



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
September 30, 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)
Clinton Forbes, Miami-Dade Transit
Kenneth Gardner, (TARC)
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Ysela Llord, County Executive Office
Dennis C. Moss, Chairman, Miami-Dade County Board of County Commission
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Susan Schreiber, Metropolitan Planning Org. (MPO)
Marie Steril, League of Cities
Sam Walthour, Miami-Dade County ONC
Kathleen Woods-Richardson, MDC (Solid Waste)

Participants Present

Mark Brown, MDC District 1
Matti Herrera Bower, Mayor
City of Miami Beach
Esther Calas, Miami-Dade County (PWD)
Christina Casado, Community Image
Jeremy Cramer, City Year
Antonio Cotarelo, Miami-Dade (PWD)
Steven Duncan, MDC (PWD)
Hilda M. Fernandez, City of Miami Beach
Lourdes Gomez, County Executive Office
Jorge Gonzalez, City of Miami Beach
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, Miami Expressway Authority
Harpal Kapoor, Miami-Dade Transit
Omar Luna, City of Homestead
Ita Mariarty, GMCVB
Nan Markowitz, SFL Super Bowl HC
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Jose Quintana, Florida Turnpike
Giuseppe Scaringi, Florida Turnpike
Dani Toranzo, Community Image
Paul Wal, Florida Turnpike
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image
Mike Zimmer, SFL Super Bowl HC

I. Welcome and Introductions

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

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

II. Action Items

Approval of Minutes from 07/29/09 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.

III. Open Discussion on Budgetary Impacts to Maintenance

Chairman Moss opened up discussion with the Budgetary Impact issues and invited Esther Calas, Director of Public Works Department (PWD) to share the department's impacts. Ms. Calas briefed the Board on the Department's budget cuts and the level to which maintenance has been impacted. She reported that the Department's median mowing maintenance cycles were reduced from twenty (20) cycles to fifteen (15) cycles. Roadside maintenance was reduced from twelve (12) cycles per year to once (1) every six (6) weeks. Ms. Calas informed the Board that the department will try to adjust the cycles during the dry seasons (whenever possible). Ms. Calas informed the Board that the majority of the aesthetic problem in the median is due to the weed growth, since the turf grows slower. In the Tree Health area, the fertilization cycles were reduced from two (2) cycles a year to one (1) cycle per year. Ms. Calas reported funds were eliminated for tree replacements and structural trimming, fifty thousand (\$50,000) was carried over for emergency trimming. She said that without a doubt the impacts would be visible. Additionally, seven (7) positions had been eliminated within the Department for this function. Ms. Calas said that PWD concentrated on the safety and traffic issues and that these other areas suffered more.

Regina Hagger, City of Miami reported that the City of Miami has also experienced significant cuts and reductions to their services and is reducing staff. The City is transferring the Litter Buster program from the NET Office and assigning it to their Public Works Department. Ms. Hagger reported that tree plantings will not be affected since the City has a Tree Protection Ordinance and that the tree planting funds comes out of the Tree Trust Funds (violations monies are placed in the trust funds). In addition, maintenance is typically transferred to private property owners where trees are planted in swales.

Chairman Moss asked Regina Hagger (City of Miami) to report at the next CIAB meeting in October on the Tree Protection Ordinance and the Tree Trust Fund.

V. Reports (Agenda out of Order)

City of Miami Beach Mayor's Report Ms. Mattie Herrera Bower, City of Miami Beach Mayor thanked Chairman Moss and the Community Image Advisory Board (CIAB) for inviting them to the CIAB meeting. Mayor Mattie Herrera Bower introduced her staff and thanked Chairman Moss and the Board for inviting the City of Miami Beach to present today. She shared that the City of Miami Beach considers its "Cleanliness-Measure" and image as one of its highest priorities. Mayor Bower then invited City Manager Jorge Gonzalez to continue the presentation and share the City of Miami Beach's vision for high aesthetic quality and to also explain various City programs supporting this vision. City Manager Gonzalez discussed the following programs: Funds-Partnerships and Leveraging, Franchise Agreements, Donations, Adopt-A-Beach, general Beautification Programs, Urban Forestation, Art Deco, Culture, Design, and Aesthetics (see presentation/photos on website).

Chairman Moss and Board members thanked Mayor Mattie Herrera Bower and City Manager Jorge Gonzalez for a great presentation. Chairman Moss requested a copy of the presentation.

(Agenda out of Order)

(Continued) Open Discussion on Budgetary Impacts to Maintenance

Chairman Moss opened up the Budgetary Impacts discussion.

Jeff Dawson (MIA) reported that he sees no change for the Aviation Department's facilities as far as major impacts for now and future ground maintenance.

Kathleen Woods-Richardson (MDC Solid Waste Management) reported that the Solid Waste Department did not suffer major budget cuts. Ms. Woods-Richardson reported that the budget for litter pick-up was reduced. She reported that although instances of litter have improved over the last couple of years, there has been an increase in the dumping of shopping carts. Ms. Woods-Richardson relayed that reductions in the NEAT teams and in other County functions that support Solid Waste's efforts to combat litter and dumping create concern in our ability to respond to these issues in the coming year.

Lina Blanco (City of Miami) reported that the city expects to eliminate temporary personnel belonging to the Neighborhood Service workers from the budget. The Neighborhood Service workers clean the streets and pick-up litter. Ms. Blanco reported that the Neighborhood Service workers assisted with the graffiti and litter removal in preparation for the Pow Wow event. Ms. Blanco reported that the CIAB will be impacted by this reduction.

Jose Quintana (Florida's Turnpike Enterprise) reported that Turnpike's budget has been reduced. The mowing cycles have also been reduced.

Richard Johnson (MDX) reported that the MDX asset maintenance contracts cover the maintenance on their roadways and they are still in place.

IV. Updates

A. Office of Community Image

Announcements: Christina Casado announced that MDX will be hosting the next CIAB meeting on October 28th, 2009 at their facilities. Notices and reminders will be forthcoming with the meeting location. Ms. Casado said that it would be a great opportunity for MDX to present all of the new aesthetics enhancements that the CIAB has been seeing along the corridors for the past couple of years.

Ms. Casado announced the next Super Bowl Construction Meeting is on October 8th, 2009 at 10:00 a.m. at the Greater Miami Convention and Visitors Bureau.

Ms. Casado announced the tentative date for the CIAB Bus Tour is scheduled on October 14, 2009.

Super Bowl Projects Updates: Ms. Casado updated the Board that she had met with Debora Rivera (FDOT) and Ysela Llord, Assistant County Manager and the project of US 1 and I-95 project was discussed.

Debora Rivera (FDOT) reported that FDOT is working on corridor improvements, however, there were issues with the Maintenance Agreement. Ms. Rivera reported that the maintenance agreement for US1 had been submitted to the City of Miami Public Works Department but it was still a pending item.

Regina Hagger (City of Miami) indicated that the main problem is that there are no funds for maintenance. Ms. Hagger advised that she would follow-up on the maintenance agreement and get back to Debora Rivera.

Ysela Llorc, Assistant County Manager, expressed her suggestions on the maintenance issue. Ms. Llorc stated her ideas on the need for partnerships to define responsibilities.

Chairman Moss suggested for the Committee to look into the problem (Maintenance Agreement) and try to arrive with some recommendations on how to solve the issues.

Mark Brown (Dist.1) updated the Board on the Maintenance and Cleanliness Bridges Report. Mr. Brown mentioned the Committee was scheduled to meet on Oct. 8th, 2009.

Mike Zimmer (South Florida Super Bowl Host Committee 2010): Thanked the CIAB for all of the assistance that is being provided. Mr. Zimmer reported that the Super Bowl would arrive within 129 days to Florida. He said the Super Bowl is a great showcase for the community. It is estimated that it will bring hundreds of thousands of people, (record breaking). Mr. Zimmer said the event is really important to South Florida.

NFL Urban Forestry Grants: Christina Casado announced that CIAB was awarded eleven (11) grants from NFL for tree plantings. Five (5) of the grants awarded are for the schools; Four (4) for Parks; and two (2) for Natural Areas. The CIAB will be hosting events in conjunction with the NFL/Super Bowl Host Committee over the next few months until the Super Bowl.

Chairman Moss and Ms. Casado thanked the NFL on behalf of the CIAB for all of the support.

Alyce Robertson (Miami DDA) extended an invitation to the Board to attend the Roberto Burle Marx dedication on Friday, October 2, 2009 at 4:00 pm at the Freedom Tower – 600 Biscayne Boulevard followed by a Brazilian culture festival and concert by Bossacucanova from Rio de Janeiro at the American Airlines Arena. Ms. Robertson also extended an invitation to attend the Downtown Miami Concert Series on Friday, October 9th, 2009 at 5:30 pm.

Aesthetics Master Plan Update: Christina Casado reported that the Aesthetics Master Plan (AMP) was scheduled to be reviewed at the next Budget Planning and Sustainability Committee (BPSC) Agenda in October 2009. Ms. Casado reported that she has started briefing the County Commissioners on the AMP.

Landscaping at Transit Stations (City Year): Ms. Casado reported that the CIAB has a new partnership with an organization called City Year. She has met with them and they have indicated that they will be doing volunteer projects such as landscaping at some of the transit stations. Ms. Casado reported that some of the plants to enhance those transit stations have already been donated.

CIAB Inspection Report: Deferred

V. Reports

MDT Enhancing Transit's Image: Harpal Kapoor, Miami-Dade County Transit Director, presented a PowerPoint presentation in which Mr. Kapoor discussed and reported on the following: Transit's Mission; Achievements (new technologies); Safety and Security; Measures; Partnerships for Improvements; and Budget. Mr. Kapoor talked about the New EASY Card and explained how it works. Mr. Kapoor brought along EASY Cards and distributed among the CIAB and the Greater Miami Convention & Visitor's Bureau. Mr. Kapoor reported on Transit enhancements

projects: MIC at MIA expansion; New Metrorail cars in June 2013; New Metromover Vehicles and completed transit projects (see presentation on the website).

Jeremy Cramer (City Year) thanked the CIAB, Christina Casado, Harpal Kapoor and Clinton Forbes for their leadership and all the hard work they have accomplished in enhancing and beautifying the community.

Transportation/Transit Subcommittee: Dr. Claudius Carnegie (MDC School Board) made a few comments, and asked Mr. Kapoor for input as far as aesthetic needs for the Transit Department. Dr. Carnegie asked the Transit Director for assistance in getting their master plan before the subcommittee before the Super Bowl. Mr. Kapoor agreed.

Street Tree Subcommittee: (Deferred)

Marketing & Education Subcommittee: Lina Blanco, City of Miami reported that the committee met and discussed the following: CIAB Poster Contest. The committee decided that due to the budget cuts adjustments will be made during the selection of the prizes for the poster contest. On the Anti-Litter Campaign, it has been on hold since the Committee has not been able to meet with the County Communications Department.

Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported on some of the Super Bowl Projects. He also reported that the Committee decided to continue the Signature Feature Project. He reported that a meeting will be scheduled soon with the Turnpike Authority to discuss the Signature Feature Project. The Hands on Miami planting project is scheduled for November 7th, 2009. Mr. Dawson provided updates on the future project status for Districts 12 and 13, the Florida City and Krome/8th Street.

Closing Remarks

Chairman Moss thanked the CIAB for attending the meeting and thanked everyone for making Miami-Dade County a better community.

The meeting was adjourned.

Recap of Action Items 09/30/09

- **CIAB Meeting of October 28th at MDX Facilities**
- **MDX's New Aesthetics Enhancements – Rick Johnson (MDX)**
- **Tree Ordinance/Tree Trust Fund – Regina Hagger (City of Miami)**
- **City of Miami Beach Presentation/Copy to Chairman Moss and CIAB Website**