



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



**CIAB Members Present**

Bill Anderson, Greater Miami Convention & Visitors Bureau (GMC&VB)  
Lina Blanco, City of Miami (Solid Waste)  
Dr. Claudius Carnegie, Miami-Dade Public Schools  
Jeffrey Dawson, Miami-Dade County (Aviation)  
Kenneth E. Gardner (TARC)  
James Kay, City of Coral Gables  
Ysela Llord, 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)  
Susan Schreiber, MPO  
Marie Steril, League of Cities

**Participants Present**

John Bowers MDC Parks Dept.  
Mark Brown, MDC District 1  
Christina Casado, Community Image  
David M. Cespedes, MDC Parks Dept.  
Miguel Claro, CIAB Ambassador  
Yvette Cunningham, ONC  
Lourdes Gomez, County Executive Office  
Marietta Gutierrez, Community Image  
Regina Hagger, City of Miami  
Rick Johnson, Miami Expressway Authority  
Glenn LeBlanc, MDC Transit  
Nan Markowitz, SFL Super Bowl HC  
Doris Mejia-Gomez, Community Image  
Jorge C. Ochoa, CIAB Ambassador  
Juan R. Odery, CIAB Ambassador  
Eduardo Oro, CIAB Ambassador  
Jose Palacio, CIAB Ambassador  
Diana C. Perez, MDC District 9  
Michael Smith, MDX  
Nathaniel Surrancy, MDC (Solid Waste)  
Dani Toranzo, Community Image  
Beverly Washington, MDC (Solid Waste)  
Bann Williams, Community Image

**I. Welcome and Introductions**

Chairman Dennis C. Moss welcomed the Community Image Advisory Board (CIAB) members and participants. The introductions began.

**II. Action Items**

**Approval of Minutes from 05/27/09 Board Meeting:** Chairman Moss asked the board to take a few minutes to review the minutes. John Oldenburg, City of Miami Beach moved motion for approval of the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were approved.

Chairman Moss thanked everyone who attended the Super Bowl Special Workshop on June 10, 2009. Chairman Moss particularly thanked Nan Markowitz, Director of

Operations for the South Florida Super Bowl Host Committee for her participation and support.

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings and invited Bill Anderson to update the CIAB.

Bill Anderson (GMCVB) welcomed the CIAB and reported that Mr. Bill Talbert was attending a press conference on the American Black Film Festival. The Film Festival returns to Miami Beach after their absence for two years. Mr. Anderson reported that Hotel occupancy is third highest, among the top twenty five (25) in the market. Mr. Anderson indicated that although the market is down and that it may take some time for the economy to recover Miami remains on top.

### III. Updates

#### A. Office of Community Image

**Acknowledgments (CIAB Ambassadors):** Christina Casado, Community Image Office, recognized the CIAB Ambassadors for the exceptional work that the team has been doing over the past months. Ms. Casado played the latest “Inside County Jobs” video, where the team had been filmed working on a landscape renovation of West Flagler Public Library. Ms. Casado announced that the video-link had been emailed to the CIAB and that it could also be viewed “On Demand” in the County website.

After the video, Chairman Moss presented the CIAB Ambassadors with Certificates of Appreciation and their photos taken with Christina Casado and Chairman Moss.

Christina Casado updated the board on recent and upcoming projects. Ms. Casado announced a new project with Miami-Dade Transit to enhance the landscaping at a new “Park n’ Ride” in Allapattah (112<sup>th</sup> Avenue and US1). The Installation Ceremony will be July 10<sup>th</sup> 2009.

**Projects Update:** Ms. Casado reported that projects are moving right along. With respect to the Special Super Bowl Workshop meeting of June 10<sup>th</sup> 2009, Ms. Casado reported that a follow-up meeting will be scheduled to coordinate ongoing construction projects that might impact the community during Super Bowl 2010. Ms. Casado advised to expect an email or calendar invite for the meeting sometime in July (7/20, 7/22 or 7/23).

**CIAB Inspection Report:** Dani Toranzo, Office of Community Image, reported that the CIAB Ambassadors watered recent installations (8,000 gallons), drove 2,802 miles in road inspections, and drove 1,469 miles where they picked up a total of 99 cubic yards in litter. Dani Toranzo reported that a meeting is being held to discuss the interchange for the Super Bowl design. He reported that the plant replacements list and tree trimming (list) numbers for the 27<sup>th</sup> Avenue had been submitted for bid as part of the work on the gateways for Super Bowl. The Allapattah “Park ‘n Ride” was mowed and cleaned. In addition, the entrance sign for the South Dade Government Center needs to be replaced. Mr. Toranzo reported that he spoke to GSA and that the sign is expected to arrive sometime in July. If the sign arrives, the Team will landscape the median to enhance the entrance.

**Super Bowl:** Christina Casado thanked Nan Markowitz, CIAB liaison for the Super Bowl Host Committee. She discussed the kick off meeting of June 10<sup>th</sup> and the meeting summary for the follow-up Super Bowl coordination meeting. Ms. Casado discussed tentative dates (July 20, 22 or 23<sup>rd</sup>) for the coordination follow up meeting. Ms. Casado suggested that all CIAB key partners (e.g.) Aviation, MDX, FDOT, Seaport and DDA make sure they have representation at the upcoming coordination meetings and tours being planned for Super Bowl 2010. During the month July the CIAB will be planning sites visits/meetings. Ms. Casado also talked about planning with MDT (transit) to do site tours of Metro Rail and Metro Mover during August. The first bus tour will be planned for October. Christina Casado reported attending an NFL Environmental Program Grant Workshop up in Fort Lauderdale. At the NFL workshop, Ms. Casado learned that there would be grants available for tree planting and enhancements for the community. She advised on the benefits of the grants, that it was a good thing since they are accompanied by media events.

Ms. Casado reported that the NFL grants will provide the opportunity to work on not just the Super Bowl projects, but other projects throughout the year. She informed that the CIAB would be working with nonprofit organizations to find neighborhood tree planting events that would benefit from the NFL grants. Ms. Casado reported they are working with the Miami-Dade County Parks Department to possibly collaborate on a Greenway project near the stadium.

Chairman Moss agreed and said that it was a great idea having the press/media events since it would benefit Super Bowl. Chairman Moss recommended for the CIAB to work on having some volunteer events. Ms. Casado reported the committee is working on a Super Clean up Day event which would likely take place the second Saturday in January 2010. The NFL and the Host Committee will be partnering with the CIAB.

Nan Markowitz (Super Host Committee 2010) reported they are focusing on the events and that the Host Committee has approximately two thousand (2000) volunteers signed up.

**B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported the Committee met on June 17<sup>th</sup>, 2009. The main topic of discussion was Super Bowl 2010. Mr. Dawson reported on the LeJeune Road and 37<sup>th</sup> Ave connector landscape project being a high priority that we are waiting on quotes for plant material. Ms. Casado reported (on behalf of David Cardenas who was not able to attend) that the Notice to Proceed has already been authorized on all projects in Districts 2 and 3 and that all of the tree trimming and planting in these areas will also be completed by the end of July.

On the SR-9 Project, Mr. Dawson reported that while the funding is not yet approved, preliminary drawings are being prepared by Bann Williams, CIAB Landscape Architect. On City of Miami Gardens Projects, Jeff Dawson reported that the City of Miami Gardens is focusing on enhancing the landscaping along their corridors and a new water feature. Mr. Dawson hopes that the City of Miami Gardens brings the project for review before the CIAB Landscape Committee before moving forward with the water feature project. Mr. Dawson reported on the Signature Feature project at the Stadium. Jeff Dawson reported the Landscape Committee will be walking the site

(sometime the first week of July) and after the site visit the committee expects to meet with the Turnpike and Stadium to develop a plan. He said the committee is looking to have the project kick off sometime in November 09 by Hands on Miami. Mr. Dawson reported on the status of our project in Florida City stating that the Turnpike Master Plan is on hold, which may free up an opportunity for new plantings. On the Krome and 8<sup>th</sup> Street Project, he reported that the committee is evaluating the areas since there is a road widening project planned for Krome Avenue and the widening will impact the interchange. The committee is interested in a project in Miami-Dade Commission Districts 12 and 13, since there is a low density of tree canopy in these areas. The committee is exploring project areas between I-75 and 27<sup>th</sup> Avenue.

With regards to the I-95 Improvements Project (from NW 7<sup>th</sup> Street to US 1) Mr. Dawson and Christina Casado asked Debora Rivera (FDOT) if it was possible for the FDOT Landscape Division Consultants to come to the next CIAB meeting in July and give an update on the status of this project.

Debora Rivera (FDOT) responded that it would not be a problem. FDOT consultants would be at the July CIAB Meeting to give an update on the I-95 project. Chairman Moss thanked FDOT.

Chairman Moss asked Christina Casado to reach out to the Mayors of City of Miami, City of Coral Gables and City of Miami Beach. That he would like for these Mayors to come before the Community Image Advisory Board (CIAB).

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

**Anti-Litter Campaign:** Lina Blanco, Chair for Marketing Committee reported that the committee met on June 8<sup>th</sup>, 2009. The main topic discussed was the Anti-Litter Campaign. Ms. Blanco reported the Miami Heat Contract will expire at the end of the year. Therefore, the Committee has decided to launch a new in-house campaign. The Committee also met with the Miami-Dade County Parks Department on collaborating on the new campaign. The Parks Department would like to assist by placing signs on beaches and in parks to remind people to pick up trash and not to litter.

Lina Blanco reported that the Office of Community Image met with a representative from Disney Radio and with Gayle Love (MDC Solid Waste). Ms. Blanco informed that Disney Radio will be presenting a proposal for campaign product placement, radio, and web ads at their next Marketing Committee meeting. Ms. Blanco reported that Ms. Love will arrange for Solid Waste to integrate the message into their programs and maybe on their trucks. Ms. Blanco reported that Christina Casado met with the Miami-Dade County Communications Department which said they can also assist and help design a “litter-bug” type character to use in the campaign, as well as radio spots and TV ads. Ms. Blanco informed the board that the Marketing Committee is trying to gain support from other departments and would like to seek partnerships from other CIAB member agencies to work together. The Committee has discussed the possibility of the CIAB member agencies promoting the Anti-Litter message “litter-bug” character in their cities and on their assets. Ms. Blanco gave the board some examples (e.g.) FDOT to include in their literature. Lina Blanco also informed the board that in the future the Committee is looking into an “anti-graffiti” campaign.

Chairman Moss expressed his opinion and said that he would like to see the CIAB work together, joining forces on this concept (one community, one message).

**Street Tree Subcommittee:** John Oldenburg, City of Miami Beach, thanked Christina Casado for providing the report at last CIAB meeting of May in his absence. Mr. Oldenburg reported that the Committee met on June 18, 2009 and discussed the kick-off of a Tree Summit, tentatively being planned to take place on July 30, 2009. Mr. Oldenburg said the idea of the tree summit was to bring people together, bring ideas from the different County, Cities, and Organizations and to create fund. John Oldenburg said mentioned that the Summit will give the opportunity to share new data and new studies. Mr. Oldenburg talked about going after federal funding opportunities for maintenance and tree canopy.

Chairman Moss expressed being excited about the Tree Summit and said he is looking forward to the summit, July 30, 2009.

### **Recognition of Chairman Moss and CIAB by Miami Today**

Chairman Moss shared an article dated May 28, 2009 from the newspaper Miami Today. The article describes Chairman Dennis C. Moss and the CIAB vision. The articles talks about accomplishments of the CIAB and its evolution since it was formed in 2000 in setting a vision for a well-planned, well-landscaped County with beautiful gateways, increased tree canopy, and better-maintained roadways. The article talks about aesthetics, the transformation and beautification of County's communities, and improving the quality of life in Miami-Dade. It describes Chairman Dennis C. Moss as a leader that has taken on this task "full throttle" to transform and beautify the County's communities. Chairman Moss thanked the CIAB and said we should be proud.

### **IV. Reports: Deferred**

- **MDT - Transit System Improvements ---- Deferred**
- **Miami Lakes -- Recent Tree Planting --- Deferred**

### **V. Recap of Action Items 06/24/09**

- **July 20, 22 or 23<sup>rd</sup> -- Construction Coordination Meeting**
- **July 30, 2009 --- Tree Summit**
- **Turnpike/FDOT Report (I-95 Improvements)**
- **Civic Station Report**
- **Homeless/ Encampments along Julia Tuttle Causeway**

### **VI. Closing Remarks**

- Chairman Moss requested to go through the CIAB Meeting minutes and follow up on projects that are still pending (incomplete projects).
- Le Jeune Road Over path – Chairman Moss asked Jeff Dawson (MIA) to please look into having the over path painted.

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

The meeting was adjourned.