



NEAT STREETS MIAMI
MEETING SUMMARY
July 27, 2016
FINAL

NSM Members Present

William Anderson, GMCVB
Lina Blanco, City of Miami
Tessa Boudreaux, YMCA of South Florida
David Cardenas, MDPROS
Dr. Claudius Carnegie, CTAC
Vice Mayor Patricia Cohen,
Miami-Dade League of Cities
Margaret Daly, Designee/MDC Commission,
Dist. 12, Friends of the Underline
Cesar Garcia-Pons, Perkins + Will
Juan C Garrido, Designee/MDC Commission,
Dist. 7
Camela Glean-Jones, The Beacon Council
Ramiro Inguanzo, Miami-Dade College
Rick Johnson, MDX
Jack Kardys, MDPROS
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Planning & Zoning Department
Robert McClellan, DTPW
Maria Mitchell, Designee/MDC, Dist. 6
Commissioner Dennis C. Moss, MDC Dist. 9
Teresa Olczyk, UF Institute of Food and Agricultural
Sciences, MDC Cooperation Extension
Alyce Robertson, DDA
Councilwoman Phyllis Smith, City of North Miami Beach
Ricky Smith, Designee/MDC Commission, Dist. 1
Peter Trupia, Designee/MDC Commission, Dist. 3
Rick Vasquez, FPL
Lynda Kompelien Westin, South Florida
Regional Transportation Authority
Mark Williams, City of Miami Beach
Britany Ziems, Citizens For A Better South Florida

Participants Present

Diana Amaya, District 9
Danila Bonini, City of Miami Beach
Christine Crespo, FDOT
Tonya Daniels, City of Miami Beach
Patrice Gillespie Smith, NSM
Honorable Michael Grieco, City of Miami Beach
Ginny Gutiérrez, GMCVB
Dat Huynh, FDOT
Neisen Kasdin, Akerman LLP
Jennifer Korth Llorente, NSM
Christopher Morisset, NSM Intern
Leonard Salazar, FDOT
Wanda Torres, NSM
Elizabeth Wheaton, City of Miami Beach

Opening of Meeting

I. Report

- a. **City of Miami Beach –“Keep MB Clean and Fit” Campaign** – Honorable Michael Grieco

Patrice Gillespie Smith gave a short introduction of the City of Miami Beach Commissioner Michael Grieco.

Commissioner Grieco shared that the goal of the “Keep MB Clean and Fit” Campaign is to not only educate the City of Miami Beach’s residents, but also visitors. Commissioner Grieco mentioned his efforts are mainly on litter because he wants to have a clean city and waterways.

His mission is to attack things legislatively and on a more general policy level. The City of Miami Beach was the first city in Florida to get rid Styrofoam products. Commissioner Grieco mentioned Styrofoam is not safe for fish, people or the environment. In September 2016, Styrofoam products, with the exception of commercial packaged products, will be prohibited in the City of Miami Beach. Ramiro Inguanzo mentioned the cities of Surfside and Bal Harbour implemented similar legislation. Councilwoman Smith mentioned the City of North Miami will no longer use Styrofoam products. Commissioner Grieco mentioned any business in the City of Miami Beach that gives any Styrofoam to-go containers will have a \$1000 fine applied to their business.

Councilwoman Smith asked, what about plastic bags? Commissioner Grieco responded there is law that preempts them from changing the law for banning or taxing plastic bags. He mentioned he would like to have a voluntary ban on smoking on the beach, but the State preemption only bans smoking on playgrounds.

Vice Mayor Patricia Cohen asked where the preemptions are coming from? The Commissioner responded the State of Florida. She mentioned the more trash cans that are put out, the more littering there is. Commissioner Grieco responded the City of Miami Beach has street teams that go out on foot looking for litter. He mentioned the City of Miami Beach has a pilot solar trash can program. These solar trash cans hold four times as much trash as other trash cans. When a solar trash can is at 80% capacity it will notify the sanitation department to come and empty it. They will have results from this program in the beginning of 2017.

Mr. Inguanzo asked how the campaign works. Commissioner Grieco responded that it’s an educational campaign, but a big part is working with the hotels and targeting events.

Jack Kardys thanked Commissioner Grieco for what he does for the City of Miami Beach.

Lina Blanco stated she feels the bulk of trash comes from City events. Commissioner Grieco responded sanctioned events must have contracted trash removal.

Tessa Boudreaux asked about plastic bags preemption. Commissioner Grieco responded we have to rally the local officials to focus on this issue. Commissioner Moss agreed that the Miami-Dade legislation needs to speak with one voice. Chairman Moss mentioned we don’t hold our State legislation accountable. We, at the local level, need to work together to preempt to bring something positive to our community.

Mr. Gianni Lodi said that it’s important to screen the state legislation. Staff has done an excellent job at screening and actually fished out three statewide preemptions.

Ms. Robertson asked does legislation prohibit cities from imposing a charge for plastic bags. Commissioner Grieco responded yes, it addresses all things that other States have done.

Mr. Rick Johnson asked, is there an incentive to businesses who advertise the usage of biodegradable packaging? Commissioner Grieco responded it’s a great concept but it’s hard to do for local businesses. It’s a national issue.

City of Miami Beach, Director of Sustainability, Elizabeth Wheaton and Director of Marketing and Communications, Tonya Daniels gave a brief introduction of the “Keep MB Clean and Fit” Campaign. A copy of their presentation is in the retreat PowerPoint online.

Their target demographic for the campaign and those who are responsible for the majority of littering are youth and regional day-trippers.

The campaign objectives are to:

- Reduce litter
- Raise awareness of the City of Miami Beach’s commitment to improve the community through an anti-litter initiative
- Encourage the public to engage and participate in keeping all areas in Miami Beach clean
- Motivate target audience to visit the campaign’s dedicated website for more details and information
- Generate positive local, national and international awareness

Since cigarettes are not biodegradable, the City of Miami Beach is plans to distribute a reusable portable ashtray to prevent cigarette butt littering to smokers.

Ms. Boudreaux asked for the City of Miami Beach hashtags and handles to follow.

Councilwoman Smith asked how long has the campaign been going on. Ms. Wheaton responded since spring 2016.

Commissioner Moss asked how you would identify the smokers. Ms. Wheaton responded we will distribute to concession representatives. They will distribute to cigarette consumers.

Councilwoman Smith asked for metrics. Ms. Wheaton mentioned although they track their trash pickup measuring change is difficult due to many variables.

Ms. Gillespie Smith asked how can the county can adopt this type of program? Ms. Daniels responded although they’re different they’re similar. Ms. Daniels mentioned she thinks the City of Miami Beach’s campaign could work or something similar. Mr. Inguanzo asked was Miami’s campaign “Keep Miami Beautiful” the same concept. Ms. Daniels responded I’m not sure.

Ms. Maria Mitchell mentioned car littering is on the rise. Ms. Daniels mentioned the City of Miami Beach have thought about promotional giveaways to stop littering. Chairman Moss responded we need to be able to sustain the effort long-term. Ms. Daniels stated we need to look at this as a regional issue.

Ms. Robertson asked about the initial cost of the campaign. City of Miami Beach responded the first year’s budget was \$70,000; the second launch \$25,000 is allocated and an annual cost is estimated at \$20,000 to refresh signs, banners, etc.

Ms. Robertson mentioned the campaign is edgy and appeals to a younger age group. Ms. Robertson mentioned she would be interested in crossing the Bay with this type of campaign. Ms. Wheaton mentioned working with other municipalities will help get the message out there.

Councilwomen Smith mentioned we have to educate youth. Ms. Wheaton mention the City of Miami Beach would like to incorporate youth in their campaign’s phase three.

II. Action Item – Approval of 06/29/16 Minutes

Chairman Moss asked for a motion to approve the minutes. Dr. Carnegie motioned to approve the minutes and the Chair seconded the motion. Minutes were unanimously approved.

Action Item – Appointment of new Neat Street Miami Board Members

Chairman Moss asked for a motion to approve the appointment of Camela Glean-Jones of The Beacon Council. Councilwoman Phyllis Smith motioned to appoint Ms. Glean-Jones and Rick Johnson seconded the motion. Ms. Glean-Jones' appointment to the Neat Streets Miami Board was unanimously approved.

Chairman Moss asked for a motion to approve the appointment of Britany Ziems of Citizens for a Better South Florida. Councilwoman Phyllis Smith motioned to appoint Ms. Britany Ziems and Rick Johnson seconded the motion. Ms. Ziems' appointment to the Neat Streets Miami Board was unanimously approved. Bios for both new board members are available online.

III. Closing Remarks

Chairman Moss thanked everyone for coming out to the retreat.

The meeting was adjourned at 1:20 pm