



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
April 29, 2009**



CIAB Members Present

Bill Anderson, GM Convention & Visitors Bureau
Lina Blanco, City of Miami (Solid Waste)
Sharie Blanton, Designee/MDC Commission (Dist7)
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)
Penny Lambeth, Town of Miami Lakes
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County
Board of County Commission
Elizabeth Ogden, Miami-Dade County Seaport
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Marie Steril, League of Cities
Jesse A. Stubbs, Designee/MDC Commission (Dist1)

Participants Present

Carlos Alvarez, Mayor (MDC)
W. Ajibola Balogun, City of South Miami
Michael Bienvenu (FDOT)
Mark Brown, MDC District 1
Esther Calas, MDC (PWD)
Christina Casado, Community Image
Rudy De la Torres, City of South Miami
Maria Garcia, City of South Miami
Horace G. Feliu, Mayor, City of South Miami
Marietta Gutierrez, Community Image
Jinny Gutierrez, GMCVB
Robert Herrada, City of Sweetwater
Rick Johnson, Miami Expressway Authority
Omar Luna, City of Homestead
Joe McCray, GMCVB
Ita Moriarty, GMCVB
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Tony Quintero, MIA (Aviation Dept)
Eric Silva, MDC (Planning & Zoning)
B.A. Washington, MDC (Solid Waste)

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed Carlos Alvarez, Mayor of Miami-Dade County and Horace Feliu, Mayor from the City of South Miami. Chairman Moss thanked both mayors and said it was an honor to have them present at the CIAB meeting. Introductions began.

Chairman Moss thanked the CIAB and the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings. Chairman Moss asked the (GMCVB) to update the CIAB on tourism industry business in Miami-Dade.

Bill Anderson (GMCVB) introduced Ita Moriarty, Senior Vice President from sales with the (GMCVB). Ms. Moriarty reported on behalf of Bill Talbert who was out of town (NYC) promoting business for the forthcoming Super Bowl in Miami. She updated the Board and shared some of the statistics for expected attendance and impact of the POW WOW. Ms. Moriarty informed that about one thousand travel agents from around the world are expected in Miami. Fifteen hundred International & Domestic buyers and around seventy countries will be represented at the International POW WOW beginning May 17, 2009.

Joe McCray (GMCVB) talked about the importance of conventions and provided updates. Ms. Ita Moriarty thanked Chairman Moss and the CIAB Board for their efforts and assistance.

II. Action Items

Approval of Minutes from 03/24/09 Board Meeting: Marie Steril, Council woman for the League of Cities, moved motion for approval of the minutes. Alyce Robertson, Miami Downtown Development Authority (DDA) seconded the minutes. Motion to approve the minutes was approved by Dennis C. Moss, Chair and the CIAB.

(Agenda out of order)

IV. Reports

City of South Miami Beautification Initiatives: Mayor Horace Feliu (City of South Miami) thanked Chairman and the CIAB members for their help and collaboration provided to the City of South Miami with some of the enhancements. During the presentation Mayor Feliu showed photos (slides) of Historic sites, Buildings and Parks which were recently renovated, re-surfaced or re-landscaped. Some of the improvements included ground covers and the planting of native palms trees in some of the parks. Mayor Horace informed that the City of South Miami has an arborist and talked about the benefits of urban tree canopy and planting more trees. He also talked about the aesthetic and beautification initiatives in development projects within the City of South Miami. Mayor Horace Feliu commended CIAB for a job well done at the Miami International Airport (MIA). He thanked the Board for allowing him to present the City of South Miami's Beautification Initiatives at the CIAB meeting. (To view this presentation please refer to the CIAB Website)

Chairman Dennis C. Moss asked Christina Casado to briefly update Mayor Alvarez and Mayor Feliu about CIAB's mission and the recent bus tour.

III. Updates

A. Office of Community Image

POW WOW/SUPERBOWL Bus Tour and Updates: Christina Casado (Community Image Office) explained the role of CIAB's mission. She explained that the mission was to keep the quality of "aesthetics" in the community which plays an important and vital role. Ms. Casado talked about the bus tour traveled on Monday, April 27th in preparation for the POW WOW. She reported that Miami-Dade Transit Department hosted the bus tour and that the CIAB along with all partners and municipalities (FDOT, MDX, DDA, City of Miami and the Super Host Committee) toured the corridors and other areas in the community to identify the areas of events and any areas in need of maintenance. During the tour, the focus was on making certain that the transit system looked good and was clean, graffiti is cleaned up, and road/highway signs are in good shape and visible. Ms. Casado also mentioned replacing dead trees along the travelled corridors.

CIAB Poster Contest 2009: Christina Casado briefed both Mayors on the Marketing & Education Subcommittee to which Lina Blanco (City of Miami) is the chair and Dr.

Carnegie (Miami-Dade Public Schools) is the contact between the CIAB the School Board.

Ms. Casado explained how the Clean Up and Green Up Poster Contest educates the students by encouraging them to illustrate and use their creativity through the art work by displaying on how our community could be cleaner and greener. Ms. Casado reported that this year the CIAB had received eleven hundred entries. For the High School level the first and second prize student winners were from New World School of the Arts. Christina Casado informed that this year a tree will be donated to each of the winning schools.

CIAB Accomplishments 2000-2008: Christina Casado began by explaining the CIAB's background and how it started. Ms. Casado informed that the CIAB began as a Committee in the year 2000. It was then established as a permanent Advisory Board by a resolution in 2002. Christina Casado talked about the CIAB's strength and how the members and partners work together in collaboration to get things done. Ms. Casado described some of the CIAB's objectives and goals. While describing the objectives and goals, Ms. Casado mentioned the following: finding solutions to enhance (aesthetically) the quality of roadways, corridors and transportation gateways; increasing and restoring tree canopy, developing landscaping projects; proper and continued maintenance of grass in and around our main roadways and transportation gateways; proper maintenance around the Metrorail and Metromover; the elimination of graffiti, litter and trash to promote a cleaner and greener Miami-Dade County for the community, residents and tourism; the enhancement of water retention areas; the enhancement of all roadways serving tourist transportation terminals, such as the airport, seaport and train station; and much more.

Christina Casado talked about the CIAB's accomplishments during the last few years through the CIAB's Landscape Project Subcommittees, chaired by Jeff Dawson (Miami-Dade Aviation); Marketing & Education Subcommittee, chaired by Lina Blanco (City of Miami) and Street Tree Subcommittee, chaired by John Oldenburg, Assistant Director of the City of Miami Beach Parks & Recreation. Ms. Casado talked about the Tree Guide, which will be published soon and educates on the proper care for trees and about the Street Tree Master Plan, a policy document, which was approved in 2007.

Ms. Casado indicated that it is a constant battle in identifying and maintaining the areas and priority gateways and corridors. This is one of the reasons that the bus tours are scheduled in order to achieve the CIAB's goals and to continue with the mission.

Christina Casado explained how the NEAT Team was established. She explained the duties and responsibility of the NEAT Team, which is to enhance aesthetics by planting trees, watering, installing landscaping projects, and ensuring proper maintenance of corridors by responsible agencies.

Christina Casado presented to the Board and guests with a PowerPoint presentation with before and after photos of different projects that the CIAB has accomplished in conjunction with other partners. Ms. Casado talked about the City of Miami Gardens NW 27th Avenue Beautification Project (won an Outstanding Project award last year) and another signature project that won an Achievement award was the "Greening of

the V” (I-95). Ms. Casado showed pictures of MDX System Wide Aesthetics Landscaping (highways) Projects.

Christina Casado presented photos on several transit beautification projects accomplished in partnership with Miami-Dade Transit: Vizcaya Station, Overtown Transit Village, Bayfront Park Metromover, and others.

Christina Casado showed pictures of the Seaport entrance and the magnificent landscaping job done by CIAB and partners.

Ms. Casado invited CIAB members and participants to join the ribbon cutting ceremony (beautification event) for our municipal partner, City of Sweetwater on Thursday, April 30th 2009.

Christina Casado talked about the Anti-Litter Campaign and the Public Service Announcement with the Miami Heat. Ms. Casado showed pictures of other projects such as the South Dade Government Center, and the SPCC Government Center Fountain which was recently completed.

Christina Casado informed the CIAB on upcoming projects, the “V” which is Mayor Alvarez’s volunteer initiative project scheduled on May 9th. She reported that there will be three Metromover stations renovated (landscaped) using City Year volunteers and in partnership with Hands on Miami.

Ms. Casado covered the topic on the Tree Canopy restoration. She said it was absolutely imperative for CIAB to get additional funds from (federal grants/stimulus dollars) to continue tree plantings and programs such as Adopt-A-Tree.

Ms. Casado discussed the Aesthetics Master Plan which will go before the Miami-Dade County Board (BCC) soon and be on the web portal.

Chairman Dennis C. Moss thanked Christina Casado for a great presentation. He thanked both Mayors, Assistant County Manager Ysela Llort, and all partners for their constant support.

Mayor Alvarez thanked Chairman Moss for his leadership and Christina Casado for an excellent presentation. Mayor Alvarez thanked the CIAB and all of the partners for doing an excellent job. He said it was all about partnerships and working together to make Miami-Dade County a better place live in and for tourist to find it pleasant when visiting Miami-Dade. Mayor Alvarez commended Mayor Feliu (City of South Miami) for doing such a great job in beautifying the City of South Miami.

Mayor Feliu thanked Mayor Alvarez, Chairman Moss, CIAB, and said the CIAB has made a big difference.

POW WOW Punch List: Christina Casado reported that the final revised punch list would be sent out via e-mail.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that 3,500 miles were driven during inspections; 100 miles of sweeping; 1,600 miles in the water truck. Dani Toranzo reported the NEAT Team completed various projects: City of Sweetwater medians, Homestead-Florida City median improvements, completion of tree trimming transit stations the Omni and College Bayside which will be landscaped very soon in preparation for the POW WOW. Dani Toranzo reported that the other

project on the NEAT Team's list is Super Bowl. He reported that he is doing a preliminary inspection on some of the sites and reports that 80% of the plant materials the NEAT Teams has planted in the ground have survived. Therefore, he believes it will be very minimal impact on planting for the event.

Christina Casado announced that the Landscape Code Ordinance would be going before the BCC for second and final reading on Tuesday, May 5th 2009 for those interested in knowing how it would impact your jurisdiction and municipality.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported that the Committee met on April 15th, 2009. Mr. Dawson informed the committee has been focusing in POW WOW. He reported the refurbishing of the Metro mover stations. Mr. Dawson informed that the DDA has been very helpful in providing mulch to some of the landscaped areas to make it look nice and clean. Mr. Dawson also reported on work done to the 395 ramps. Jeff Dawson said once completed with POW WOW the Committee will then be focusing on Pro Bowl and Super Bowl 2010. Mr. Dawson reported that the Committee has identified nine other projects with the Public Works Dept. (RAAM Division). One of the projects is near the Opa Locka Airport (37th Avenue Connector -- DIST1) median that will be worked on. Jeff Dawson reported on the Florida City Project. Mr. Dawson reported that the Committee will soon be scheduling a visit to Krome-8th Street which is another project they will be working on.

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

CIAB Poster Contest 2009: Lina Blanco, Chair for the CIAB Poster Contest thanked everyone who attended the Poster Contest Ceremony at the Board of County Commission Chambers, on Tuesday, April 21, 2009. Ms. Blanco informed that the committee was waiting to hear from the School Board, as the MDC School Board would also have a presentation for the winning students. The winning Posters were displayed at the Miami-Dade County Fair. Ms. Blanco reported that the posters are now being displayed at the SPCC (Government Center) and that next week the poster will be displayed at the City of Miami. Ms. Blanco also informed that two of the winning students (twins) are from the New World School of the Arts, in case anyone was interested in looking at their website links, to contact her. Lina Blanco acknowledged and recognized Marietta Gutierrez (Community Image Office) for all of her effort, hard work in going beyond her duties to make the Poster Contest a successful contest. Lina Blanco and Christina Casado reported on the CIAB branding. Ms. Casado shared some of the ideas the committee has come up with which is CIAB in Face book. Ms. Blanco reported that the CIAB NEAT Team would be filming at one of the Miami-Dade County Library on Thursday, April 30, 2009.

Street Tree Subcommittee: John Oldenburg, City of Miami Beach reported that the Tree Committee has been meeting on a regular basis. Mr. Oldenburg reported the Committee has made much progress in finalizing the Tree Guide and indicated that the Tree Guide is now 75% to 80% completed. Mr. Oldenburg reported the primary focus now for the Committee is more visual and adding pictures to the final editing of the Street Tree Guide.

Chairman Moss asked John Oldenburg and Christina Casado (Street Tree Subcommittee Committee) to come up with a plan and invite all the partners and municipalities, to bring in the experts (arborist, etc...) and to get involved in putting together a plan to enhance the communities and to bring the resources to find the funds to reach the 30% canopy through a process that everyone can benefit from.

V. Recap of Action Items 04/29/09

- **Status of Pink Wall Phase 2 (Ola Aluko)**
- **Landscaping Project Updates (David Cardenas)**
- **City of Miami Gardens (Mayor's Presentation)**
- **Tree Canopy Restoration Plan meeting with Partners and Municipalities**

VI. Closing Remarks

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

The meeting was adjourned.