



NEAT STREETS MIAMI
Meeting Summary
Wednesday, April 25, 2018 at 10 a.m.
Greater Miami Convention & Visitors Bureau
Bank of America Building, 701 Brickell Avenue, 27th Floor

NSM Members Present

William Anderson, GMCVB
David Cardenas, MDPROS
Dr. Claudius Carnegie, CTAC
Harold Desdune, FDOT
Kenneth E. Gardner, Transportation Aesthetics
Patricia Harris, Citizen
Ramiro Inguanzo, Miami Dade College
Rick Johnson, MDX
Maria I. Nardi, MDPROS
George Puig, Kimley- Horn
Rick Vasquez, Miami-Dade County District 5 Designee
Edward Bann William, MDAviation
Britany Ziems, Citizens for a Better South Florida
Council Women Patricia Cohen, Village of Bal Harbor

Participants Present

Ginny Gutierrez, GMCVB
Mark McPherson, City Forest Credits
Andrew Otazo, Cuba Study Group
Jennifer Rodero, DDA
Kevin Schot, FDOT
Diana Amaya, Miami-Dade County
District 9 Office

I. Welcome and Introductions

Diana Amaya, Office of Commissioner Dennis C. Moss
Miami-Dade County's District 9 Commissioner and Chairman of Neat Streets Miami, Dennis C. Moss, was absent this board meeting. Ms. Diana Amaya, Office of Commissioner Dennis C. Moss, took the role of leading the board meeting. Ms. Amaya warmly welcomes and thanks everyone for being present. Immediately after the welcome, Ms. Amaya leads the introductions. Upon completion of introductions, Ms. Amaya thanks everyone again for their participation and thanks the Greater Miami Convention Bureau (GMCVB) for hosting the meeting.

II. Greater Miami Convention & Visitors Bureau Update

Bill Talbert

- March updates:
 - Second highest occupancy rate among the top 25 markets
 - #1 in occupancy
 - #1 in rate of growth
 - #1 in Rev Par
 - #1 in room rate at 253.56

III. Action Items

- **Approval of the 3/28/18 Minutes**
 - Approval of the 3/28/18 Minutes was moved to the 5/30/18 Board meeting Agenda due to Chairman Moss' absence.

IV. Reports

A. Miami's Marine Trash Problem

Andrew Otazo

Andrew Otazo is a Miami-Dade County resident who spoke in regards to "Miami's massive mangrove trash problem." Most of Otazo's efforts have been focused in the area known as Bear Cut Preserve, which is located on the northern tip of Key Biscayne.

Mr. Otazo described the large quantities of trash he finds in Bear Cut Preserve, including body bags, syringes and various articles of clothing. The trash issue is so severe that, with every high tide, more trash surfaces. He reported that he has cleaned the same areas of Bear Cut Preserve more than two dozen times to only see trash reappear. Mr. Otazo has picked up over 3,000 pounds of trash since beginning his mission of cleaning up Bear Cut Preserve four months ago.

Neat Streets Miami is a County board that creates beautiful, green and livable transportation gateways and corridors.

Mr. Otazo then listed some sources of trash such as passing ships that dump trash into the ocean, blown off of landfills, swept down storm drains, and careless individuals. Plastic is a particular concern because of its non-biodegradable properties.

Mr. Otazo informed the Board of the life cycle of a single piece of plastic once it enters the ocean. A single piece will divide into smaller and smaller pieces due to wave action, salt and the sun. This then turns the plastic into micro plastics. These micro plastics are then consumed by animals that are at the bottom of the food chain, then the larger animals eat the smaller animals, which ultimately leads to the highest oceanic predators having the highest concentration of plastic in their bodies. The danger lies not only in the health of the animals, but also that the higher level oceanic predators are commonly consumed by humans, therefore, causing humans to carry the dangerous toxins of plastic in their bodies.

Mr. Otazo proposed an action plan that focuses on stopping the mangrove trash problem at its source. He believes that the ultimate problem is the residents themselves because of their widespread lack of concern regarding to the harmful effects that oceanic plastic has on our community. To combat the problem, Mr. Otazo hopes that officials ban sensitive areas to boaters and advocate for greater enforcement of existing regulations.

Mr. Otazo concluded by reminding the Board of the corrective measures that could be taken to combat this issue: education, praise to those who attempt to reduce the problem, and better enforcement of existing regulations.

B. City Forest Credits

Mark McPherson

City Forest Credits, Urban Forest Carbon Registry

Mark McPherson, representing City Forest Credits, was recommended by American Forests and presented Urban Forest Carbon Registry to the Board. Mr. McPherson highlights that: tree canopy is in a general decline due to rapid urbanization of 80% of the population and development disadvantaged communities having fewer trees and large additions of urban land area is expected by 2050.

Based on his research, trees are considered an expense rather than an asset. Additionally, City/County budgets are strained with human and utility services, therefore, urban forestry has no national presence and there is almost no federal funding.

Mr. McPherson then introduces the Board to “City Forest Carbon+ Credit”, which was developed to exemplify the many values of urban trees. The Carbon+ Credit is aimed at generating private sector funding to keep our communities green. A Carbon+ Credit is a metric ton of CO₂, plus quantified storm water, air quality, and energy savings. It is a national credit, compliant with the national standard, certified by national nonprofit registry. Mr. McPherson believes Carbon+ Credits will connect funders that would like to have a presence in local communities to all the projects that need the funding.

Another unique element that separates Carbon+ Credits from other carbon registries is that the credits are locally sourced, keeping the environmental benefit within that respective community.

V. Updates

A. Neat Streets Miami Office

Gaby Lopez

- The Board Retreat has been moved to Wednesday, August 1st, 2018.
- The November Board meeting has been moved to Wednesday, December 5th, 2018.
- On April 21st, Neat Streets Miami partnered with One Tree Planted, O’ Miami, National Wildlife Federation for Zoo Miami’s Party for the Planet. At the event, 100 pigeon plums, 100 t- shirts, and 1,000 seedlings were given away. New tree notes were also debuted including some in Spanish.

Neat Streets Miami is a County board that creates beautiful, green and livable transportation gateways and corridors.

B. Tree and Landscape Committee

Rick Johnson

- The 2018 Leaf Workshop will take place on Friday, May 4, 2018, at Arcola Lakes Senior Center. Continuing education credits will be available, (4 ACIP, 4 FNGLA, 3.25 ISA and 2 LIAF).

C. Transportation Gateways and Corridors Committee

Dr. Claudius Carnegie

- Project Nebula is comprised of the Amazon Distribution Center and the Carrie Meek Foundation building. Project Nebula aims to bring monumental sculptural works, branded signage, visual effects at exits and entrance, and two-dimensional art work to represent Carrie Meek and her legacy in and around the facility. The total budget is \$900,000 and the implementation time frame is Fall 2018 to Summer 2019. The location is approximately 122 acres and the Art in Public Places Trust is currently searching for artists. The Amazon Distribution Center will be approximately 800,000 square feet and aims to produce over 1,000 jobs once construction is completed.
- PortMiami: Terminal B Norwegian Cruise Line and parking garage. The budget is \$1.7 million and has a time frame of June 2018 to November 2019. The opportunities for public art will be free standing structural works, water features, way finding elements, and site specific installations.
- The Transportation Aesthetics Review Committee (TARC) reviewed the Golden Glades Interchange Enhancement Project managed by FDOT. The project aims to connect three interchanges through Miami-Dade County. The connections will be made at I-95, Florida Turnpike and 826 Palmetto Expressway. The total project cost is \$559 million, allocating \$3.9 million for landscaping.

D. Upcoming Events

- April 28th- May 4th: Miami Tree Week
- April 28th: Planting sponsored by Coca Cola/American Forests at Little River Park
- May 2nd: Planting sponsored by Bacardi/ American Forests at Losner Park
- May 3rd: Planting sponsored by Bank of America/American Forests at Arcola Lakes Park
- May 3rd: American Forests' Miami Tree Week VIP Reception at Jungle Island
- May 4th: 2018 Leaf Workshop: Hurricanes & Our Urban Tree Canopy
- May 18th: Arbor Event at Coconut Grove Elementary
- May 19th: Planting sponsored by DHL/ One Tree Planted at Norman and Jean Reach Park
- May 19th: Dedication of Planting with Rotary Club at West Perrine Park

VI. Closing Remarks

Honorable Chairman Dennis C. Moss

Ms. Diana Amaya thanked everyone for attending and then thanked the GMCVB for hosting the Board meeting.

Please note: Next Board Meeting will be Wednesday, May 30th, at 10:00 a.m.