



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 28, 2009**



CIAB Members Present

Bill Anderson, GM Convention & Visitors Bureau
Lina Blanco, City of Miami (Solid Waste)
Dr. Claudius Carnegie, Miami-Dade Public Schools
Tsahai Codner, City of Miami Gardens
Jeffrey Dawson, Miami-Dade County (Aviation)
James Kay, City of Coral Gables
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County, Board of County Commission
Elizabeth Ogden, Miami-Dade County (Seaport)
Gus Pego, Florida Department of Transportation
Alyce Robertson, Miami (DDA)
Susan Schreiber, Metropolitan Planning Org. (MPO)
Marie Steril, League of Cities
Juan Toledo, Miami Expressway Authority (MDX)

Participants Present

Mark Brown, MDC District 1
Christina Casado, Community Image
Antonio (Tony) Cotarelo, MDC (PWD)
Steve Duncan, MDC (PWD)
Cesar Garcia-Pons, EDAW
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami (PWD)
Robert Herrera, City of Sweetwater
Rick Johnson, MDX
Leonard Jordan, City of Opa-Locka
Frank Lago, City of Sweetwater
Omar Luna, City of Homestead
Nan A. Markowitz, SFHC-Super Bowl
Doris Mejia-Gomez, Community Image
Claire Mostel, Neighborhood Compliance
Diana C. Perez, MDC District 9
Debora M. Rivera, (FDOT)
Gustavo Santana, EDAW
Nathaniel Surrancy, MDC Solid Waste
Dani Toranzo, Community Image
Bann Williams, Community Image

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed everyone and thanked the Greater Miami Convention & Visitors Bureau for hosting the CIAB meetings.

Chairman Moss called the meeting to order and invited Mr. Bill Talbert and Gene Prescott to update the CIAB on the tourism industry business. Mr. Talbert and Prescott informed that revenues have decreased due to the economy that has affected everyone including the tourism industry. Mr. Talbert and Mr. Prescott informed that the Greater Miami Convention and Visitors Bureau is working very hard in marketing and promoting through different programs in order to keep the tourism business industry on going.

II. Action Items

Approval of Minutes from 11/17/08 Board Meeting: Gianni Lodi, MDC Planning & Zoning moved motion for approval of the minutes. Marie Steril, Councilwoman for League of Cities seconded the minutes. Minutes were approved by Dennis C. Moss, Chair and the CIAB.

III. Updates

A. Office of Community Image

Acknowledgements & Announcements: Christina Casado, Community Image Office recognized Mr. Craig James (FDOT) on his promotion with FDOT.

Ethics Training Announcement: Ms. Casado advised that 2009 Ethics training forms were available for newly appointed board members and also for those individuals that have not had an opportunity to receive the Ethics Advisory Board training during 2008. If any new member needs the Ethics training, please contact the CIAB Board Secretary, Doris Mejia-Gomez.

2009 CIAB Sunset Review: Ms. Casado updated the board on the Sunset Review. Ms. Casado informed that the Sunset Review questionnaire had been e-mailed to all CIAB Members. She advised that the document was pending CIAB's approval. Once CIAB approves the Sunset Review, it will be presented at the Board of County Commission (BCC) for approval. Chairman Moss asked for a motion to approve the Sunset Review. Dr. Claudius Carnegie (MDC Schools) moved the vote and Ms. Alyce Robertson, Miami Downtown Development Authority (DDA) seconded the vote. The Sunset Review was approved by CIAB. Ms. Casado indicated once the Sunset Review is approved by the BCC it will be available on the website.

Approval of the Aesthetic Master Plan (AMP): Ms. Casado updated the CIAB on the final process of the Aesthetic Master Plan (AMP) report. Ms. Casado advised that EDAAW would be presenting the final AMP report later in the meeting. Ms. Casado asked Chairman Moss and advised the CIAB to provide their comments on the AMP report. Ms. Casado proposed that the CIAB Board vote to approve the final report if its contents are acceptable to the members. Upon acceptance by the CIAB Board the AMP report would be presented to the Board of County Commission (BCC) for adoption.

Legislative Update: Ms. Casado reported and provided the board with copies of executed Resolution No. R-1434-08 urging the Florida Legislature and the Florida Department of Transportation to fund roadside beautification programs at no less than 1.5 percent of the cost of construction projects. The resolution was sponsored by Chairman Dennis C. Moss, and co-sponsored by Senator Javier D. Souto. Ms. Casado informed that the resolution has been distributed to CIAB partners.

Ms. Casado also reported that Miami-Dade County is preparing a package to approach the federal government for economic stimulus dollars and requesting federal funding in order to support tree canopy restoration projects. One of the requests made includes \$5 million per/year for 5 years in order to accelerate tree canopy restoration activities.

Dr. Claudius Carnegie (MDC Schools) suggested for the CIAB to make it a priority and to include (if not already included) in the stimulus package the painting and clean-up of metrorails, metromovers stations, and facilities structures.

Chairman Moss agreed will ask that it be included in the County's stimulus package.

Antonio Cotarelo (PWD) informed the board that the Miami-Dade County Public Works Department has identified some areas that qualify for funding under a specific category (CBBG) in the stimulus package. Mr. Cotarelo advised that Public Works Dept. has made a request in the stimulus package from 6-7 Million.

Tree Canopy Restoration: Chairman Moss added that he was committed to presenting a Tree Canopy Restoration Plan to the community and that municipalities must join forces to this end. He asked the CIAB invite the cities to come to the table in pursuing strategic ways to achieve adequate tree canopy restoration and enhancement. Chairman Moss added that the Adopt-A-Tree program should be included in the strategy.

Super Bowl XLIV: Ms. Casado announced that Super Bowl will take place in February 7, 2010. She reported that the CIAB has allocated funding to ensure that the community looks its best for the event. Ms. Casado reported that for the 2007 Super Bowl, significant improvements were made in preparation for the event. Super Bowl 2010 would be another opportunity to make our community sparkle.

Ms. Nan Markowitz, Director of Operations for the South Florida Super Bowl Host Committee 2010 was invited by Ms. Casado to participate in the CIAB meetings. Ms. Markowitz addressed the CIAB and informed that Miami would be having some exciting weeks during the Super Bowl. She advised that the Pro Bowl would be also coming to Miami on January 31st. This is the first time that the Pro Bowl leaves Hawaii in 30 years and added that it was a compliment to Miami. Ms. Markowitz mentioned that she has been driving around Miami and has looked at some of the projects completed by CIAB and complimented the board for them. However, she expressed that there was still a lot of work in order to make South Florida shine. Ms. Markowitz gave an example and pointed out an area which needs work done e.g. (school next to the turnpike needs landscaping). She informed the board that she has met with Alyce Robertson, Miami Downtown Authority (DDA) and Christina Casado, Office of Community Image Office in preparation for the Super Bowl. Ms. Markowitz thanked everyone and said she has faith that this community will shine for Super Bowl 2010.

Ms. Casado reported that \$450,000 has been allocated for Super Bowl 2010 community clean up and tree planting initiatives. The funds will go to tree planting in Districts 2 and District 3 and County-wide aesthetic enhancements, improvements, and increased litter removal cycles in preparation for the Super Bowl.

Mark Brown (District 1) expressed that he has specific concerns he needs addressed in District 1 with regard to Super Bowl events and activities. Ms. Markowitz advised there would be events during the Super Bowl in some targeted areas such as, stadium, Miami Beach, Vizcaya, Inter Continental Hotel (downtown). Ms. Markowitz advised that she could meet with Mark Brown (Dist. 1) to discuss his concerns.

Councilwoman Marie Steril (League of Cities) also expressed her concerns for improvements and enhancements needed along NW 7th Avenue.

Chairman Moss asked that staff follow-up on NW 7th Avenue.

POW-WOW: Chairman Moss asked Ms. Casado to give an update on POW-WOW. Ms. Christina reported that she has been working with Ginny Gutierrez (Greater Miami Convention & Visitors Bureau). Ms. Casado briefed the board that POW-WOW is a very high profile international convention that focuses on the service industry which brings thousands of visitors to Miami. Ms. Casado reported that the Community Image Office is working with Ginny (GMCVB) to identify event sites, corridors and hotels that will be used during the POW-WOW. Ms. Casado informed the CIAB that a punch list will be created like it was previously done for the US Conference of Mayors. Ms. Casado reported that she had been informed that the main focus would be around South Beach and the Downtown area. Ms. Casado informed the board not to be

surprised if they receive a phone call or an e-mail asking them to make landscape improvements or prune trees in the areas within their jurisdiction. POW-WOW is scheduled for May 2009.

City of Sweetwater Update: Ms. Casado reported that the Office of Community Image was working closely with the City of Sweetwater. She reminded the CIAB that the City of Sweetwater was the first municipal partner with the CIAB on tree canopy restoration. Ms. Casado advised that the City of Sweetwater will be planning and event as soon as the trees are planted.

Miami Downtown Development Authority (DDA): Ms. Casado reported that the Office of Community Image has also been working closely with the DDA on maintenance activities in the downtown area, keeping the ramps looking good, aesthetic enhancements and other projects that are coming up.

Alyce Robertson (DDA) updated the board briefly on some of DDA's restoration and enhancements projects. Ms. Robertson informed that the DDA in conjunction with the Brazilian Consulate are planning a festival a dedication to Robert Burle Marx (Landscape Architect). The event will take place sometime in April. Ms. Robertson reported that the DDA is working with the Office of Community Image to hire another NEAT Team crew for the downtown area to specifically maintain the enhancements that are already in place. Ms. Robertson informed that the DDA is funding the Brickell Avenue project a CIAB corridor.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported the inspection from the month of November 2008 to present. He reported that the NEAT Team had completed 4,812 miles on the road; picked up 192 cubic yards of debris; 6,599 miles logged on vehicle; 147 thousand gallons of water; planted 3,340 plants on the ground (landscaped) including the Stephen P. Clark Center, South Miami Metrorail station; 123 miles in landscaping and 123 miles swept. Dani Toranzo asked the board to assist in identifying eyesores and hot spots and to keep him informed of any maintenance issues they come across related to CIAB corridors and gateways.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported that the Committee had met on January 21, 2009. Committee discussed old and new business. Jeff Dawson reported that although the I-95 project has been completed there is still some involvement with enhancements and maintenance issues. Mr. Dawson reported that the NEAT Team (lead by Dani Toranzo) has been doing replacements on some of the plant areas. Jeff Dawson updated the board on the Committee's review for the Brickell Avenue project for which Bann Williams, Landscape Architect designed. Mr. Dawson also updated the board on the Florida City gateway enhancement project. Mr. Dawson informed the board that the Committee's main goal now is to focus on preparing for the Super Bowl 2010. Committee will be creating punch list to identify those corridors and gateways that are in the need of landscaping, cleaning and enhancements. Ms. Casado added that the Committee will be scheduling tours throughout the year in order to identify those corridors.

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

CIAB Poster Contest 2009: Lina Blanco reported the Clean Up & Green Up poster contest announcement was sent out via an e-mail blast on several occasions to the Miami-Dade County School Board Art teachers and Fairchild Tropical Botanic Gardens also sent out an e-mail blast to get the word out to the students. The Miami Herald has also been running the ad on Sundays in the Neighbors Section and it's also announced in the CIAB Website. Ms. Blanco distributed Posters Contest announcements to the board. She advised that the Poster Contest judging date was tentatively scheduled for March 6, 2009 at the Miami Herald beginning at 10:00 a.m. to 12:00 noon. No entries have yet been received; however the Community Image Office has been taking calls. Lina Blanco also reported on the contest divisions, grade categories, and prizes.

Anti-Litter Campaign Update: Ms. Blanco reported that the negotiations for the new contract with the Miami HEAT went well. The contract was signed for \$25,000. Lina Blanco thanked Christina Casado, Alyce Robertson (DDA) and Mayor Manny Diaz for assisting in making phone calls. Lina Blanco briefed the board on what the \$25,000 contract would cover: LED advertising during the pre-events; internet banner advertising in their website with a link of the Slam it, Jam it, Stuff it slogan and PSA; and two Anti-litter messages on their English and Spanish radio broadcasts per game.

Ms. Casado asked the CIAB if everyone had received the link (via e-mail) to the radio broadcast spots recorded in English & Spanish. She also indicated that it was on the CIAB website.

Councilwoman Marie Steril (League of Cities) suggested adding "creole" in the radio broadcast since there is a large community of creole speakers. Chairman Moss and Ms. Casado agreed.

Ms. Blanco and Ms. Casado informed the board on the Super Clean Up event being planned for next year before the Super Bowl. Ms Casado asked the board for ideas on logo for the NEAT Team uniforms. Ms. Blanco suggested that one of the ideas was (CIA) Community Image Ambassador. Ms. Blanco also discussed about branding the CIAB's name and made some suggestions e.g. (Uniforms for NEAT Team with Logo, water bottles to brand CIAB).

Ms. Casado reported to the board that in addition to the radio spot the CIAB was featured in the County's newest public information segment, "Green Scene." This three (3) minute film (currently being edited) should be available within the next couple of weeks "On Demand" on the County website and on MDTV. The program highlights some of the most visible CIAB projects.

D. Street Tree Subcommittee: John Oldenburg, City of Miami Beach unfortunately could not be in attendance due to a Commission meeting (City of Miami Beach). Ms. Casado reported that the committee is now meeting every two weeks in order to accelerate the editing process. She advised the Tree Guide should be available very soon. It's a very technical document. She informed that it was important to the committee experts that we do not have any conflicts with the new landscape code or any other policies. Ms. Casado reported that the committee had started an analysis with the Miami-Dade County computer services department (ESTD). ESTD is using the American Forest software and identify the percentage of tree canopy that are along CIAB corridors. The committee will then prepare a work plan in order to target projects where needed. The committee hopes to report on the process at the March

meeting. Ms. Casado reported that the Department of Environmental Resources and Management (DERM) has just completed another study using the U.S. Forestry Service model (UFORE) and the Street Tree Committee is currently reviewing the data.

IV. Report

County Beautification Projects: Steve Duncan (PWD) reported on behalf of David Cardenas (PWD) who was not able to attend the meeting. Steve Duncan presented a PowerPoint on Roadway Beautification Projects. He reported on expenditures from County funded projects, Florida Department of Transportation's (JPA) Joint Participation Agreements (JPA) and CIAB's partnership projects. Mr. Duncan presented on tree and landscape enhancement installations within the County's Right-of-Ways completed last year. He indicated that over 5,000 Canopy and Palm trees had been planted in 2008. Steve Duncan also reported on the numbers of tree replacements, landscape enhancements, and traffic circles installed. Mr. Duncan advised the CIAB that by the end of September 2009 there will be landscape improvements to NW 7th Avenue.

Aesthetic Master Plan Final Presentation: Cesar Garcia-Pons (EDAW) reported on and explained the intent of the Aesthetic Master Plan (AMP). Mr. Garcia-Pons described the 100-page report and said he hoped that the board had a chance to review it on the CIAB website. Mr. Garcia-Pons briefly showed the slides on the four (4) sections of the report, discussed EDAW's method, and gave an overview of the scope for the AMP. He explained the design recommendations for the County's corridors and facilities, as well as for the different types of gateways (vehicular and pedestrians). Mr. Garcia-Pons indicated that that all of their sources were listed in the appendix.

Christina Casado asked the board (CIAB) for direction on the AMP. She explained that the AMP was a result of a resolution that mandated the County staff (Office Community Image) to identify an Aesthetic Master Plan for the community and to compile the basic landscape minimum standards. Ms. Casado opened up the AMP topic for discussion. Ms. Casado advised once approved by the board (CIAB) the (AMP) report would then be presented to the Board of County Commission (BCC) for approval. Ms. Casado asked the board (CIAB) for motion to approve the (AMP) report. Ms. Alyce Robertson (DDA) moved the vote and Lina Blanco (City of Miami) seconded the vote. AMP report was approved by the board (CIAB). Ms. Casado advised the AMP report would be presented to the BCC in April 09.

V. Recap of Action Items 01/28/09

- **Follow-up NW 7th Avenue**
- **Master Plan Tree Canopy restoration**
- **CIAB Posters in Government Center and library**
- **Explore marketing in Creole**

VI. Closing Remarks

Ms. Casado thanked the board (CIAB).

The meeting was adjourned.