



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



**CIAB Members Present**

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  
Gianni Lodi, Miami-Dade Planning & Zoning Dept.  
Dennis C. Moss, Chairman, Miami-Dade County  
Board of County Commission  
Debora Rivera (FDOT)  
Alyce Robertson (DDA)  
Juan Toledo, MD Expressway Authority (MDX)

**Participants Present**

Eddie Arazoza (Bros Corp.)  
Mark Brown, MDC District 1  
Christina Casado, Community Image  
Antonio Cotarelo, Miami-Dade (PWD)  
Alfredo Delgado, Miami Expressway Authority(MDX)  
Steven Duncan, MDC (PWD)  
Leticia Fernandez (Fernandez-Bevard Inc)  
Sergio Guadix (City of Miami)  
Marietta Gutierrez, Community Image  
Regina Hagger, City of Miami  
Rick Johnson, MDX  
Bruce Mantel, Florida Turnpike (TPK)  
Nan Markowitz, SFL Super Bowl HC  
Doris Mejia-Gomez, Community Image  
Debbie Meyer, Florida Turnpike (TPK)  
Paul Moss, FDOT  
Diana C. Perez, MDC District 9  
Javier Rodriguez, MDX  
Giuseppe Scaringi, Florida Turnpike (TPK)  
Donald Shockey (Miami Shores Village)  
Bill Talbert, GMC&VB  
Dani Toranzo, Community Image  
Beverly Washington, MDC (Solid Waste)  
Bann Williams, Community Image

**I. Welcome and Introductions**

Chairman Dennis C. Moss thanked Executive Director Javier Rodriguez from MDX for hosting the CIAB Meeting. Chairman Moss commended Miami-Dade Expressway Authority (MDX), the Board of Directors and Administration for the great work that MDX is doing for the community. Introductions began.

Javier Rodriguez, MDX welcomed Chairman Moss and the Community Image Advisory Board (CIAB) on behalf of the MDX and the Board of Directors.

Chairman Moss welcomed Mr. Donald Shockey, Vice Mayor from Miami Shores Village.

Chairman Moss thanked Debora Rivera and Gus Pego (FDOT) and announced that last week the Board of County Commission (BCC) signed off on the Port Tunnel Agreement with FDOT.

Greater Miami Convention & Visitors Bureau: Bill Talbert (GMC&VB) updated the CIAB on this month's local statistics for the hospitality industries performance compared to other markets. He discussed the importance of customer service in the context of keeping our local numbers up and referred to our most recent large event, the May 2009 Pow Wow Conference (one of the largest tourism trade shows in the country). Mr. Talbert shared an article in Today's News dated October 29, 2009 that talked about Pow Wow and excellent customer service conference goers experienced in Miami. He noted from the article the high-quality customer service initiative training on all 35,000 workers of Miami International Airport. Mr. Talbert reported on the revenues, percentage and ranking scores for the local hotel industry.

Chairman Moss recognized Mr. Talbert with a Certificate of Appreciation for his valuable contribution to Miami-Dade County on behalf of the Mayor and Board of County Commissioners (BCC).

Alyce Robertson (DDA) commented on how important customer service is to tourism in South Florida. She made the recommendation to Chairman Moss that CIAB to have a presentation on Customer Service. Ms. Robertson said it would be an "initiative" that CIAB could take up and bring in to other parts of the communities. Alyce Robertson mentioned that the DDA is looking at customer service in the Downtown area with their merchants and retailers.

Chairman Moss agreed with the recommendation and said it would be a good idea to have a presentation at a CIAB meeting on "Customer Service Initiatives"

## **II. Action Items**

**Approval of Minutes from 09/30/09 Board Meeting:** A motion to approve the minutes was requested by Chairman Moss. Dr. Claudius A. Carnegie, Miami-Dade Public Schools moved motion for approval of the minutes. Chairman Moss seconded the motion. The minutes were approved.

## **III. Updates**

### **A. Office of Community Image**

Pro Bowl/Super Bowl Tour/Updates: Ms. Casado talked about the Pro Bowl/Super Bowl bus tour meeting on Monday, October 26, 2009 in preparation for the Bowl Events. Ms. Casado thanked the Miami-Dade Transit Department for hosting the tour, Aviation Department for their hospitality, meeting space and the Greater Miami Convention Visitor's Bureau for their hospitality and providing lunch.

The CIAB along with all partners and municipalities toured the community covering a big portion of the County (from the downtown area to the Airport and the Landshark stadium). Ms. Casado indicated that the tours are important since during the tour people are able to identify the areas in the need of maintenance and working together they are able to address the issue. Consequently, a punch list was created. Ms. Casado informed the board that if anyone missed the October 26, 2009 tour they would have other opportunities to attend future tours that would be scheduled.

Mr. Talbert asked if the next tour would be to travel the area of Miami Beach. Ms. Casado responded yes the next tour would cover Miami Beach.

Christina Casado presented a PowerPoint slide show that included a group picture taken during the bus tour at Miami Dade Aviation Department (MIA).

Super Clean-Up Day 2010 Christina Casado announced that a “Super Clean-Up Day” is being planned for the second or third Saturday in January 2010. Ms. Casado reported that she is hoping that members from this board along with different agencies and cities will bring events for the Super Clean Up Day. The volunteers will be going out to different parts of the communities to clean up the areas. Ms. Casado reported that we will need NFL and the Super Bowl Host Committee in promoting this event.

Nan Markowitz (SFL Super Bowl Host Committee) reported that the Host Committee has six thousand volunteers signed up and ready to assist.

Christina Casado reported that during the tour she noticed that some of the communities are looking better than ever. She reported that the highways and MDX’s corridors are looking clean and well maintained. Also reported, that FDOT’s highways, in spite of construction, are being kept clean.

Bridge Cleaning Update Ms. Casado showed pictures of the NW 27<sup>th</sup> Avenue bridge which has been pressure cleaned and painted. She informed the Board that the cleaning of bridges project will continue as long as funds are available and that FDOT, MDX, Turnpike and Miami-Dade County’s bridges will be pressure cleaned and painted, if needed.

Ms. Casado reported that in addition to cleaning the bridges there are other areas that need to be addressed, such as graffiti, litter, weeds, and illegal signs. Ms. Casado showed photos of an overpass with litter, graffiti, and a fence down along a private property. She advised the Board that in preparation for the Pro Bowl and Super Bowl the inspections are an ongoing priority and the punch list will continue to grow.

Mr. Talbert (GMC&VB) asked Alyce Robertson (DDA) if she could describe to the Board the Camillus House homeless program with the DDA. Alyce Robertson briefly explained the program and how DDA hired twenty six (26) people through the Camillus House’s rehabilitation program. Alyce Robertson said that DDA has two staff that supervises the team. The team is called DET Team. The DDA uses the DET Team basically for plantings, litter clean-up, pressure cleaning, etc. and reported that the team is trained for a period of nine months to learn the job. Alyce Robertson explained that the DET Team had done additional plantings in the area around the Performance Arts Center (PAC) to expand on the CIAB plantings in the area. Ms. Robertson said the DDA has a contract with the Camillus House – and that Camillus House manages the program (DET Team) including payment for their labor. Alyce Robertson indicated that if any of our partners or agencies were interested in the program that she would be happy to explain how the contract works. And said it’s a good opportunity to help (Camillus House) by providing jobs for those who are trying to get help and back into society. Ms. Robertson mentioned that the DET Team wears a yellow T-shirt and have most likely been seen in the downtown area.

Nan Markowitz (SFL Super Bowl Host Committee) announced that the Super Bowl media’s broadcasting would be airing from South Beach. Ms. Markowitz also announced that another big event, the Boat Show, would take place at the Miami Beach Convention Center which is why the media center for the Super Bowl is in Broward County this year. Nan Markowitz also reported that the Pepsi contest would be held at the beach and the VIP event at Vizcaya.

Ms. Markowitz reported that due to calendar conflicts the Broward officials have not been able to attend our CIAB meetings however, Ms. Markowitz reported that she has met with the Broward Public Works Director and Administrators with regards to Super Bowl construction and other issues that need to be coordinated in conjunction with Miami-Dade County.

Chairman Moss thanked the Transit Department, Miami-Dade Aviation Department (MIA) and the Greater Miami Convention Visitor's Bureau who helped make the tour possible.

Chairman Moss announced upcoming events at South Dade, such as the "Rib Fest" and the "Air Show" at the Homestead Air Force featuring the Thunderbirds that will be happening this weekend.

Christina Casado announced the next Transit Subcommittee meeting would take place on November 5<sup>th</sup>. She informed the committee is trying to put together a "strategy" to reach out to different agencies to assist in buying paint (particular for the metro-movers stations in downtown).

Ms. Casado also announced that there would be no more Super Bowl Construction meetings. Super Bowl Coordination meetings will continue to focus on all aspects of Pro Bowl and Super Bowl preparations. Ms. Casado informed that Miami-Dade County Public Works Department is working on placing all construction projects that impact lanes or traffic on a map for Nan Markowitz (SFL Super Bowl Host Committee). Meetings will be held monthly and jointly with the Landscape Subcommittee to review the punch list.

NFL Urban Forestry Grants/Updates and Planting: Ms. Casado reported that there are eleven (11) sites to do planting events in conjunction with the NFL. There are five (5) schools and the remaining are Parks locations. The kick off date is November 17<sup>th</sup>. Ms. Casado reported that there will be a concentration of events being held closer to January 2010 so the NFL would be able to participate in some of the events. The first Super Bowl planting will take place at the Laura Saunders Elementary School in Homestead. Ms. Casado announced that the planting schedules and announcements will go out as soon as they become available. Ms. Casado said the idea is to have a "Ceremonial Football" thrown by the kids in the direction of the next planting. After the last planting event the football will be given to the NFL or Super Bowl Host Committee to thank them for their investment in our community.

Aesthetics Master Plan (AMP) Christina Casado reported that after two (2) years in process the plan was presented to the Budget, Planning and Sustainability Committee Budget on Oct. 27<sup>th</sup> 2009 and was favorably recommended to the BCC. The AMP is scheduled to be heard by the Board of County Commission (BCC) on November 17<sup>th</sup> 2009. Ms. Casado hopes that by the end of November 2009 the CIAB will have an approved Aesthetics Master Plan. Christina Casado thanked everyone for their time and effort!

#### **IV. Reports (Agenda out of Order)**

##### Miami-Dade Expressway Authority (MDX) Landscape and Aesthetics Update

Richard Johnson welcomed everyone and conducted the presentation. He commenced by talking about MDX's Board of Directors and MDX's enhancement policy adoption in 2003. Mr. Johnson spoke about MDX's Landscape improvements and mitigation. During the presentation he showed before and after photos of MDX's System Wide Landscaping

Projects (SR112/NW 27<sup>th</sup> Avenue). Mr. Johnson presented the SR 836/27 Conceptual Design, the SR836 Extension Project and future landscape projects. He showed before and after photos on the segments of the different projects. Mr. Johnson also presented the projects on the planning phase and design phase. He presented and talked about the SR836 auxiliary lanes, the interchange, bridges and the Noise Wall on SR112 and MDX's corridors (see presentation/report on website).

Juan Toledo (MDX) pointed out that when a contractor assumes responsibility for a landscaped area that they are also assuming responsibility for the established plant materials. MDX landscaping contracts have been written to include maintenance and materials guarantee period which allows MDX to retain contract dollars throughout that period and pay the contractor on a monthly basis. He explained that the contract guarantees the survival of the plant material that the contractor installed and that the contractor is required maintain and replace any dead material over the course of the contract (3 years with two 1 year renewal options) as part of its Asset Management Program.

Juan Toledo spoke about their subcontractors and their small business program that concurs with Miami-Dade County SBA requirements.

Chairman Moss asked Mr. Toledo to describe how the contracts are monitored.

Juan Toledo responded that part of the contract requires that an in-house person retains all records.

Chairman Moss and some of the board members asked questions with regards to the cost of the Asset Management Contract, asphalt maintenance, tree replacements, bids, performance measures, graffiti, etc. Mr. Johnson answered their questions and shared that MDX's contract covers all assets on the corridor, fence to fence. He also informed that MDX's contract includes incentives and disincentives not just for landscaping, but also for things like graffiti which needs to be covered in 24 hours of being reported or a penalty is accrued.

Javier Rodriguez explained that the reason why the Asset Management Contract works for MDX is because it is a contained and standardized system. The system is comprised of five (5) Expressways, plus the building maintenance for the toll plazas all covered by one Asset Management Contract.

Deborah Rivera (FDOT) asked MDX on how they handle facilities and maintenance. Mr. Johnson said it was included in the same contract.

Juan Toledo explained that MDX has one Facilities Manager who handles coordinating maintenance and operations with the asset management contractor.

Jeff Dawson asked questions with regards to the corridor and painting of the bridge by MIA on SR112. Mr. Toledo and Mr. Johnson reported that SR112 would be the first to be repaired and painted before the Pro Bowl and Super Bowl.

Chairman Moss thanked Javier Rodriguez and MDX staff for a great presentation.

Chairman Moss requested a follow-up with MDX and having them present at our January 2010 CIAB meeting to talk about MDX's Asset Management Contract, the concept, bidding, selection, lessons learned, etc.

**CIAB Inspection Report:** Dani Toranzo, Office of Community Image, reported on work completed for the last three months. He reported a total of 9,704 Miles; 3,000 Inspections; 286 cubic yards of debris/litter was picked-up; 165 miles-of-sweeping; 269 miles of landscape has been watered.

The CIAB Ambassadors worked on various projects: Assisted with a planting at City of South Miami, two metro mover stations plantings with City Year Volunteers, assisted DDA with the preparation for the inauguration of the Burle Marx sidewalk completion and statue. The CIAB Ambassadors assisted PWD with litter pick-up, and started working on a project at the Veterans Cemetery/ Potter's Field on SW 87<sup>th</sup> Avenue and 58<sup>th</sup> Street for an event which will be held on Veteran's Day.

**Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported the Committee met on October 21<sup>st</sup>. The Committee's topic was Pro Bowl and Super Bowl Projects. Mr. Dawson reported on PWD RAAM's Division's Super Bowl Beautification projects that have been completed and all that remains pending is clean-up, mulching, and tree replacements which is all scheduled before the Pro Bowl and Super Bowl Events. On the Florida City project, Krome/8<sup>th</sup> Street Project and Districts 12 and 13, he reported that the Committee is coordinating a meeting with FDOT and the Florida Turnpike. The SR9 Project, he reported that the design has been reviewed and has comments from FDOT. Mr. Dawson reported that the Special Feature for the Super Bowl will not be part of Hands on Miami Day due to a scheduling conflict. The Event will no longer take place on November 7<sup>th</sup>, but that instead an alternate date has been given, which is November 10<sup>th</sup>.

Ms. Casado reported that the November 10<sup>th</sup> date for Hands on Miami Day will not be held due to another scheduling conflict. Another date will be looked at for an event with Hands on Miami.

**Marketing & Education Subcommittee:** Lina Blanco, City of Miami reported that the committee met and discussed the following: CIAB Poster Contest. The committee has drafted the 2010 CIAB Poster Contest schedule which will be presented at the next CIAB meeting in November 2009, once the committee receives a confirmation from the Miami Herald. She reported on the poster contest schedule as follows: there will be a window of one month for poster submissions instead of two weeks, the poster contest starting date will be January and ending in February 2010, judging will take place in March 2010 and the posters will be displayed at the Youth Fair in April 2010. The winners will be recognized at the County's Board of County Commission (BCC) in April and at the School Board in May 2010. Lina Blanco reported that due to budget cuts the Poster Contest will go back to prizes for only three levels: Elementary, Middle, and High School. Ms. Blanco asked the Board to participate in the poster contest judging. However, she advised that if offer to judge, you must be available during the entire schedule time of the judging (10:00 a.m. to 5:00 p.m.).

As far as the Anti-Litter Campaign, Ms. Blanco reported that it was on hold since the committee has not been able to meet with the County's Communications Department.

**Street Tree Subcommittee:** (Deferred)

**Transportation/Transit Subcommittee:** Dr. Claudius Carnegie (MDC School Board) reported the committee has had several meetings and that a Workshop was scheduled on November 5<sup>th</sup> to deal with the transportation and transit issues. Dr. Carnegie reported that

the committee had inspection tours of the metro mover stations on September 22<sup>nd</sup> and 28<sup>th</sup>. Dr. Carnegie reported that the committee came up with some of the needs of the metro mover stations which need to be prioritized. Dr. Carnegie made reference to the bus tour this past week Oct. 26, 2009. He informed the Board that the committee had a chance to visually assess some of the maintenance needs during the bus tour and reported that the metro rail tour was pending. Dr. Carnegie said that the bottom line is the committee is assessing the needs for all of the various infrastructures transit within the perspectives of aesthetics. Dr. Carnegie advised the Board on what a great job Christina Casado has been doing in terms of assembling partnerships and creatively finding resources to address the needs. He advised that Mark Brown (District 1) has been invited to the next committee meeting since it seems that Mr. Brown has some good ideas as well as how to partner with other entities. Dr. Carnegie asked Mr. Forbes (MDT) if possible to provide a work plan to assist in bringing better definition to the committee in this effort.

Dr. Carnegie advised Chairman Moss on the issue of graffiti such as utility markings and said he felt it was necessary to bring it to the Chairman's attention for some course of action. Particularly, he is seeing a lot of utility markings now on sidewalks and roads from utility companies. Dr. Carnegie asked Chairman Moss if he would bring the issue to the Legislative Agenda for appropriate action.

Chairman Moss advised that the issue has been a struggle for a long time, and said it was an on-going issue that needs to be addressed. He also mentioned that it has been discussed many times and that he would like to bring it back for discussion to the next CIAB meeting.

### **Closing Remarks**

Chairman Moss asked Regina Hagger (City of Miami) if she would please report on the Tree Protection Ordinance and the Tree Trust Fund at the next CIAB meeting of November.

Chairman Moss thanked everyone and Javier Rodriguez, Director (MDX) once again for hosting CIAB meeting at MDX facilities.

The meeting was adjourned.

### **Recap of Action Items 10/29/09**

- **NFL November 17th Kick off Planting events**
- **Graffiti/Utility Markings issue discussion**
- **Tree Ordinance/Tree Trust Fund – (City of Miami) -- Regina Hagger**
- **City of Coral Gables Presentation -- Mayor Don Slesnick**
- **Customer Service Presentation**
- **MDX Maintenance Contract (Concept) Presentation – January 2010**
- **Chairman requested a copy of MDX's Asset Maintenance Contract**