



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
March 24, 2009**



CIAB Members Present

Bill Anderson, GM Convention & Visitors Bureau
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Kenneth E. Gardner, TARC
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County
Board of County Commission
John Oldenburg, City of Miami Beach
Alyce Robertson, Miami (DDA)
Marie Steril, League of Cities
Jesse A. Stubbs, Designee/MDC Commission (Dist1)
Sam Walthour, Miami-Dade County (NCO)
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Mark Brown, MDC District 1
Christina Casado, Community Image
Antonio (Tony) Cotarelo, MDC (PWD)
Yvette Cunningham, MDC (NCO)
Gianno Feoli, Calvin Giordano & Assoc.
Luis Andres Gazitua, Office of the Mayor
John Gochnauer, Landscape Architect
Marietta Gutierrez, Community Image
Omar Luna, City of Homestead
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Suzanne Salichs, Office of the Mayor
Deborah Strelkow, FDOT
Nathaniel Surrancy, MDC Solid Waste
Bill Talbert, GMC&VB
Dani Toranzo, Community Image
Alissa Turteltaub, MDC Park & Recreation
Karen A. Tynes, Miami Herald/NIE
Bann Williams, Community Image

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed CIAB members and Participants. Chairman Moss thanked Bill Talbert and Bill Anderson (Greater Miami Convention & Visitors Bureau) for hosting the CIAB meetings as usual.

Chairman Moss called the meeting to order and invited Bill Talbert to update the CIAB board. Mr. Talbert congratulated Chairman Moss on behalf of the Greater Miami Convention and Visitors Bureau for his leadership as Chairman and in conducting a great BCC meeting on Monday, March 23, 2009. Mr. Talbert proceeded to update the CIAB on how the tourism industry is doing. He passed around an article from the (USAE News) weekly community newspaper of associations, CVB's and hotels. The article showed photos of the Miami CVB in New York in early March. Mr. Talbert reported the "good news" on rates and hotel occupancy for the month of February. Mr. Talbert said average rates are up. Miami Dade County continues to take the lead in the hotel industry.

II. Action Items

Approval of Minutes from 01/28/09 Board Meeting: Dr. Claudius Carnegie, Miami-Dade Public Schools moved motion for approval of the minutes. Marie Steril, Council women for League of Cities second the minutes. Motion to approve the minutes was approved by Dennis C. Moss, Chair and the CIAB.

Acknowledgements: Deborah Strelkow with (FDOT) formerly a representative at CIAB with the Florida Turnpike Authority was recognized and awarded with a Certificate of Appreciation by Chairman Moss.

III. **Updates**

A. **Office of Community Image**

Landscaping Projects Update: Christina Casado, Community Image Office was very excited to report that since the last CIAB meeting the Community Image Office has been very busy with a variety of projects that are now complete. Ms. Casado also reported on upcoming projects. She presented before and after photos on the three (3) most recently completed landscape projects. Two of the projects are government facilities and the third project is in the City of Sweetwater (CIAB partner). The projects completed are: (1) Government Center Fountain landscape enhancements at (2) South Dade Government Center landscape enhancements and (3) City of Sweetwater Beautification Project.

Christina Casado recognized and thanked Alyce Robertson (DDA) for donating the planters and Bann Williams (PWD) Landscape Architect for the design. Ms. Casado also thanked Dani Toranzo and the NEAT Team for all the effort and hard work they put in to make it possible to complete these projects.

Ms. Casado invited the CIAB and asked for everyone to block out the date in their calendars for the ribbon cutting ceremony on April 30, 2009 at the City of Sweetwater (the invitation will be e-mailed).

Marketing and Outreach Projects: Christina Casado reported being very busy in filming segments and recording anti-litter radio spots during the past several months. She reported the filming of the “Green Scene” and invited the board to go on line and watch the three minute video on demand. The video discusses the efforts of Miami-Dade County to beautify and to restore tree canopy. The spot covers the “V”, NW 27th Avenue, and CIAB’s beautification projects in conjunction with Miami Gardens and City of Opa-locka corridors. She encouraged the board members and participants to go to the Community Image link and take a look at what has been accomplished.

Christina Casado informed that she and Lina Blanco (City of Miami) had been invited to speak on beautification efforts at the City of Miami’s local community program. The interview was filmed and should be aired soon on WLRN. Ms. Casado reported that she was recently interviewed by the Chile T.V. station on beautification.

Christina Casado reported the filming of two radio spots for the Anti-Litter Campaign. She advised that it will be airing at every Miami Heat game in two different languages (English and Spanish).

Ms. Casado informed the board that she has been invited to attend several community presentations as a speaker. She attended the Parks Partnership Workshop and talked about what the CIAB is doing as far as gateways-corridors and aesthetics changes. Ms. Casado gave them an overview on the many different projects the CIAB is working on at the present time. Christina Casado reported that the City of Sunny Isles is very much impressed with some of the projects accomplished by the CIAB and have expressed their interest in partnering with the CIAB.

Ms. Casado informed that she has been asked to speak at the “Miami-Dade College Career Day” and the “Native Plant Society” event in which she will be addressing Tree Restoration in Miami-Dade.

Ms. Casado demonstrated and passed around a color copy picture of a model “T” shirt to brand the CIAB Neat Teams as mentioned by the Marketing Committee in the previous meeting.

Upcoming Projects: Christina Casado advised the board on upcoming projects ahead. She reported that on May 9, 2009 the Vizcaya (main gate) will be re-landscaped (getting a “face lift”). CIAB and Hands on Miami will be assisting in this project.

Christina Casado announced that later in the meeting Luis Andres Gazitua, Special Advisor to Mayor Alvarez would be presenting and discussing the “V” a new initiative project that Miami-Dade County has started.

Super Bowl/Pow Wow Update: Christina Casado distributed the Super Bowl and Pow Wow task list and asked everyone to review it. She advised that there would be plenty of work to complete in preparation for the Super Bowl, Pow Wow and Pro Bowl, three major and important events for Miami. Ms. Casado reported that inspections are being done frequently (driving around the community) in order to identify the problems and areas in preparation for the Pow Wow which is the first event coming up.

Tree Restoration Initiatives/Economic Stimulus: Christina Casado updated the CIAB regarding federal grants opportunities for funding Miami-Dade County tree restoration activities. Ms. Casado presented some of the preliminary projects and reported that the office of Community Image is working with the County Executive Office staff in order to put together a collective request for Miami Dade County.

Chairman Moss asked that a meeting be set up to invite all of the municipalities to discuss a long term strategy for restoring the canopy

Christina Casado invited the CIAB and encouraged the board to participate in the Mercedes-Benz Corporate Run, on April 30, 2009. Ms. Casado indicated that she would organize a CIAB Team if anyone was interested in signing up.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported the 6,182 miles were driven; 65 yards of debris picked up per truck; 327 cubic yards of debris last month. Dani Toranzo reported that the CIAB Teams will continue to work the downtown area, the American Airlines Arena, and the Adrienne Arsht Center to assist with the preparation of the Pow Wow.

Alyce Robertson (DDA) expressed some of the concerns on Brickell area after a walk through last week. Ms. Robertson reported that Debora Rivera (FDOT) was present as well as other City representatives. Ms. Robertson informed that a list had been compiled after the meeting which she can provide. Dani Toranzo volunteered to assist and to collaborate with other partners to assist.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported the Committee met on March 18, 2009. Committee discussed focusing and getting ready for Pow Wow and Super Bowl. Jeff Dawson informed that the Landscape Committee is planning another tour on April 27th which is two weeks before the event. The Pow Wow event begins in May 16th and ends on May 20th. Once Pow Wow is over, the Committee will then focus on Pro Bowl and the Super Bowl the rest of the year. Mr. Dawson reported that the Committee has identified some special projects in preparation for the Super Bowl. Miami Gardens is looking at water features near Calder Race Track and the Dolphin Stadium. Committee is also looking at Opa-locka and 37th Avenue Connector. The Public Works (R.A.A.M.) Department has also other projects in the area.

Alyce Robertson (DDA) and Christina Casado expressed their concerns with the Pow Wow group being around the Bayside area and the deplorable condition (broken pavers) at the Bayfront Metromover station. Ms. Casado informed that it was an FDOT signalization project which needs to be completed prior to the Pow Wow event.

Jeff Dawson updated the CIAB on the new landscape project at Miami International Airport (MIA). It is the largest landscape project that the State of Florida has funded and implemented (7.4 Million). Jeff Dawson informed that it was a joint project between FDOT and the Aviation Department. Mr. Dawson reported the project is now 30% complete (trees have planted). Once the project is completed, the Aviation Department will be responsible for the maintenance. Jeff Dawson presented slides and the actual project plan.

C. Marketing & Education Subcommittee: Christina Casado, Community Image Office

CIAB Poster Contest 2009: Christina Casado reported on behalf of Lina Blanco (City of Miami) who could not be present. Ms. Casado reported that over 1100 poster entries had been received at the Miami Herald this year. We had a good number of poster entries, although the Water and Sewer Department poster contest overlapped with the CIAB's poster contest dates. Christina Casado recognized and thanked Karen Tynes from the Miami Herald for all the hard work and effort she put into the CIAB poster contest. Ms. Casado presented photos (slides) of all the winning posters and invited the CIAB to participate in the ceremony in which students will be recognized and be awarded with the prize. The ceremony will take place at the Board of County Commission Meeting (BCC) on Tuesday, April 21, 2009. Ms. Casado advised the board to be on the look out for the email with the information. She informed that the winning posters will be on display March 26 thru April 12, 2009 at the Miami-Dade County Fair (Expo Center). Christina Casado asked the Greater Miami Convention & Visitors Bureau (Bill Talbert) if they would assist with gifts for the teachers as they have done in the past.

Street Tree Subcommittee: John Oldenburg, City of Miami Beach reported that the Tree Committee has been meeting often and they are making progress in finalizing the Tree Guide. Mr. Oldenburg thanked some of the Tree Committee members for their hard work and participation. Mr. Oldenburg informed that putting together all the documents required for the Tree Guide was not an easy task. However, once the Tree Guide is completed and presented to the board it was going to make an impact. He said the Tree Guide would be very useful. Mr. Oldenburg informed the board of the opening of a new park in Miami Beach and invited everyone to go and visit.

Gianni Lodi (Miami-Dade Planning and Zoning) announced that the Landscape Code Update and the Right-of-Way Landscape Code would be going to the Budget, Planning & Sustainability Committee Public Hearing on Tuesday, April 14, 2009. He informed that if all went well at the public hearing the Ordinance would be adopted in May 2009.

IV. Report

Wayfinding and Signage Plan: Alissa Turteltaub, Miami-Dade Park and Recreation thanked the CIAB members for the opportunity to present to the Board the Wayfinding and Signage Plan. Ms. Turteltaub opened up the presentation by introducing the context of the plan and briefly described the Wayfinding and Signage Plan as being an element in support of the Open Space Mater Plan (previously presented by Maria Nardi to the board). Alissa Turteltaub presented photos and talked about the benefits that the signage plan brings to Miami-Dade County. During the presentation Ms. Turteltaub covered topics such as the Marinas, Parks, Trails; Greenway Facility; Trails, Way Finding; Facility Signs and Facility Kiosk Maps. Please refer to the CIAB website for further information on this presentation.

Volunteer Partnership Opportunities: Luis Andres (Andy) Gazitua, Special Advisor to Carlos Alvarez, Miami-Dade County Mayor. After introduction, Luis Andres briefly talked about Mayor Alvarez's new initiative ("V") an initiative actually for the community. Luis Andres explained on why the name "V" and the idea behind the initiative. He explained that "V" stands for volunteers and expressed that "V" contributes to improving the quality of life in our community through volunteerism. It draws on the collective efforts of government, business and the community to make Miami-Dade County a better place to live. Luis Andres informed that the "V" website launched last week (iaminvolved.org) and will be partnering with Comcast, Hands on Miami and City Year. Luis Andres ended his presentation by inviting the CIAB to participate in a clean up event in May 09.

V. Recap of Action Items 03/24/09

- **Bayfront Metromover station (pavers) FDOT (Chairman Moss)**
- **CIAB Poster Contest Ceremony – BCC on April 21, 2009**
- **Public Hearing Ordinance (Landscape & R-0-W) – BCC on April 14, 2009**
- **CIAB Tour (Punch List) April 27, 2009**
- **City of Sweetwater Ceremony – April 30, 2009**
- **Volunteer Partnership (iaminvolved.org) Event May 2, 2009**
- **Tree Canopy Restoration Meeting w/Partners and Municipalities**

VI. Closing Remarks

Chairman Moss thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.