwomen, City of Hialeah made the request that a draft copy of both resolutions be e-mailed to her and would be presented to the Florida League of Cities at the next meeting. Ms. Casado advised the board that the resolutions would be e-mailed to CIAB members and participants.

**CIAB Accomplishments 2000-2008 (Deferred to CIAB January 2009)**

**Funding Strategy to increase Tree Canopy (Deferred to CIAB January 2009)**

**CIAB Inspection Report:** Dani Toranzo, Office of Community Image, reported that the preparation for the “Greening the V” took up most of the NEAT Team’s time and effort, therefore, he would be reporting the cubic yards of debris/garbage and miles at the next meeting. Mr. Toranzo reported that the NEAT Team was working in completing the First Street Metromover Station. Dani Toranzo reported that he was getting ready to work on two other projects (Sweetwater and the Government Center Fountain).

**B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported that the Fourth Annual of “Greening the V” took place on Saturday, November 8<sup>th</sup>. Mr. Dawson informed that the event was a success. Many dignitaries and volunteers attended the event. Commissioner Dennis C. Moss, both Mayor Manny Diaz and Commissioner Joe Sanchez from the City of Miami, Alyce Robertson, Executive Director of the DDA, a representative from Miami-Dade County Mayor Carlos Alvarez’s, Office, Antonio Cotarelo, Assistant Director of the Miami-Dade Public Works Department, Pat Morris, Executive Director for Hands on Miami and Dr. Marvin Dunn’s son representing our second partner organization, Roots in the City. Jeff Dawson reported that approximately one hundred volunteers came to the event. Mr. Dawson thanked Dani Toranzo and the NEAT Team for doing such a great job. Jeff Dawson thanked Deborah Strelkow (Turnpike) who worked in the design of the “V” project.

Deborah Strelkow (Turnpike) announced that her last meeting with the CIAB was November 17<sup>th</sup>. Her position was affected and eliminated from the budget, due to Florida Turnpike’s budget cuts.

Christina Casado acknowledged Deborah Strelkow and invited her return to January's 2009 CIAB meeting to formally thank her.

Gerard Phillippeaux, District 3 representative, provided some suggestions and comments in regards to marketing the CIAB projects nationwide. Christina Casado, reported that a meeting with the County Communications Department was scheduled to identify ways and channels to market and to showcase the completed projects on Miami-Dade Television. Ms. Casado advised that Penny Lambeth, Miami Lakes, had mentioned in a previous CIAB meeting that there might be other avenues of marketing possibilities with CNN.

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

**Anti-Litter Campaign Update:** Ms. Blanco reported the committee was still under negotiations with the Miami HEAT. The contract with the HEAT ends December 31, 2008. Ms. Blanco advised that the HEAT event that was tentatively scheduled on November 24<sup>th</sup>, 2008 was cancelled. Christina Casado reported that the committee has been trying to get the rights to the PSA in order to continue using it.

**CIAB Poster Contest 2009:** Lina Blanco reported that the Marketing & Education Committee was on schedule with the Clean Up & Green Up poster contest. The poster announcement revisions should be ready soon and will be sent out as an e-mail blast.

**D. Street Tree Subcommittee:** John Oldenburg, City of Miami Beach reported that the Street Tree Guide was in the production and formatting process. The committee is moving forward.

**IV. Report**

**County Beautification Projects (Deferred to CIAB January 2009)**

**VI. Closing Remarks**

Christina Casado shared some announcements. She informed that the City of Miami will be celebrating the 2008 Geographic Information System Day (GIS). Ms. Casado announced that she had attended the City of Miami commission meeting a week ago in which Ms. Regina Hagger (City of Miami) and her group had been honored.

Regina Hagger, City of Miami, invited everyone to attend the City of Miami 2008 National Geographic Information System Day. The event takes place on Wednesday, November 19<sup>th</sup>, 2008 at the Riverside Center Lobby (8:00 a.m.– 3:00 p.m.). Admission is free for those who wish to attend.

Christina Casado announced and invited the board to attend the installation ceremony of the County Mayor and County Board of County Commissioners (BCC). She informed the installation ceremony would take place at 10:00 am Tuesday, November 18<sup>th</sup> at the Performance Art Center (PAC). She also advised that on Thursday, November 20<sup>th</sup> the Board of County Commission Meeting (BCC) will be electing the new BCC Chair.

Christina Casado thanked everyone and wished everyone a Happy Thanksgiving Holiday!

The meeting was adjourned.