



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



CIAB Members Present

Bill Anderson, Greater Miami Convention & Visitors Bureau (GMC&VB)
Lina Blanco, City of Miami (Solid Waste)
David Cardenas, Miami-Dade (PWD)
Dr. Claudius Carnegie, Miami-Dade Public Schools
Tsahai Codner, City of Miami Gardens
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Ysela Llord, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County Board of County Commission
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Sam Walthour, Miami-Dade County ONC
Kathleen Woods-Richardson, MDC (Solid Waste)

Participants Present

Rolando Aedo, GMCVB
John Bowers MDC Parks Dept.
Mark Brown, MDC District 1
Christina Casado, Community Image
Manny Diaz, Mayor, City of Miami
Lourdes Gomez, County Executive Office
Alina Gonzalez, Miami-Dade (OIA)
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, Miami Expressway Authority
Omar Luna, City of Homestead
Nan Markowitz, SFL Super Bowl HC
Jason L. Mihalovist, Keith and Schnars
Paul Moss, FDOT
Diana C. Perez, MDC District 9
Helena Poleo, City of Miami
Bruce Reed, Keith and Schnars
Robert Ruano, City of Miami
Giuseppe Searingi, Florida Turnpike
Bill Talbert, GMCVB
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image
Gainett Williams, Florida Turnpike

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed Manny Diaz, Mayor for the City of Miami, the Community Image Advisory Board (CIAB) members and participants. The introductions began.

Chairman Moss thanked the Greater Miami Convention and Visitors Bureau for hosting the CIAB Meetings.

Reports: (Agenda out of Order)

City of Miami Mayor's Report:

Manny Diaz, Mayor for the City of Miami reported on some of the City's plans and accomplishments. One of the projects that Mayor Diaz talked about was the "Miami 21 Plan". He discussed the City's vision and how it would look in the near future. Mayor Diaz reported also on "My Plan" another City project which has been approved by the City Commission. Mayor Diaz, said it was basically a climate action plan which involves a

number of things such as energy efficiency buildings. He reported that the City had been waiting for the adoption of the Miami 21 Plan Project. Mayor Diaz expressed his concerns in regards to the tree canopy. He shared how the City started out working with Alyce Robertson (formerly with the Miami-Dade County) with the Adopt-A-Tree Master Plan. He indicated that the City of Miami's goal is to increase their tree canopy to 30% by the year 2017. Mayor Diaz reported on the different programs that the City has implemented such as, The Green Miami Campaign and The Tree Trust. Additionally, he mentioned that the City received grants which assisted in educating the residents on the importance of forestry issues.

Mayor Diaz was happy with the Urban Ecosystem Analysis completed last year saying that was informative and helpful. He reported on the three new pocket parks that the City just opened in the last few months. Mayor Diaz reported on the Bicycle Action Plan adopted by the City and on the program for "Bike Miami Days." He talked about the Burle Marx sidewalk design on Biscayne Boulevard and the awareness program in partnership with the DDA. He reported that the project should start in November 2009 and that a kickoff event for the campaign would likely take place sometime in October.

Mayor Manny Diaz thanked the CIAB Board and recognized Chairman Dennis C. Moss, Alyce Robertson (DDA) and Christina Casado (Community Image Office) for the tremendous amount of hard work and effort that the CIAB along with other partners are accomplishing in Miami. Mayor Diaz mentioned some of the projects e.g. (Super Bowl).

II. Action Items

Approval of Minutes from 06/24/09 Board Meeting: Chairman Moss asked the board for motion to approve the minutes. Dr. Claudius Carnegie, Miami-Dade Public Schools moved motion for approval of the minutes. Ms. Kathleen Woods-Richardson, Miami-Dade County (SWM) Department seconded the motion. The minutes were approved.

Acknowledgments: Chairman Dennis C. Moss recognized Dr. Claudius Carnegie for obtaining his Doctorate's Degree in Education and wished him well on behalf of the CIAB.

Pow Wow Update: Rolando Aedo, Greater Miami Convention & Visitor's Bureau briefed the CIAB on the impact the Pow Wow conference had in Miami (May 16-20, 2009). Rolando Aedo talked about the Pow Wow events and trade shows. He thanked Chairman Moss, CIAB board and Partners and said that Pow Wow could not have been possible without the support of Miami-Dade County, CIAB and Partners. Mr. Aedo reported that the UK Delegation group from Europe had a great event. He talked about the Pow Wow opening event which took place in South Beach. Said it was a magical night, there was music, food and drinks. Mr. Aedo said the weather was beautiful and that it was an amazing experience!

Rolando Aedo reported that the GMCVB trade show booth looked great. Said the booth had great representation.

Bill Talbert and Mr. Aedo reported Miami International Airport (MIA) provided excellent customer service. Mr. Talbert said the Pow Wow conference was a collaborative effort. They reported that the media, volunteers, tour operators, and signage were great! Bill

Talbert thanked all partners, Elaine Adler, Pow Wow volunteers, the Miami DDA, and said the DDA was of tremendous help. Everything turned out in a very positive way. Mr. Aedo informed that Mr. Talbert will be working to bring Pow Wow back to Miami once again.

III. Updates

A. Office of Community Image

Project Updates

Third Annual Tree Summit: Christina Casado announced and reminded everyone to attend the Tree Summit at the Fairchild Tropical Botanical Garden (following day) Thursday, July 30th, 2009. She informed that Harvey Ruvin (Miami-Dade County Clerk of the Courts) would be the keynote speaker at the summit and will talk about the importance of the Urban Forest and mitigating the effects of Climate Change. Ms. Casado informed that in addition to Mr. Ruvin being the keynote speaker, Chairman Moss, Commissioner Katy Sorenson, Mayor Shirley Gibson from the City of Miami Gardens, Mayor Lynda Bell from the City of Homestead, Mayor Manny Diaz from the City of Miami, Mayor Juan Carlos Bermudez from the City of Doral will all be presenting at the Tree Summit. Ms. Casado reported that there will be attendees from Broward County and Palm Beach.

Christina Casado briefed the board on the Tree Summit's goal. She said that the Summit would be the perfect opportunity for "new partners" to team up and bring South Florida region together. This would give the communities the opportunity to work together (lobbying to the Federal Government) to attract funding and help explore the interest in forming an official regional coalition "South Florida Urban Tree Canopy Coalition" to collaborate on pertinent issues related to the restoration and expansion of urban forests. Ms. Casado briefed the Board on the summit's presentations and that it would address the need to develop new funding strategies and public policies to promote the creation of livable, forested, attractive, and healthy communities throughout South Florida.

Ms. Casado informed that the CIAB is working with the Super Bowl Host Committee and the NFL in planning planting events where communities will be involved across all three (3) Counties. This will encourage tree planting while also being a media event.

Christina Casado thanked Robert Ruano, Director, Office of Sustainable Initiatives (City of Miami), Milian, Swain & Associates, and MWH for volunteering to sponsor the Tree Summit breakfast.

Ms. Casado reported that the CIAB and the Transit Department in partnership with the City of South Miami will be working very closely in improving a green space area at the corner of South Miami Metrorail Station on US 1 and Sunset Drive. Ms. Casado informed that the Cultural Affairs Department has restored a public art piece called "Paciencia" that will be returning to the green space area. Ms. Casado advised that the project should be completed by end of October.

Super Bowl 2010 Construction Update: Ms. Casado thanked the GMCVB for hosting the "Super Bowl Construction Meeting" of July 22, 2009. She reported on a variety of issues that most likely will be faced within the next few months in association with the scheduling and coordination of construction activities throughout the communities.

Ms. Casado reported that in preparing for 2010 Super Bowl the CIAB is working closely with their partners such as FDOT, MDX, City of Miami, Miami Gardens and some of the Cities Public Works Departments to make sure that none of the events and major transportation corridors will be impacted by lane closures. Ms. Casado said construction cannot be stopped, however, if all is well planned out, this will definitely make a difference. Communities will look cleaner, nicer and better.

Ms. Casado informed that the City of Miami Beach, City of Coral Gables and Key Biscayne will play an important role because of the proximity to tourist destinations and said these Cities will be asked to become more actively involved.

Mr. Talbert informed the board that there will be a Media Center in (South Beach) City of Miami Beach.

Chairman Moss asked that the City of Miami Beach Mayor Bower or Mayor Slesnick from the City of Coral Gables be invited to the next CIAB in September.

Tour Updates: Christina Casado informed there would be bus tours scheduled during the month of October and November 09 and a transit tour of Metrorail/Metromover sometime in August.

Construction Projects: Ms. Casado reported that a list of all construction projects is being compiled that are going to be active during the “key days” of the Super Bowl.

Bridges Update: Ms. Casado reported that all bridges in our Communities are being inspected. She informed that Mark Brown (District 1) is spearheading the effort to make sure the focus and priorities are on those bridges that are on the transportation corridors and that are critical for the event.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported: 290 miles-watering; 52 miles-of-sweeping; 146 cubic yards of debris/litter was picked-up; 6,881 miles- have been logged in throughout the County. Dani Toranzo reported 1,638 miles had been done by the CIAB Ambassadors. The Park & Ride Project at South Dade was completed for the Transit Department. He reported there are a couple of projects pending with transit. The CIAB Ambassadors are commencing refurbishing project at the Performing Arts Center the first week in August. Mr. Toranzo reported that once the crew is finished with the PAC, they will then begin enhancements at 199th Street and continue from there with other enhancement projects in preparation for Super Bowl 2010.

- B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported the Committee met on July 15th, 2009 and said the main topic of discussion had been Super Bowl 2010. The Committee discussed the RAMP Projects. Mr. Dawson informed that there are twelve (12) projects and advised that fifty (50%) of the projects are now completed. The remaining projects are on track and expected to be ready for the Super Bowl.

SR-9 Project: Mr. Dawson reported that Bann Williams, Landscape Architect is in the process of developing the plans/drawings and it is anticipated that the notice to proceed will be ready in October.

Water Feature Project: Jeff Dawson reported the City of Miami Gardens water fountain project is still under funding investigation stage and working on the design to be presented to the Landscape Subcommittee.

Signature Feature Project: Mr. Dawson reported that several trips were made to look at the Turnpike North and South areas. He informed the Board that there are issues on whether or not it's the right location to do a Signature Feature. The Landscape Subcommittee will review the options at the next meeting and make a decision.

Florida City Project: Mr. Dawson reported that the project had been tentatively on hold however, the Committee will be reviewing the students design at the next meeting.

Krome and 8th Street Project: Mr. Dawson reported that the Committee will be scheduling to meet with FDOT to see the opportunities on 8th Street and Krome's widening project.

Districts 12 and District 13: Mr. Dawson reported that the Committee is developing new projects and will be selecting sites at the next committee meeting.

Brickell Avenue Project: Alyce Robertson reported the landscape work started. Bann Williams, Landscape Architect created the design. Ms. Robertson informed that approval on the cross walk center came in from FDOT that will go in after storm water projects are completed. Project should be completed in 30 days.

South Miami Avenue (15th to 26th): Bill Talbert inquired on the mowing schedules for the South Miami Avenue area. Mr. Talbert said he was very concerned since the area looked neglected.

Chairman Moss also expressed his concerns being that he drives by the area everyday (on his way to work) and has observed the maintenance problem along South Miami Avenue. Chairman Moss asked David Cardenas (PWD) if it was the County's responsibility to maintain this area.

David Cardenas responded that South Miami Avenue area had been mowed that morning. Mr. Cardenas reported that the (PWD) maintenance cycles had been reduced. He informed the Board that the maintenance issue at South Miami Avenue had been the result of many rainy days during the month of June and the contractors had experienced delays in the schedules due to the rain. David Cardenas reported that the contractors are now catching up with the schedules.

Chairman Moss addressed the maintenance issue and informed Christina Casado and Ysela Llort, Assistant County Manager that he would like to sit down with them and the appropriate Department staff (PWD) to discuss and explore solutions to these issues and budgetary impacts to maintenance. Assistant County Manager, Ysela Llort agreed.

Ms. Casado reported that there is a global problem, for example, Brickell Bay Drive (along the water in the City of Miami's jurisdiction) has maintenance issues due to mowing schedules.

Mark Brown (District 1) made some suggestions. Mr. Brown recommended color coded maps of Dade to identify the jurisdictions responsible for the various Corridors.

Chairman Moss expressed his concerns with the anticipated budget cuts in the new fiscal year. He discussed possibly coordinating mowing schedules across jurisdictions. Chairman Moss said it was important to keep a certain standard particularly on the major gateways. Mowing agreements were then discussed (FDOT, Turnpike and PWD).

Regina Hagger (City of Miami) informed that City of Miami has a map that might help with identifying jurisdictional authority on corridors.

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

Anti-Litter Campaign: Lina Blanco, Chair for Marketing Committee reported that the committee met on July 14, 2009. Ms. Blanco reported that the committee had invited a representative from Radio Disney to come up with a campaign proposal for the committee. Radio Disney presented the proposal to the Marketing & Education Subcommittee. The committee reviewed the proposal and no action or decision has been considered. Ms. Blanco reported that on August 3rd the committee will be meeting with various Miami-Dade County departments to collaborate with the campaign. Ms. Blanco reported that the Committee will be working with the Miami-Dade County Communications Department to create a slogan and design such as a “litter-bug” type of character to use in the campaign.

Clean Up and Green Up Poster Contest Collage: Lina Blanco demonstrated a Collage of the 2009 Clean Up and Green Up” poster contest winners. The collage will be placed throughout the Miami-Dade County Transit Stations, MetroRail and busses. Hopefully the collage will encourage students to participate next year.

Chairman Moss made a request and asked Dr. Carnegie (Miami-Dade Public Schools) if he would follow up with the School Board so that students are informed about the collage for encouragement.

Dr. Claudius Carnegie (MDC Public Schools) asked Chairman Moss if possible to get a signed letter by Chairman Moss addressed to the MDC Public School Board to proceed with the request.

Dr. Gum (graffiti and gum removal Demo): Ms. Blanco reported to the Board that on August 10th 2009 at 9:30 a.m. (DDA conference room) the Committee will meet with Dr. Gum (Dr. Gum is a company which specializes in the removal of gum and graffiti). Alyce Robertson, Miami Downtown Development Authority (DDA) has agreed to host the meeting and Mr. Gum will demonstrate the product after the meeting. Ms. Blanco extended invitation to the board to participate in the demonstration.

Street Tree Subcommittee: John Oldenburg (City of Miami Beach) about the Tree Summit. He thanked Christina Casado and the Tree Committee team for working the event. John Oldenburg reminded the board to attend the Summit (next day) Thursday, July 30th 2009 and said he expected to see everyone at the Tree Summit. Ms. Casado asked John Oldenburg if he would do the closing at the Tree Summit. Ms. Robertson (DDA) recognized John Oldenburg for research done (by Tree Committee) in solving

tree grate issues at the City of Miami Beach and helping to solve the beautification problems at the City of Miami.

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

Transportation/Transit Subcommittee: Dr. Claudius Carnegie, MDC School Board thanked Chairman Moss for the opportunity to Chair the subcommittee. The Committee met on July 8th, 2009. It was a good meeting, as the committee was trying to establish the committee's vision, mission and direction. Dr. Carnegie informed that although the attendance on July 8th had been good, there's a gap (other partners needed on board) for the committee to be more effective in achieving their goals. Dr. Carnegie reported that at the meeting it was discussed the scheduling of Metromover, Metrorail and bus tours sometime in the month of August 09. This tour will be to focus on the Super Bowl issues. The committee discussed aesthetics. Clinton Forbes (MDT) and other transit representatives were at the meeting on July 8th which everyone agreed there are needs from the aesthetics perspective when dealing with transportation/transit facilities. Dr. Carnegie reported the committee discussed the possibilities of MDT Department coming up with a Master Plan to document all of those needs and to reach out to all the potential partners for resources. Dr. Carnegie informed that Mr. Garcia (MDT) agreed to produce the Master Plan. MDX and other partners agreed to make contributions by providing paint contributions or other resources to help. Dr. Carnegie reported that the committee had a presentation during the meeting. The presentation was based on focusing on (TODs) Transit Oriented Design features and opportunities. Dr. Carnegie informed the CIAB that the presentation was posted on the CIAB website for those interested. Dr. Carnegie informed that the committee is making progress.

Ysela Llorca, Assistant County Manager, advised Dr. Carnegie if any of the gaps are areas or Departments she oversees, certainly to count on her assistance in filling in those gaps.

Reports

FDOT Report I-95 Gateway Landscape Project: Paul Moss, Landscape Architect (FDOT) and consultant gave the board a brief update on the I-95 Corridor (I-95 runs along the east corridor of the US). It begins in Miami and ends in Maine (1,925 miles). Paul Moss reported there's been nine million dollars of landscaping program and installed in the expansion of I-95. The Landscaping program began in 2001. The program had a total of 9 segments. Eight (8) of the segments have been completed. Paul Moss talked about segment nine (9) which is the South end I-95. Mr. Moss reported on three (3) other secondary projects that have been identified and where they are working on funding sources. The projects are: Golden Glades, SR 112, I-195 and SR 836. Paul Moss thanked Chairman Moss and the board and yielded to Mr. Reed to continue the presentation.

Bruce Reed, Consultant with Keith and Schnars reported that last 2.6 mile segment of the project was in progress. The construction date has been revised from March 2010 to July 2010. The construction project will begin in September 2009 and is expected to be completed by July 2010. Mr. Reed reported on planting opportunities along the section (northern end). Mr. Reed informed that the majority of the proposed plant material is native (plant pallet over 1,800 trees). He also informed that all project section designs (along I-95) focus on improving aesthetics, increasing canopy, and reducing maintenance.

Debora Rivera (FDOT) reported that FDOT was asked to have improvements in place for the southern gateway prior to Pro Bowl/Super Bowl. Ms. Rivera informed the intent is for construction areas to be “neat and clean” during the event periods. Ms. Rivera informed that the contractors have not yet been issued a notice to proceed until specific requests are complied with CIAB.

Debora Rivera advised that (FDOT) would meet with Nan Markowitz (Super Bowl Host Committee) and other CIAB Construction partners to coordinate the details for Pro Bowl/Super Bowl.

Ysela Llort, Assistant County Manager volunteered to be a participant in the meeting and join Debora Rivera FDOT and Nan Markowitz, Super Bowl Host Committee.

Chairman Moss asked FDOT to please provide an update on the progress of the project. Chairman Moss asked FDOT to move ahead with the project so that it would be completed prior to the Super Bowl.

Chairman Moss proposed that the board discuss at the next CIAB meeting in September the potential impacts and difficulties that the CIAB and other partners will be facing with upcoming budget cuts.

Chairman Moss asked Debora Rivera (FDOT) to chair a new subcommittee (Budget/Maintenance).

Christina Casado (Community Image Office) volunteered to assist Debora Rivera to set up some meetings to get a comprehensive list of all of the maintenance relationships with the different cities and to help coordinate.

IV. Reports: Deferred

V. Recap of Action Items 07/29/09

- **Invite Mayor Bowers (City of Miami Beach) -- September**
- **Invite Mayor Slesnick (City of Coral Gables)**
- **Link CIAB’s website to other Municipalities/Cities Projects**
- **FDOT Meeting Ref: FDOT improvements**
- **Develop New Subcommittee/Debora Rivera/FDOT/Budget & Maintenance**
- **City of Miami/Execution of Maintenance Agreement (US 1 & I-195 Gateway)**
- **CIAB to discuss potential impacts (Budget cuts) -- September**
- **Bridge Report -- September**

VI. Closing Remarks

- Chairman Moss asked Mark Brown (DIST 1) to have a bridge aesthetics report ready to discuss at the CIAB meeting in September.

Chairman Moss thanked the Community Image Advisory Board (CIAB).
The meeting was adjourned.