



NEAT STREETS MIAMI Meeting Summary February 28, 2018

NSM Members Present

Willian Anderson, GMCVB
Lina Blanco, City of Miami
David Cardenas, MDPROS
Dr. Claudius Carnegie, CTAC
Councilwoman Patricia Cohen, Village of Bal Harbour
Aneisha Daniels, DSWM
Kenneth E. Gardner, Transportation Aesthetics
Patricia A. Harris, Citizen
Ramiro Inguanzo, Miami Dade College
Rick Johnson, MDX
Omar Leon, City of Miami Beach
Robert McClellan, MDDTPW
Alyce Robertson, DDA
Christopher J. Russo, City of Sunny Isles Beach
Peter Trupia, District 3 Designee
Britany Ziems, Citizens for a Better South Florida

Participants Present

Katie Wayer, City of Miami
Angelica Mendez, City of Miami
Mario Nunez, City of Miami
Elizabeth Rivera, FDOT
Kevin Schot, FDOT
Mavi Haime, Bioplanet
Jeromy Whyte, NSM
Gabriela Lopez, NSM
Jennifer Llorente, NSM

I. Welcome and Introductions

Honorable Chairman Dennis C. Moss

Miami-Dade County Commissioner of District 9 and Chairman of Neat Streets Miami, Dennis C. Moss, warmly welcomes and thanks everyone for being present. Immediately after the welcome, Chairman Moss leads the introductions by first introducing himself, which leads to everyone individually introducing themselves. Upon completion of introductions, Chairman Moss thanks everyone again for their participation and thanks the Greater Miami Convention and Visitors Bureau (GMCVB) for hosting the Neat Streets Miami Board meeting.

II. Greater Miami Convention & Visitors Bureau Update

Bill Talbert

- Ranked #2 in the month of January among the top 25 hotel markets in the U.S.
- Average Occupancy 81.3%, an increase of over 6%.
- Room rate ranked #3 among the top 25, the numbers were 230 and 242, an increase of 7.8%
- Rev Par ranked #3 at 189.01 14.3%.
- Amongst the top 25 hotel markets in the U.S, the GMCVB last year was ranked #3 with a \$22 difference in Rev Par between the holder of the #2 spot. This year, the difference between GMCVB and the #2 spot is only \$8.00.
- First 3 weeks of February, occupancy was up 4.4% at 85.6%, the room rate up 12.2% at 256.88 and Rev Par up 17% to 220.58.
- The 14% increase in Rev Par was the highest percent increase of any community in the top 25
- Air BnB is not affecting the overall health of the hotel industry.
- Columbia is Miami's #1 market.
- In 2016, Columbians contributed 1.3 billion dollars, up 15% from the last year.
- Visitors from Columbia up 35%.

III. Action Items

- **Approval of the 1/31/18 Minutes**
 - Chairman Moss asks for the approval of minutes. The motion was initiated by Dr. Carnegie of CTAC and seconded by Chairman Moss.

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IV. Reports

A. Keep America Beautiful

April Buther Wennerstrom
Director, Affiliate Development
Keep America Beautiful

Ms. Buther Wennerstrom, Director of Affiliate Development begins by sharing the focus of Keep America Beautiful (KAB), which is the understanding of beautiful places and their impacts on communities and cities all over the nation. The vision of KAB is as follows: "Everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision." The main focus of KAB's vision is to end littering, improve recycling and beautify communities.

Since the 1950s, KAB has been carrying out this vision with their extensive affiliate network of over 600 organizations throughout the nation. KAB offers a large variety of programs to affiliates. Some of the programs are the littering index and community appearance index to help communities get a sense of what issues need to be addressed. Through the programs of KAB and the affiliate network, KAB hopes to reach their goals of reducing littering by 35%, improving recycling by 20% and to beautify one million community places across the nation.

KAB has a large network of partners in both the private and public sectors. The diverse network of partners from the private, public and civic sectors is a method to engage citizens, business and government. As an affiliate, KAB provides several signature programs and initiatives which are the following: Great American Cleanup, Public Space Improvement Grant Programs, Community Restoration and Resiliency Fund, Youth Education, Cigarette Litter Prevention Program, America Recycles Day, I Want To Be Recycled, K- College Recycling, Recycle-Bowl, RecycleMania and National Planting Day.

Along with the many programs, KAB administers a proven behavior change system. The focus of this system is to change behavior through methods of engaging, educating, motivating and activating communities to carry out the vision and beliefs of KAB.

Ms. Buther Wennerstrom lists some of administrative expectation of affiliates when partnered with KAB:

- Active Board
- Executive Director
- 6 hours of training
- Annual Affiliate Fee
- Event Reporting/Cost-Benefit Ratio
- Community Appearance Index-Litter Index
- Governance Report
- One Project/Resource in each Impact Goal

KAB offers additional support to the affiliate network through the affiliate dashboard. The affiliate dashboard is a link that gives affiliates access to several resources, tools and opportunities of training. In addition to those resources, the affiliate dashboard is the location where current affiliates would do the reporting at the end of year to keep record of the impact.

Gabriela E. Lopez, NSM Manager, asked Ms. Buther Wennerstrom to further explain what level of access do affiliates have in regards to Grants. Ms. Buther Wennerstrom replies that the grants program is very active and has seen over 7 million dollars awarded across the board to the KAB affiliate network. She also explains that the opportunities of these grants are only available to affiliates of the KAB. Chariman Moss then asked Ms. Buther Wennerstrom to name some of the cities who have had major litter problems in effort to get information on how to tackle the issue of litter. Ms. Buther Wennerstrom mentions that KAB also leads the "Big City Advisory Committee" that meets quarterly and their focus on is to look at litter, recycling and the economic benefit. She further mentions some of the partner cities such as Cincinnati and Philadelphia and when this advisory committee meets they share information such as best practices to help combat the issue.

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Mario Nunez, Director of the City of Miami Solid Waste and Executive Director of KAB for the City of Miami, shares valuable information in regards to the beautification, maintenance of our community and strategies on how to approach the issue of litter and illegal dumping. Mr. Nunez starts by identifying Miami's problem with illegal dumping and then recognizes that this is a national problem. He continues by saying there should not be any boundaries in regards to who is effected by these issues at hand and suggest a more joint effort. He then mentions some of the things his team has been working on to combat the issue such as their marketing campaign. The goal of the campaign is to get into the school education system with a proven program that changes the mind and morale of the citizens. So far their program has been implemented into 7 schools and reached over 20,000 students.

Mr. Nunez then highlights that changing the minds of the people is very important when addressing the issue of litter and illegal. He suggest that creating a sense of pride and ownership within a community is vital, which ties back to education and community engagement. Some methods done by Mr. Nunez, his team and their partners is scheduling of events such as trash walks and over 50 clean ups. Mr. Nunez also mentions the importance of promptness when addressing the issue that affects the community. He explained that showing promptness to addressing dumping and littering shows a level of appreciation to the community which ultimately leads to more pride, ownership and engagement from the residents.

Mr. Nunez further explains how their approach to these issues are effective. He mentions that his team was honored with a national award for excellence in community improvement. Lastly, Mr. Nunez closes by highlighting the importance of communication, education and integration when tackling this problem of litter and illegal dumping.

B. 2016-17 Tree Canopy Installation

David Cardenas
Chief, Right-of-Way Aesthetic and Assets Management Division
Miami-Dade County Parks, Recreation & Open Spaces Department

- The Board of County Commissioners approved \$750,000 to plant in our County right-of-ways in FY 2016-17.
- Throughout Miami-Dade County, over \$2.7 million dollars was used in projects to plant trees which resulted in 2,079 trees planted and 57,584 ground cover.
- In the County rights-of-way, 720 trees were planted with 3,300 ground cover.
- As a result of other special projects, 492 trees were planted with 10,824 ground cover.
- With the support of Neat Streets Miami, 181 trees were planted.
- Over 1,300 trees were reset after Hurricane Irma.
- One million dollars have been allocated for this fiscal year to be used for plantings and beautifications by October 1st.

V. Updates

A. Neat Streets Miami Office

Gaby Lopez

- On February 2nd, Alyce Robertson was awarded the Complete Streets Champion award at the Safe Streets Summit.
- On February 8th, there was a Sparkle Tour held to inspect Downtown Miami, Miami Innovation District, Miami Intermodal Center and Palmer Lakes.
- Board member David Cardenas was appointed to the Illegal Dumping Task Force.
- On February 19th, The Department of Solid Waste Management dispatched four new bulky crews to specifically address illegal dumping.
- On February 23rd, the first out of 300 new compressed natural gas (CNG) and electric bus is being tested. The new CNG buses have the following characteristics: produce less air pollution to our environment, cost of CNG is cheaper (average \$2.00 per gallon equivalent), less emission than diesel, cleaner engines, and long range mileage on a full tank.

B. Tree and Landscape Committee

Rick Johnson

- 16 applications were received for the 2018 Street Tree Matching Grant program, totaling \$267,107.40.
- The awards went to the following municipalities and organization: Sunny Isles Beach, Cutler Bay, Miami Shores, Surfside, Medley, North Miami, Miami, Doral, Hialeah, Palmetto

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A motion to approve the awards of the Street Matching Grant made by Rick Johnson, MDX, and seconded by Alyce Robertson, DDA.

- 2018 Leaf Workshop: Hurricane Preparedness and Response. The date when this will take place has not been decided.

C. Marketing and Education Committee

Lina Blanco

- The 2018 Clean Up and Green Up Poster and Video Contest has ended and judging will take place March 2nd at Women's Park.
- A total of 1,468 posters were received for the contest. 56 schools and 35 parks participated this year.
- The awards presentation will take place on April 10th in the BCC Chambers.
- There are internship opportunities available in the areas of marketing and landscape architecture.

D. Transportation Gateways and Corridors Committee

Dr. Claudius Carnegie

- On February 21st, the three new metrorail trains are now in service
- Ronald Reagan Equestrian Center Sculpture produced by artist Carlos Enrique Prado Herrera. The sculpture is located in Tropical Park on the corner of Bird Road and SW 79th Avenue.

E. Upcoming Events

- March 2nd: Bike to Work Day
- March 14th: Planting & Presentation at Citrus Grove Elementary sponsored by Bank of America/American Forests
- March 20th: Planting sponsored by TD Bank/One Tree Planted at Bird Lakes Park
- April 10th: 2018 Clean Up & Green Up Poster/Video Contest Awards Presentation in BCC Chambers
- April 21st-22nd: Tree Giveaway sponsored by One Tree Planted at Zoo Miami's Party for the Planet
- April 28th: Planting sponsored by Coca Cola/American Forests at Little River Park
- April 28th: Citizens for a Better South Florida's Project TREEstoration Miami at Legion Park (tree giveaway, farmer's market & more)
- First week of May: Planting sponsored by Bank of America/American Forests at Arcola Lakes Park
- First week of May: 2018 Leaf Summit Workshop: Hurricane Preparedness & Response
- May 19th: Dedication of Planting with Rotary Club at West Perrine Park

VI. Closing Remarks

Honorable Chairman Dennis C. Moss

Chairman Moss thanks the GMCVB for hosting the Neat Streets Miami Board meeting and then thanks everyone present for participating.

Please note: Next Board Meeting will be Wednesday, March 28th, at 10:00 a.m.