



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
May 27, 2009**



CIAB Members Present

Bill Anderson, Greater Miami Convention & Visitors Bureau (GMC&VB)
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
Tsahai Codner, City of Miami Gardens
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Kenneth E. Gardner (TARC)
Dennis C. Moss, Chairman, Miami-Dade County Board of County Commission
Elizabeth Ogden, Miami-Dade County Seaport
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Susan Schreiber, MPO
Marie Steril, League of Cities
Jesse A. Stubbs, Designee/MDC Commission (Dist1)
Sam Walthour, Miami-Dade County ONC
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Ola Aluko, City of Miami
Mark Brown, MDC District 1
Christina Casado, Community Image
Shirley Gibson, Mayor, City Miami Gardens
Marietta Gutierrez, Community Image
Ginny Gutierrez, GMC&VB
Regina Hagger, City of Miami
Rick Johnson, Miami Expressway Authority
Tom Spehar, MDC Planning & Zoning
Omar Luna, City of Homestead
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Bill Talbert, GMC&VB
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)

I. Welcome and Introductions

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings.

Chairman Dennis C. Moss welcomed Hon. Shirley Gibson, Mayor City of Miami Gardens. The introductions began.

Chairman Moss asked Bill Talbert (GMCVB) to update the CIAB on the tourism industry. Bill Talbert (GMCVB) updated the board on the promotion and bidding process for the Super Bowl and Pro Bowl 2010 and 2013. Mr. Talbert also reported on the POW WOW Conference preparation and the CIAB bus tour held on April 27th. Bill Talbert showed before and after pictures of downtown areas accomplishments performed by the CIAB Partners in preparation for the POW WOW Conference. Mr. Talbert discussed the Miami Herald comments and reported that the POW WOW Conference was a success.

Chairman Moss announced that the CIAB is holding a workshop on June 10, 2009 from 10:00 a.m. to 12:00 Noon at the Greater Miami Convention and Visitor's Bureau in preparation for the Pro Bowl and Super Bowl 2010.

IV. Reports (Agenda out of order)

City of Miami Gardens – Beautification Initiatives: Mayor Shirley Gibson (City of Miami Gardens) thanked Chairman Moss for his vision and initiative in beautifying Miami-Dade County. Mayor Gibson spoke about the importance of aesthetics in Miami-Dade County. She presented photos (before and after) of some of the City's major landscape projects such as: The NW 27th Avenue Corridor (Award Winning Project); County Line Road; NW 151 Street; and State Road 7 (441). Mayor Gibson expressed the importance of working together and of partnerships. She noted, for example, the City's successful partnership with FDOT. She spoke about landscape enhancements and volunteer projects, and community involvement projects such as the City Beautification Award Winners Program for the City of Miami Gardens residents. She informed the board of their Code Enforcement and Litter Reduction Campaign programs. Mayor Gibson said that the City of Miami Gardens was thankful to the Florida Division of Forestry and the Urban Community Grants Program. Through a grant, the City of Miami Gardens was able to purchase a water truck, a heavy-duty stump grinder, and trees. Mayor Gibson reported that the City of Miami Gardens had won First Place in the nation for their Public Service Announcement (PSA) from Keep America Beautiful. The PSA was played for the board members at the meeting. (Please refer to the CIAB Website to view this presentation).

II. Action Items

Approval of Minutes from 04/29/09 Board Meeting: Dr. Claudius Carnegie, Miami-Dade County Public Schools, moved for approval of the minutes. Kathleen Woods-Richardson, Miami-Dade Solid Waste Management, seconded the motion to approve the minutes. The motion to approve the minutes was approved by Dennis C. Moss, Chair and the CIAB.

III. Updates

A. Office of Community Image

POW WOW Report: Christina Casado (Community Image Office) reported there had been articles, newspaper clippings, and media sources talking about the success of the POW WOW conference.

An article was written by a journalist from Argentina that talked about POW WOW, noting the high-quality and accessible transportation/transit we have in Miami.

Christina Casado thanked everyone who participated at the City of Sweetwater's Ribbon Cutting Ceremony event on April 30, 2009. Chairman Moss and Vice Chair "Pepe" Diaz were present. She reported that the event had gone very well.

Ms. Casado reported on the "V" initiative. Ms. Casado informed that after Mayor Alvarez's visit to the CIAB meeting on April 29, 2009 the "V" initiative had launched its first volunteer project during POW WOW by landscaping two Metro mover stations

(Omni and College Bayside). Approximately seventy (70) volunteers from an organization called "City Year" were at the event including the CIAB/NEAT Team who assisted with the project. (Photos presented).

Christina Casado also reported that the NEAT Team worked on several other projects while getting ready for POW WOW. One of the projects was the West Flagler Library. The NEAT Team worked on the facilities and planted a beautiful Native Plant Garden for the West Flagler Library. This project was featured on the County's program "Inside County Jobs."

Christina Casado thanked all the CIAB Partners and Agencies (FDOT, City of Miami, PWD, DDA, FPL, MDT, MDX, Aviation and the City of Miami Beach) for their responsiveness in the clean up effort project for POW WOW.

Ms. Casado thanked everyone who participated in the Corporate Run (April 30, 2009) and said she hopes to have a larger team next year.

Christina Casado reported that the final report to the Aesthetics Master Plan will be printed soon. The item will then go to the Agenda Office and then to the Board of County Commissioners (BCC). Ms. Casado reported that the CIAB has been implementing the principles of the plan with the projects completed in some of the public facilities in Miami-Dade County: Government Center (Fountain project); West Flagler Library; and South Dade Government Center. Ms. Casado showed before and after pictures of the Library project. Christina Casado reported that she hopes to identify more opportunities in public facilities to continue improving the aesthetics of Miami-Dade County and continue to work towards achieving the goals of the Aesthetics Master Plan.

Ms. Casado updated the board briefly on some of the Marketing and Outreach projects: She was happy to report that the Miami-Dade County Communications Department approached her to film and highlight the CIAB Ambassadors. They filmed a ten minute spot at the West Flagler Library as part of a County program called "Inside County Jobs." The show should be finished by June, at which time it will be available online and on Miami-Dade Television.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that the CIAB ambassadors drove a total of 15,023 miles; 2600 miles of road inspected; 234 miles of sweeping; 869 miles in the water truck. A total of 6,785 miles of Debris Collection/Inspection of corridors and 24 Cubic Yards of Garbage picked up. Dani Toranzo reported that the NEAT Teams focused all of their efforts and concentrated in the downtown area in preparation for the POW WOW. Mr. Toranzo reported that a total of 17,040 hours (staff hours) was put into this effort.

- B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported that the Committee met on May 20th, 2009. Mr. Dawson reported that POW WOW is completed and the committee will focus on the Pro Bowl and Super Bowl 2010. Mr. Dawson mentioned that the CIAB Workshop for these events would be held on June 10, 2009. He reported that the Public Works Department (David Cardenas) will be heavily involved in the beautification process for the Pro Bowl/Super Bowl. Jeff Dawson reported that the Committee is looking at a possible site for a signature landscaping project at the Stadium, possibly at the nearby interchange of the Florida Turnpike. Jeff Dawson advised that the Committee is considering a new site for our partnership with Hands on Miami for their annual "Hands on Miami" event. Mr. Dawson reported the Committee is planning a field trip to Krome-8th Street on June 5,

2009. Jeff Dawson also reported the Committee is also looking for sites in County Commission Districts 12 and 13. The Landscape Subcommittee will be planning a trip to visit some of these sites (in Districts 12 and 13) for possible landscape enhancement projects.

Chairman Moss thanked all CIAB Partners who participated and attended the CIAB Poster Contest School Board Ceremony and commended Lina Blanco (Marketing and Education) for a job well done with the CIAB Poster Contest 2009.

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 CIAB Poster Contest Ceremony at the School Board on May 20, 2009. Ms. Blanco informed that the winning students were recognized. Ms. Blanco reported that a tree would be donated to each school that had a Clean Up and Green Up poster contest student winner. Ms. Blanco extended an invitation on behalf of two student winners from the New World School of the Arts, to attend an Art Gallery Display on Friday, May 29th from 6:00 p.m. to 9:00 p.m.

Anti-Litter Campaign: Lina Blanco reported that the Marketing & Education Subcommittee met with Radio Disney. She advised that the next step for the Marketing Subcommittee would be to meet with the City of Miami and Miami-Dade County (Solid Waste Department) and to discuss ideas for a new anti-litter campaign. Lina Blanco reported that the CIAB Ambassadors had been filmed (Inside County Jobs) and that the link would be e-mailed to the CIAB members and participants in June.

Ms. Blanco reported that the City of Miami (Solid Waste Department) painted, cleaned up, and removed graffiti in preparation for the POW WOW. She thanked the Community Image Office for all of their help.

Street Tree Subcommittee: Christina Casado updated the board on behalf of John Oldenburg, Chair of the Street Tree Subcommittee who could not be present. Ms. Casado thanked MDX for their work in the removal of the dead sabal palms in preparation for the POW WOW. Ms. Casado reported the Street Tree Subcommittee is still working on the tree guide. It's on a final format. Ms. Casado reported that the Tree Committee is trying to convene an Urban Tree Forest Consortium (Tree Restoration Summit) with local leaders to get them involved. The Committee hopes to do the Summit this summer. Ms. Casado reported the Tree Committee is looking forward to having the Tree Guide published after the Summit is held. Christina Casado talked about federal funding opportunities, stimulus, and the federal package.

Chairman Moss expressed that the Tree Summit will be the perfect opportunity for all of the partners to work together on a project that would benefit the entire community.

Super Bowl Beautification Efforts Update Districts 2 & 3: David Cardenas updated the board on Super Bowl Beautification Projects in Districts 2 and 3. Mr. Cardenas reported that Public Works Department inspected nine sites and arranged a plant list for the nine sites (list distributed at the CIAB meeting). Mr. Cardenas also reported that he had met with the area District(s) Commissioner. He reported that PWD is getting ready to move forward with the planting projects which are scheduled to take place in mid-June. David Cardenas reported that another meeting would take place with CIAB members in June to discuss all other areas and their needs regarding the Beautification efforts for the Super Bowl. Mr. Cardenas reported that a request for additional funds had been submitted for tree trimming and also mulching. As soon as

funds become available the projects would begin. The PWD has begun to get ready for the projects, they have taken the before pictures and will take after pictures once the plantings are completed.

Chairman Moss expressed his interest in the water fountain feature issue and the partnership with the City of Miami Gardens. Chairman Moss asked Christina Casado to look into assisting Miami Gardens and spoke about how MDX is looking to do a water fountain feature at 836 and the Turnpike. This was one of the CIAB's initial potential projects along with lighted water features near Miami International Airport.

Rick Johnson (MDX) reported and informed Chairman Moss and the board that MDX has in the works a fountain project at the corner of the Turnpike and SR836.

Chairman Moss invited Rick Johnson (MDX) to present to board and provide an update on the water fountain project (turnpike and SR836).

Update on the Pink Wall Phase 2: Ola Aluko (City of Miami) provided an update on the Pink Wall Phase 1. Mr. Aluko reported it took the City of Miami three and a half years to get the easement agreements with phase 1. As for Phase 2 only three (3) residents out of 20 + residents have not signed the easement agreement. It should not be difficult to get the rest of the signatures. Mr. Aluko explained some of the challenges that they are facing. Mr. Aluko reported that the City of Miami is at the end of the design and moving forward. Mr. Aluko reported the City placed Phase 2 project in the Economic Stimulus Package to expedite it. He reported that the estimated cost for the project was one million dollars and that the bidding process would take place sometime in August 2009. He mentioned that the City has some challenges with funding; however he believes they manage to finish the project this year. Mr. Aluko announced that when Phase 2 project is completed he will make sure to invite the CIAB partners to the ground breaking or ribbon cutting ceremony.

Chairman Dennis Moss invited Bill Talbert (GMCVB) for an update at the next CIAB meeting in June to report on POW WOW's impact.

V. Recap of Action Items 05/27/09

- **Water Fountain Features (Christina Casado)**
- **MDX Update on Water Fountain Feature (Turnpike and SR836)**
- **Update/Impact POW WOW (GMCVB)**

VI. Closing Remarks

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

The meeting was adjourned.