

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

I. GENERAL INFORMATION

1. Name of Board reporting: **Community Image Advisory Board (CIAB)**

2. Indicate number of board members, terms of office, and number of vacancies:

Number of Board Members: **27**
Terms of Office: **No limit**
Number of Vacancies: **45**

3. Identify number of meetings and members' attendance (Attach records reflecting activity from **January 1, 2009** through **December 31, 2010**):

Number of Meetings: **The CIAB had 17 full board meetings.**
Number of Meetings with a Quorum: **17**
Attendance Records: **See Attachment A**

4. What is the source of your funding?

Countywide General Fund and Capital Outlay Reserve (CORF)

5. Date of Board Creation:

**October 23, 2001 per Ordinance 01-164, as amended by Ordinance 02-31,
and Ordinance 03-215**

6. Attach a copy of the ordinance creating the Board (Please include all subsequent amendments).

See Attachment B for ordinances referenced above.

7. Include the Board's Mission Statement or state its purpose:

The Community Image Advisory Board's mission is to develop partnerships, principles, and projects that support the sustainable beautification and greening of our community through scenic vistas, tree lined streets, lush landscaping in high-traffic areas and popular destinations, and livable neighborhoods that reflect a world class image of Miami -Dade County as a sub-tropical paradise.

8. Attach the Board's standard operating procedures, if any.

No standard operating procedures exist.

9. Attach a copy of the Board's By-Laws, if any.

No by-laws exist.

10. Attach a copy of the Board minutes approving the Sunset Review Questionnaire, including a vote of the membership.

Will be included in Attachment C

II. EVALUATION CRITERIA

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

1. Is the Board serving the purpose for which it was created? (Please provide detailed information)

Yes, the board is serving its purpose. See report in Attachment D.

2. Is the Board serving current community needs? (Please provide detailed information)

Yes, the board is serving current community needs. See report in Attachment D.

3. What are the Board's major accomplishments?
a. Last 24 months:

See report in Attachment D. Meeting minutes are provided in Attachment E.

- b. Since established :

See report in Attachment D.

4. Is there any other board, either public or private, which would better serve the function of this board?

No other board either public or privaten serves the CIAB function.

5. Should the ordinance creating the Board be amended to better enable the Board to serve the purpose for which it was created? (If "Yes", attach proposed changes)

The ordinance was amended in 2002 and 2003 expanding membership to enable the board to serve the purpose throughout Miami-Dade County and its municipalities. Future amendments may be considered to further expand the board if needed, however the board performs annual reviews of its effectiveness and fills key vacancies.

6. Should the Board's membership requirements be modified?

No modifications are required at this time.

7. What is the operating cost of the Board, both direct and indirect? (Report on FY 2009 and FY 2010)

2009: Direct costs: \$7,900 (Direct expenses, printing, copies, supplies)

Indirect cost: \$67,000 (65% Support staff)

2010: Direct costs: \$ 6,500 (Direct expenses, printing, copies, supplies)

Indirect cost: \$67,000 (65% Support staff)

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

8. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.

- ◆ **Initiate landscape projects on priority gateways**
- ◆ **Conduct annual poster contest to educate students on topics important to the CIAB (Anti-Litter, Greening, etc.)**
- ◆ **Design and implement Anti-Litter campaign**
- ◆ **Develop Aesthetic Master Plan**
- ◆ **Recommendation to BCC - Street Tree Master Plan**
- ◆ **Gateway standards for planting and maintenance for priority corridors**
- ◆ **Urban Tree Canopy Restoration Initiative**

Also: see report in Attachment D.

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment A

Attendance Records

January 2009 – December 2010

CIAB Member Attendance
January - December 2010

Member	Department/Organization/Municipality	Meeting Dates												
		2/17/2010	3/31/2010	4/29/2010	5/26/2010	6/30/2010	7/28/2010	9/29/2010	10/28/2010	11/15/2010				
Anderson, William	Greater Miami Convention & Visitors Bureau	Cancelled	Sent Rep.	Sent Rep.	Sent Rep.	Present	Cancelled	Present	Present	Present	Cancelled	Present	Sent Rep.	Present
Blanco, Lima	City of Miami	Cancelled	Present	Present	Present	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused
Blanton, Sharie, A.	Miami-Dade County Commissioner District 7	Cancelled	Absent	Absent	Absent	Absent	Cancelled	Absent	Absent	Absent	Cancelled	Absent	Absent	Absent
Cardenas, David	Miami-Dade County Public Works Department	Cancelled	Present	Present	Present	Present	Cancelled	Present	Present	Present	Cancelled	Present	Present	Present
Carnegie, Claudius	Miami-Dade County Public Schools	Cancelled	Excused	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused
Casals-Munoz, Vivian	City of Hialeah	Cancelled	Excused	Present	Excused	Present	Cancelled	Excused	Present	Present	Cancelled	Excused	Excused	Excused
Codner, Tsahai	City of Miami Gardens	Cancelled	Present	Excused	Present	Present	Cancelled	Excused	Present	Present	Cancelled	Excused	Excused	Excused
Dawson, Jeff	Miami-Dade County Aviation Department	Cancelled	Present	Excused	Present	Present	Cancelled	Excused	Present	Present	Cancelled	Excused	Excused	Excused
Forbes, Clinton	Miami-Dade County Transit Department	Cancelled	Sent Rep.	Present	Present	Excused	Cancelled	Present	Excused	Present	Cancelled	Present	Sent Rep.	Present
Gardner, Kenneth E.	TARC	Cancelled	Excused	Excused	Present	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Present	Excused	Present
Gomez, Michael	Designee/MDC Commission, District 11	Cancelled	Present	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Kay, James	City of Coral Gables	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Excused
Lambeth, Penny	Town of Miami Lakes	Cancelled	Excused	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Excused
Llori, Ysela	County Manager Office	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Lodi, Gianni	Miami-Dade County Planning & Zoning	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Mitchell, Marie	Designee/MDC Commission, District 6	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Moss, Dennis C	Miami-Dade County Commissioner District 9	Cancelled	Excused	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Nardi, Maria	Miami-Dade Park & Recreation Department	Cancelled	Excused	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Sent Rep.
Ogden, Elizabeth	Miami-Dade County Seaport Department	Cancelled	Present	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Excused	Present
Oldenbergh, John	City of Miami Beach	Cancelled	Present	Present	Present	Present	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Reilly, Buck	City of South Miami													
Rivera, Debora	Florida Department of Transportation	Cancelled	Present	Present	Sent Rep.	Present	Cancelled	Excused	Sent Rep.	Present	Cancelled	Excused	Excused	Present
Robertson, Alyce	Downtown Development Authority	Cancelled	Present	Excused	Present	Present	Cancelled	Excused	Present	Present	Cancelled	Excused	Present	Present
Schreiber, Susan	Metropolitan Planning Organization	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Present	Excused	Cancelled	Excused	Present	Sent Rep.
Steril-Marie Erlande	Miami-Dade County League of Cities	Cancelled	Present	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Stubbs, Jessie A	Miami-Dade County Commissioner District 1	Cancelled	Absent	Excused	Absent	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Present	Present
Toledo, Juan	Miami-Dade Expressway Authority	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Sent Rep.	Excused	Cancelled	Excused	Sent Rep.	Sent Rep.
Walthour, Sam	Miami-Dade County BNC	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Present	Present	Cancelled	Excused	Excused	Excused
Ward, Anna E.	City of Opa-Locka	Cancelled	Absent	Excused	Absent	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused
Willis, Hattie	Designee/MDC Commission, District 3	Cancelled	Absent	Excused	Absent	Excused	Cancelled	Excused	Excused	Excused	Cancelled	Excused	Excused	Excused
Woods-Richardson, Kath	Miami-Dade County Solid Waste Department	Cancelled	Present	Excused	Present	Excused	Cancelled	Excused	Sent Rep.	Present	Cancelled	Excused	Sent Rep.	Sent Rep.

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment B

Ordinance 01 – 164

Ordinance 02 - 031

Ordinance 03 – 215

Resolution 340-03

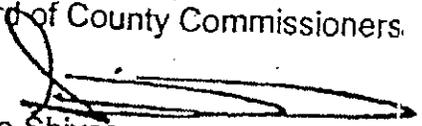


MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: October 23, 2001

SUBJECT: Ordinance Relating to the
Community Image Advisory
Board

FROM: 
Steve Shiver
County Manager

01-164

The proposed ordinance relating to the Community Image Advisory Board will not have a fiscal impact on Miami-Dade County. The Public Works Department is already staffing the Board.

Fis/13501

MEMORANDUM

Amended
Substitute
Agenda Item No. 4(F)

TO: Hon. Chairperson and Members
Board of County Commissioners

DATE: October 23, 2001

FROM: Robert A. Ginsburg
County Attorney

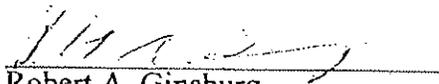
SUBJECT: Ordinance establishing the
Community Image Advisory
Board

O#01-164

The accompanying ordinance was prepared and placed on the agenda at the request of Commissioner Dennis C. Moss.

This substitute differs from the original item in that:

- 1) the following municipalities/organizations are added:
 - City of North Miami
 - City of Miami
 - City of Miami Beach
 - City of North Miami Beach
 - City of Miami Springs
 - City of Opa-locka
 - City of Miami Shores
 - Village of Pinecrest
 - West Kendall Community Representative
 - Commissioner District 9
 - Commissioner District 3
 - a representative from the Planning and Zoning Department
 - a representative from the Metropolitan Planning Organization
 - a representative from Miami Dade County Public Schools
 - a representative from the Transportation Aesthetics Review Committee
 - a representative from the Miami Herald
 - a representative from the Greater Miami Chamber of Commerce
 - a representative from the Greater Miami Visitors and Convention Bureau
 - a representative from the Citizen's Transportation Advisory Committee
- 2) provides that the representative from the West Kendall will be nominated by the Commissioner from District 11
- 3) provides that ten (10) duly appointed and sitting members will constitute a quorum

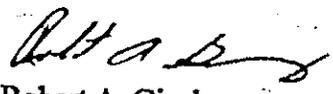

Robert A. Ginsburg
County Attorney

TO:

Hon. Chairperson and Members
Board of County Commissioners

DATE: October 23, 2001
Substitute

SUBJECT: Agenda Item No. 4(F)



FROM: Robert A. Ginsburg
County Attorney

01-164

Please note any items checked.

- "4-Day Rule" (Applicable if raised)
- 6 weeks required between first reading and public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of private business sector impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires a detailed County Manager's report for public hearing
- "Sunset" provision required
- Legislative findings necessary

Approved _____ Mayor
Veto _____
Override _____

Amended
Substitute
Agenda Item No. 4(F)
10-23-01

ORDINANCE NO. 01-164

ORDINANCE ESTABLISHING THE COMMUNITY IMAGE ADVISORY BOARD FOR THE PURPOSE OF ADVISING THE BOARD OF COUNTY COMMISSIONERS ON THE DEVELOPMENT OF "COMMUNITY IMAGE," A YEARLY COMPREHENSIVE PLAN FOR THE MAINTENANCE AND IMPROVEMENT OF MAJOR ROADWAYS, TRANSPORTATION TERMINALS, AND ADJACENT PROPERTIES, PROVIDING FOR MEMBERSHIP, PURPOSE, ORGANIZATION AND PROCEDURE, APPOINTMENT AND TENURE, POWERS, DUTIES AND FUNCTIONS OF THE BOARD, AND STAFF SUPPORT; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

WHEREAS, the economy of Miami-Dade County is fueled largely by tourism; and

WHEREAS, the condition and maintenance of our major roadways, transportation terminals, and adjacent lands are very important to the promotion and retention of tourism; and

WHEREAS, Miami-Dade County is in need of a comprehensive plan for the maintenance and improvement of these major roadways, transportation terminals, and adjacent properties; and

WHEREAS, in 2000, the Board of County Commissioners established the pilot Community Image 2000 advisory committee for a limited time period to determine whether a more permanent body should be established for this purpose; and

WHEREAS, the Community Image 2000 advisory committee worked extremely well in analyzing and proposing solutions for the maintenance and improvement of this community's

roadways, transportation terminals, and adjacent properties in its Community Image 2000 plans;
and

WHEREAS, due to the success of Community Image 2000, this Board desires establish
a permanent advisory board to the Board of County Commissioners to develop a yearly
Community Image Plan,

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY
COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:**

Section 1. The recital clauses enumerated above are true and correct and are hereby
incorporated by reference.

Section 2. The Board hereby establishes the Community Image Advisory Board (the
"Advisory Board") as an advisory board to the Board of County Commissioners, whose purpose,
membership, and function will be as follows:

- A. Purpose. The Advisory Board shall be responsible for
establishing the yearly Community Image plans, including
budget and initiative priorities, based on the following
Community Image 2000 Goals:
- the proper maintenance of grass in and around our
main roadways and transportation gateways;
 - the continued enhancement of our main roadways
and transportation gateways through the
replacement of unhealthy or damaged landscaping;
 - the enhancement of areas under overpasses and
bridges;
 - the establishment of a standard color-scheme for
bridge overpasses;
 - the proper maintenance around the Metrorail and
Metromover system and the creation of exciting

designs through lighting , painting, and cosmetic changes to the Metrorail and Metromover trains;

- the elimination of litter and trash on our main roadways and transportation gateways;
- the clearance of roadway intersections and emergency lanes of debris;
- the enhancement of all roadways serving major tourist transportation terminals, such as the airport, seaport, and train station;
- the enhancement of water retention areas near major roadways through the use of lighting and fountains.

B. Organization of the Board.

I. Membership. The Advisory Board shall be made up of the following members:

- a representative from Florida Department of Transportation;
- a representative from the Miami-Dade County Solid Waste Department;
- a representative member from Team Metro;
- a representative from each municipality located within Miami-Dade County;
- a representative from West Kendall;
- a representative from the Miami-Dade County Public Works Department;
- a representative from the Miami-Dade Transit Agency;
- a representative from the County Manager's Office;
- The Miami-Dade County Commissioner from District 2 or his or her designee;

- The Miami-Dade County Commissioner from District 3 or his or her designee;
- The Miami-Dade County Commissioner from District 6 or his or her designee;
- The Miami-Dade County Commissioner from District 9 or his or her designee;
- The Miami-Dade County Commissioner from District 10 or his or her designee;
- a representative from the Expressway Authority;
- a representative from the Miami-Dade County Aviation Department;
- a representative from the Miami-Dade County Seaport;
- a representative from the Miami-Dade Planning & Zoning Department;
- a representative from the Metropolitan Planning Organization ("MPO");
- a representative from Miami-Dade County Public Schools;
- a representative from Transportation Aesthetics Review Committee ("TARC");
- a representative from the Citizen's Transportation Advisory Committee ("CTAC");
- a representative from the Miami Herald;
- a representative from the Homestead/Florida City Chamber of Commerce;
- a representative from the Greater Miami Chamber of Commerce;

- a representative from the Greater Miami Convention and Visitors Bureau;
 - a representative from the Miami-Dade League of Cities;
 - a representative from Amtrak;
 - a representative from Tri-Rail.
2. Appointment of Members. The County Manager shall contact each of the organizations, companies, and municipalities referenced in Section 2(B)(1) above, and shall request that each of these organizations, companies, and municipalities submit the names of at least two (2) interested and eligible nominees. The nominee from West Kendall shall be selected by the Commissioner from District 11. These nominees shall be submitted to the Board of County Commissioners for selection and appointment to the Advisory Board.
3. Meetings. The Advisory Board shall hold regular meetings, no less than six times per year, and such other meetings as it deems necessary. Ten (10) of the duly appointed and sitting members of the Advisory Board shall constitute a quorum. Minutes shall be kept of all meetings of the Advisory Board and all meetings shall be duly noticed to the public.
4. Applicability of County Rules and Procedures. The Advisory Board shall at all times operate under the Florida Open Government laws, including the "Sunshine Law," public meeting laws and public records laws and shall be governed by all State and County conflict of interest laws, as applicable, including the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance, Sec. 2-11.1 of the Code of Miami-Dade County.
5. Attendance requirement. Notwithstanding any other provision of this Code, any Advisory Board member shall be automatically removed if, in a given fiscal year: (i) he or she is absent from three consecutive meetings without an acceptable excuse;

or (ii) if he or she is absent from three of the Advisory Board's meetings without an acceptable excuse; or (iii) whether excused or not, he or she misses two-thirds (2/3) of the Advisory Board's meetings in a given fiscal year. A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five percent of the time. An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the Advisory Board, by a two-thirds vote of the membership, deems appropriate. By a two-thirds (2/3) vote of the members of the full Advisory Board, the provisions of this section may be waived.

6. Compensation. Members of the Advisory Board shall serve without compensation, but shall be entitled to reimbursement for necessary expenses incurred in the discharge of their duties.
7. Staff and Facility Support. The County Manager and the County Attorney shall provide such staff support to the Advisory Board as may be necessary to accomplish its purpose. The County Manager will provide such facilities as the Advisory Board may deem necessary to accomplish its purposes.

C. Function.

1. Submittal of Quarterly Reports. The Advisory Board shall be responsible for providing four (4) quarterly reports per year for the duration of its existence, the first of which shall be submitted to the Board within three (3) months following the passage of this Ordinance or the first meeting of the Advisory Board, whichever is later. Each subsequent quarterly report will be submitted within three (3) months following the submittal of the prior report, but provided that no more than four (4) reports need be presented to the Board of County Commissioners in one (1) year. For purposes of this Ordinance, a year shall be the 365 contiguous days following the submittal of the first quarterly report, regardless of whether those 365 days fall in a single calendar year.

2. Contents of the Quarterly Reports. The first quarterly report in a given year shall contain the Advisory Board's prioritization of the Community Image Goals, as set forth in Section 2 (A), above, with the highest priority given to the Community Image Goal most necessary for the enhancement of tourism. This report will include an analysis detailing which County departments, if any, have an existing responsibility and budget allotment to undertake the Community Image Goal. The second quarterly report will provide an action plan for each of the Goals, including which County departments should be responsible to undertake the proposed action(s). The third quarterly report will detail the approximate budget required for each of the proposed actions. The fourth and final report in a given year shall constitute the final Community Image plan to be submitted to the Board for consideration, and will contain the Advisory Committee's final action plan based on the priorities and budgets contained in the first three reports.
3. The Advisory Board shall promulgate rules consistent with this Ordinance for the conduct of its meetings and the discharge of its responsibilities under this Ordinance. Any rules promulgated by the Advisory Board under this section shall be submitted to the Board of County Commissioners for ratification.
4. Implementation of the Community Image Plan. It shall be the responsibility of the County Manager to implement the elements of the plans that she or he, in her or his discretion, determines are in the best interest of the County.

Section 3. **Severability.** If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 4. **Incorporation into Miami-Dade County Code.** It is the intention of the

Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 5. **Effective Date.** This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

Section 6. **Sunset Ordinance.** This ordinance does not contain a sunset provision.

PASSED AND ADOPTED: OCT 23 2001

Approved by County Attorney as
to form and legal sufficiency:

RA6

Prepared by:

AO

Angelique Ortega

Sponsored by Commissioner Dennis C. Moss

 MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: February 26, 2002

FROM: 
Steve Sinner
County Manager

SUBJECT: Ordinance amending
O#01-164 relating to the
Community Image Advisory
Board

02-31

The proposed ordinance relating to the Community Council Image Advisory Board will have no direct fiscal impact on Miami-Dade County. It is expected that any educational component added to the yearly community image plan would be absorbed within the funds allocated for the program as a whole.

Fiscal/04402



MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: February 26, 2002

FROM: 
Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No. 4(F)

02-31

Please note any items checked.

- "4-Day Rule" (Applicable if raised)
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of private business sector impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- "Sunset" provision required
- Legislative findings necessary

Approved _____ Mayor

Agenda Item No. 4 (F)

Veto _____

2-26-02

Override _____

ORDINANCE NO. 02-31

ORDINANCE AMENDING ORDINANCE #01-164; PROVIDING THAT THE ANNUAL COMMUNITY IMAGE PLAN INCLUDE COMMUNITY EDUCATION ON ROADWAY AND TRANSPORTATION GATEWAY BEAUTIFICATION; ADDING A REPRESENTATIVE OF THE DOWNTOWN DEVELOPMENT AUTHORITY TO THE BOARD MEMBERSHIP; REDUCING THE NUMBER OF NOMINEES FROM EACH DESIGNATED ORGANIZATION, COMPANY AND MUNICIPALITY TO ONE; AND PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. Ordinance #01-164 is hereby amended to read as follows:¹

A. Purpose. The Advisory Board shall be responsible for establishing the yearly Community Image plans, including budget and initiative priorities, based on the following Community Image 2000 Goals:

- the proper maintenance of grass in and around our main roadways and transportation gateways;
- the continued enhancement of our main roadways and transportation gateways through the replacement of unhealthy or damaged landscaping;
- the enhancement of areas under overpasses and bridges;

¹ Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

- the establishment of a standard color-scheme for bridge overpasses;
- the proper maintenance around the Metrorail and Metromover system and the creation of exciting designs through lighting , painting, and cosmetic changes to the Metrorail and Metromover trains;
- the elimination of litter and trash on our main roadways and transportation gateways;
- the clearance of roadway intersections and emergency lanes of debris;
- the enhancement of all roadways serving major tourist transportation terminals, such as the airport, seaport, and train station;
- the enhancement of water retention areas near major roadways through the use of lighting and fountains>>;
- the education of the community regarding the goals of the Advisory Board, especially roadway and transportation gateway beautification.<<

B. Organization of the Board.

1. Membership. The Advisory Board shall be made up of the following members:
 - a representative from Florida Department of Transportation;
 - a representative from the Miami-Dade County Solid Waste Department;
 - a representative member from Team Metro;
 - a representative from each municipality located within Miami-Dade County;
 - a representative from West Kendall;
 - a representative from the Miami-Dade County Public Works Department;

02-31

- a representative from the Miami-Dade Transit Agency;
- a representative from the County Manager's Office;
- The Miami-Dade County Commissioner from District 2 or his or her designee;
- The Miami-Dade County Commissioner from District 3 or his or her designee;
- The Miami-Dade County Commissioner from District 6 or his or her designee;
- The Miami-Dade County Commissioner from District 9 or his or her designee;
- The Miami-Dade County Commissioner from District 10 or his or her designee;
- a representative from the Expressway Authority;
- a representative from the Miami-Dade County Aviation Department;
- a representative from the Miami-Dade County Seaport;
- a representative from the Miami-Dade Planning & Zoning Department;
- a representative from the Metropolitan Planning Organization ("MPO");
- a representative from Miami-Dade County Public Schools;
- a representative from Transportation Aesthetics Review Committee ("TARC");
- a representative from the Citizen's Transportation Advisory Committee ("CTAC");

- a representative from the Miami Herald;
 - a representative from the Homestead/Florida City Chamber of Commerce;
 - a representative from the Greater Miami Chamber of Commerce;
 - a representative from the Greater Miami Convention and Visitors Bureau;
 - >>• a representative from the Downtown Development Authority;<<
 - a representative from the Miami-Dade League of Cities;
 - a representative from Amtrak;
 - a representative from Tri-Rail.
2. Appointment of Members. The County Manager shall contact each of the organizations, companies, and municipalities referenced in Section 2(B)(1) above, and shall request that each of these organizations, companies, and municipalities submit the names of ~~[[at-least-two]]~~ >>one<< (>>1<<[[2]]) interested and eligible nominees. The nominee from West Kendall shall be selected by the Commissioner from District 11. These nominees shall be submitted to the Board of County Commissioners for ~~[[selection]]~~ >>approval<< and appointment to the Advisory Board.
3. Meetings. The Advisory Board shall hold regular meetings, no less than six times per year, and such other meetings as it deems necessary. Ten (10) of the duly appointed and sitting members of the Advisory Board shall constitute a quorum. Minutes shall be kept of all meetings of the Advisory Board and all meetings shall be duly noticed to the public.
4. Applicability of County Rules and Procedures. The Advisory Board shall at all times operate under the Florida Open Government laws, including the "Sunshine Law," public meeting laws and public

records laws and shall be governed by all State and County conflict of interest laws, as applicable, including the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance, Sec. 2-11.1 of the Code of Miami-Dade County.

5. Attendance requirement. Notwithstanding any other provision of this Code, any Advisory Board member shall be automatically removed if, in a given fiscal year: (i) he or she is absent from three consecutive meetings without an acceptable excuse; or (ii) if he or she is absent from three of the Advisory Board's meetings without an acceptable excuse; or (iii) whether excused or not, he or she misses two-thirds (2/3) of the Advisory Board's meetings in a given fiscal year. A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five percent of the time. An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the Advisory Board, by a two-thirds vote of the membership, deems appropriate. By a two-thirds (2/3) vote of the members of the full Advisory Board, the provisions of this section may be waived.
6. Compensation. Members of the Advisory Board shall serve without compensation, but shall be entitled to reimbursement for necessary expenses incurred in the discharge of their duties.
7. Staff and Facility Support. The County Manager and the County Attorney shall provide such staff support to the Advisory Board as may be necessary to accomplish its purpose. The County Manager will provide such facilities as the Advisory Board may deem necessary to accomplish its purposes.

C. Function.

1. Submittal of Quarterly Reports. The Advisory Board shall be responsible for providing four (4) quarterly reports per year for the duration of its existence, the first of which shall be submitted to the Board within three (3) months following the passage of this Ordinance or the first meeting of the

02:31

Advisory Board, whichever is later. Each subsequent quarterly report will be submitted within three (3) months following the submittal of the prior report, but provided that no more than four (4) reports need be presented to the Board of County Commissioners in one (1) year. For purposes of this Ordinance, a year shall be the 365 contiguous days following the submittal of the first quarterly report, regardless of whether those 365 days fall in a single calendar year.

2. Contents of the Quarterly Reports. The first quarterly report in a given year shall contain the Advisory Board's prioritization of the Community Image Goals, as set forth in Section 2 (A), above, with the highest priority given to the Community Image Goal most necessary for the enhancement of tourism. This report will include an analysis detailing which County departments, if any, have an existing responsibility and budget allotment to undertake the Community Image Goal. The second quarterly report will provide an action plan for each of the Goals, including which County departments should be responsible to undertake the proposed action(s). The third quarterly report will detail the approximate budget required for each of the proposed actions. The fourth and final report in a given year shall constitute the final Community Image plan to be submitted to the Board for consideration, and will contain the Advisory Committee's final action plan based on the priorities and budgets contained in the first three reports.
3. The Advisory Board ~~[[shall]]~~ >>may<< promulgate rules consistent with this Ordinance for the conduct of its meetings and the discharge of its responsibilities under this Ordinance. Any rules promulgated by the Advisory Board under this section shall be submitted to the Board of County Commissioners for ratification.
4. Implementation of the Community Image Plan. It shall be the responsibility of the County Manager to implement the elements of the plans that she or he,

in her or his discretion, determines are in the best interest of the County.

Section 3. **Severability.** If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 4. **Incorporation into Miami-Dade County Code.** It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 5. **Effective Date.** This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

Section 6. **Sunset Ordinance.** This ordinance does not contain a sunset provision.

PASSED AND ADOPTED: FEB 26 2002

Approved by County Attorney as
to form and legal sufficiency:

RAS

Prepared by:

AO

Angelique Ortega

Sponsored by Commissioner Dennis C. Moss

03.215

MEMORANDUM

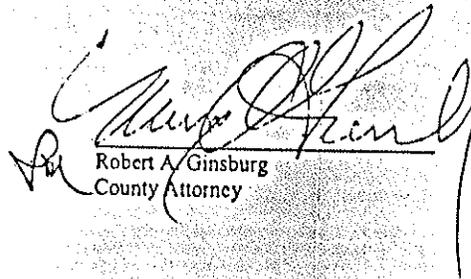
Amended
Agenda Item No. 6 (E)

TO: Honorable Chairperson Barbara Carey-Shuler, Ed.D. and Members, Board of County Commissioners DATE: (Second Reading 10-7-03
September 9, 2003

FROM: Robert A. Ginsburg
County Attorney SUBJECT: Ordinance amending
Community Image Advisory
Board

0#03-215

The accompanying ordinance was prepared and placed on the agenda at the request of Commissioner Dennis C. Moss.



Robert A. Ginsburg
County Attorney

RAG/bw

03.215

MEMORANDUM

TO: Honorable Chairperson and Members
Board of County Commissioners

DATE: October 7, 2003

FROM: George M. Burgess
County Manager

SUBJECT: Ordinance amending
Community Image
Advisory Board

The proposed ordinance amending policy requirements for the Community Image
Advisory Board will have no fiscal impact on Miami-Dade County.

10-4-03

09.215



MEMORANDUM
(Optional)

TO: Hon. Chairperson Barbara Carey-Shuler, Ed.D. and Members, Board of County Commissioners **DATE:** October 7, 2003

FROM: Robert A. Ginsburg
County Attorney

Amended

SUBJECT: Agenda Item No. 6 (E)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor
Veto _____
Override _____

Amended
Agenda Item No. 6(E)
10-7-03

03.215

OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
DADE COUNTY, FLORIDA

ORDINANCE NO. 03-215

ORDINANCE AMENDING SECTION 2-1335 OF THE CODE OF MIAMI-DADE COUNTY RELATING TO THE COMMUNITY IMAGE ADVISORY BOARD; CHANGING REPRESENTATION REQUIREMENTS; AMENDING POLICY FOR ADDING NEW MEMBERS; AMENDING ATTENDANCE POLICY; AND AMENDING REPORTING REQUIREMENTS IN SECTION 2-1336 OF THE CODE OF MIAMI-DADE COUNTY; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

WHEREAS, the economy of Miami-Dade County is fueled largely by tourism; and

WHEREAS, the condition and maintenance of our major roadways, transportation gateways, and adjacent lands are very important to the promotion and retention of tourism; and

WHEREAS, Miami-Dade County is in need of a comprehensive plan for the maintenance and improvement of these major roadways, transportation gateways, and adjacent properties; and

WHEREAS, since 2001, the Community Image Advisory Board has worked extremely well in analyzing and proposing solutions for the maintenance and improvement of this community's roadways, transportation gateway, and adjacent properties in its Community Image Plan; and

WHEREAS, to facilitate the work of the Community Image Advisory Board, the Board approves the following amendments to the enacting ordinance,

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NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY
COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. Section 2-1335 of the Code of Miami-Dade County is hereby amended to
read as follows:¹

Sec. 2-1335. Organization of the board.

1. Membership. The Advisory Board shall be made up of the
following members:

- a. A representative from Florida Department of
Transportation;
- b. A representative from the Miami-Dade County
Solid Waste Department;
- c. A representative member from Team Metro;
- d. A representative from each municipality located
within Miami-Dade County;
- e. A representative from West Kendall;
- f. A representative from the Miami-Dade County
Public Works Department;
- g. A representative from the Miami-Dade Transit
Agency;

>>h. A representative from the Miami-Dade County Park
and Recreation Department;<<

>>i<< [[h]]. A representative from the County Manager's
Office;

[[i] ~~The Miami-Dade County Commissioner from
District 2 or his or her designee;~~

¹ Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored
and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now
in effect and remain unchanged.

03.215

Amended
Agenda Item No. 6(E)
Page 3

- ~~j. The Miami-Dade County Commissioner from District 6 or his or her designee;~~
- ~~k. The Miami-Dade County Commissioner from District 6 or his or her designee;~~
- ~~h. The Miami-Dade County Commissioner from District 9 or his or her designee;~~
- ~~m. The Miami-Dade County Commissioner from District 10 or his or her designee;]~~
- >>j. A Miami-Dade County Commissioner from each Commission District or his or her designee;<<
- [[n]]>>k<<. A representative from the Expressway Authority;
- [[o]]>>l<<. A representative from the Miami-Dade County Aviation Department;
- [[p]]>>m<<. A representative from the Miami-Dade County Seaport;
- [[q]]>>n<<. A representative from the Miami-Dade Planning and Zoning Department;
- [[r]]>>o<<. A representative from the Metropolitan Planning Organization ("MPO");
- [[s]]>>p<<. A representative from Miami-Dade County Public Schools;
- [[t]]>>q<<. A representative from Transportation Aesthetics Review Committee ("TARC");
- [[u]]>>r<<. A representative from the Citizen's Transportation Advisory Committee ("CIAC");
- [[v] A representative from The Miami Herald;
- w]]>>s<<. A representative from Homestead/ Florida City Chamber of Commerce;
- [[x]]>>t<<. A representative from the Greater Miami Chamber of Commerce;
- [[y]]>>u<<. A representative from the Greater Miami Convention and Visitors Bureau;

[[z]]>>y<<. A representative from the Downtown Development Authority;

[[aa]]>>w<<. A representative from the Miami-Dade League of Cities;

[[bb]]>>x<<. A representative from Amtrak;

[[ee]]>>y<<. A representative from Tri-Rail;

>>z. A representative on behalf of the media sector.<<

2. Appointment of Members. The County Manager shall contact each of the organizations, companies, and municipalities referenced in Section [[2(B)(1)]]>>(1)<< above, and shall request that each of these organizations, companies, and municipalities submit the names of at least two (2) interested and eligible nominees. These nominees shall be submitted to the Board of County Commissioners >>in the form of a report<< for selection and appointment to the Advisory Board.
3. Meetings. The Advisory Board shall hold regular meetings, no less than six times per year, and such other meetings as it deems necessary. Ten (10) of the duly appointed and sitting members of the Advisory Board shall constitute a quorum. Minutes shall be kept of all meetings of the Advisory Board and all meetings shall be duly noticed to the public.
4. Applicability of County Rules and Procedures. The Advisory Board shall at all times operate under the Florida Open Government laws, including the "Sunshine Law," public meeting laws and public records laws and shall be governed by all State and County conflict of interest laws, as applicable, including the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance, Sec. 2-11.1 of the Code of Miami-Dade County.
5. Attendance requirement. Notwithstanding any other provision of this Code, any Advisory Board member shall be automatically removed if, in a given fiscal year[[(i)] he or she is absent >>from more than 50% of the year's meetings<< [[three consecutive meetings without an acceptable excuse; or (ii) if he or she is absent from three of the Advisory Board's meetings without an acceptable

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Amended
Agenda Item No. 6(E)
Page 5

~~excuse; or (iii) whether excused or not, he or she misses two-thirds (2/3) of the Advisory Board's meetings in a given fiscal year.] A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five percent of the time. [[An "acceptable excuse" is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the Advisory Board, by a two-thirds vote of the membership, deems appropriate.]] By a [[two-thirds (2/3)]] >>one-third (1/3)<< vote of the members >>present<<[[of the full Advisory Board]], the provisions of this section may be waived.~~

- 6. Compensation. Members of the Advisory Board shall serve without compensation, but shall be entitled to reimbursement for necessary expenses incurred in the discharge of their duties.
- 7. Staff and Facility Support. The County Manager and the County Attorney shall provide such staff support to the Advisory Board as may be necessary to accomplish its purpose. The County Manager will provide such facilities as the Advisory Board may deem necessary to accomplish its purposes.

Section 2. Section 2-1336 of the Code of Miami-Dade County is hereby amended to

read as follows:

Sec. 2-1336. Function.

- 1. Submittal of ~~[[Quarterly]]~~ >>Semi-annual<< Reports. The Advisory Board shall be responsible for providing ~~[[four (4) quarterly]]~~ >>two (2)<< reports per year for the duration of its existence, the first of which shall be submitted to the Board within three (3) months following the passage of this Ordinance or the first meeting of the Advisory Board, whichever is later. Each subsequent ~~[[quarterly]]~~ >>semi-annual<< report will be submitted within ~~[[three (3)]]~~ >>six (6)<< months following the submittal of the prior report, but provided that no more than ~~[[four (4)]]~~ >>two (2)<< reports need be presented to the Board of County Commissioners in one (1) year. For purposes of this Ordinance, a year shall be the 365 contiguous days following the submittal of the first

quarterly report, regardless of whether those 365 days fall in a single calendar year.

2. Contents of the ~~[[Quarterly]]~~>>Semi-annual<< Reports. The first ~~[[quarterly]]~~>>semi-annual<< report in a given year shall contain the Advisory Board's prioritization of the Community Image Goals, as set forth in Section 2 (A), above, with the highest priority given to the Community Image Goal most necessary for the enhancement of tourism. This report will include an analysis detailing which County departments, if any, have an existing responsibility and budget allotment to undertake the Community Image Goal. The second ~~[[quarterly]]~~>>semi-annual<< report will provide an action plan for each of the Goals, including which County departments should be responsible to undertake the proposed action(s). The ~~[[third-quarterly]]~~>>second semi-annual<< report will detail the approximate budget required for each of the proposed actions~~[[The fourth and final report in a given year]]~~ >> <<shall constitute the final Community Image plan to be submitted to the Board for consideration, and will contain the Advisory Committee's final action plan based on the priorities and budgets contained >>therein, <<[[in the first three reports.]]

Section 3. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 4. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

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Amended
Agenda Item No. 6(E)
Page 7

Section 5. This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

PASSED AND ADOPTED:

Approved by County Attorney as
to form and legal sufficiency:

CMKC

Prepared by: OCT 07 2003

MMK

Mariela Martinez-Cid

Sponsored by Commissioner Dennis C. Moss

STATE OF FLORIDA)
)
COUNTY OF MIAMI-DADE)

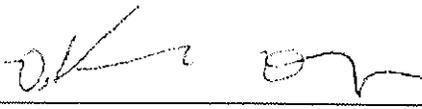
SS:

I, **HARVEY RUVIN**, Clerk of the Circuit and County Courts, in and for Miami-Dade County Florida, and Ex-Officio Clerk of the Board of County Commissioners of said County, **Do Hereby Certify** that the above and foregoing is a true and correct copy of Ordinance 03-215, approved by the Board of County Commissioners at its meeting of October 7, 2003, as appears of record.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal on this 17th day of January, A.D. 2007.

HARVEY RUVIN, Clerk
Board of County Commissioners
Miami-Dade County Florida



By: 
Deputy Clerk

Board of County Commissioners
Miami-Dade County, Florida

MEMORANDUM

Agenda Item No. 10(A)(1)

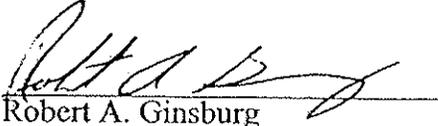
TO: Hon. Chairperson and Members
Board of County Commissioners

DATE April 8, 2003

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution relating to exempting
certain county boards from the
application of the Miami-Dade
County Conflict of Interest and
Code of Ethics Ordinance

The accompanying resolution was prepared and placed on the agenda at the request of
Commissioner Sally A. Heyman and Commissioner Jose "Pepe" Diaz.


Robert A. Ginsburg
County Attorney

RAG/bw

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 10(A)(1)
4-8-03

**OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
DADE COUNTY, FLORIDA**

RESOLUTION NO. R-340-03

RESOLUTION ADOPTED UNDER THE AUTHORITY OF SECTION 2-11.39.2 OF THE CODE OF MIAMI-DADE COUNTY, FLORIDA, EXEMPTING CERTAIN COUNTY BOARDS FROM THE APPLICATION OF THE MIAMI-DADE COUNTY CONFLICT OF INTEREST AND CODE OF ETHICS ORDINANCE

WHEREAS, this Board wishes to attract more citizens to serve on County advisory boards, and to make such service more convenient; and

WHEREAS, this Board has enacted Section 2-11.39.2 of the Code of Miami-Dade County, Florida; and

WHEREAS, said section authorizes this Board to exempt designated County boards from the application of the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance; and

WHEREAS, this Board wishes to implement said section and designate certain County boards thereunder,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The following County boards are hereby designated pursuant to Section 2-11.39.2 of the Code of Miami-Dade County:

1. Affirmative Action Advisory Board
2. Aircraft Noise Abatement Task Force for MIA
3. Asian American Advisory Board
4. Bicycle/Pedestrian Advisory Committee

5. Black Affairs Advisory Board
6. Commission on Disability Issues
7. Commission for Women
8. Community Image Advisory Board
9. Community Relations Board Nominating Committee
10. Community Small Business Enterprise Program
11. Dial-A-Life Program Advisory and Oversight Board
12. Domestic Violence Oversight Board
13. Equestrian Center Advisory Board
14. Hispanic Affairs Advisory Board
15. Minority and Women-Owned Business Advisory Board
16. Parks and Recreation Citizens Advisory Committee
17. Racial Profiling Advisory Board
18. Transportation Aesthetics Review Committee

Section 2. The members of each County board listed above in Section 1. of this resolution are exempted from the application of the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance arising from Board membership.

Section 3. The exemption provided to Board members through Section 2-11.39.2 of the Code and this resolution shall be effective for 2003 and thereafter.

The foregoing resolution was sponsored by Commissioner Sally A. Heyman and Commissioner Jose "Pepe" Diaz and offered by Commissioner Sally A. Heyman, who moved its adoption. The motion was seconded by Commissioner Jose "Pepe" Diaz

and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro aye
Jose "Pepe" Diaz aye
Sally A. Heyman aye
Jimmy L. Morales nay
Dorrin D. Rolle aye
Katy Sorenson aye

Dr. Barbara Carey-Shuler absent
Betty T. Ferguson absent
Joe A. Martinez aye
Dennis C. Moss aye
Natacha Seijas absent
Rebeca Sosa aye

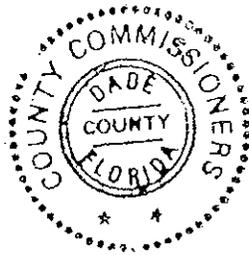
Sen. Javier D. Souto absent

The Chairperson thereupon declared the resolution duly passed and adopted this 8th day of April, 2003. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board. In addition, this resolution shall only become effective if the proposed ordinance enacting Section 2-11.39.2 of the Code of Miami-Dade County, Florida also becomes effective.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: KAY SULLIVAN
Deputy Clerk



Approved by County Attorney as
to form and legal sufficiency.

RAG

Robert A. Ginsburg

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**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment C

**Meeting Minutes Approving 2010 Sunset Review Report
(Not Yet Approved)**

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment D

Report to the CIAB on Board Accomplishments

Newsrack Ordinance 06-178

**Resolution 189 – 10
Resolution 1434 - 08**

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Accomplishments in the last 24 months

Aesthetics

- In 2009 the CIAB (CIAB) completed the final review of the Aesthetics Master Plan (AMP). The AMP provides guidelines for the design and appearance of the County transportation corridors, gateways, and key public facilities by providing examples of specific architectural, hardscape and landscape elements. The plan establishes clear objectives and standards for improving the appearance of the County's entrance gateways, the corridors which channel vehicular, pedestrian and marine traffic, and public facilities including public transportation centers, buildings, and parks. The AMP passed the Board of County Commissioners in November of 2009. The AMP will include the development of a Community Design Element that was completed in 2010 and submitted for adoption during the October 2010 cycle.

Education

- In 2010 CIAB held the 6th Annual "Clean-Up and Green Up" poster contest for elementary, middle and high school students reached 2,400 student participants who submitted original artwork illustrating how to avoid littering and keeping their community green.
- In 2009 CIAB held the 5th Annual "Clean-Up and Green Up" poster contest for elementary, middle and high school students which drew over 1,100 student participants who submitted original artwork illustrating the importance of a beautiful green and litter-free community.
- As part of the County's Education Compact with Miami-Dade Public schools (MDCPS), the CIAB partnered with MDCPS, the Miami-Dade County Park and Recreation Department (MDCPR), Miami-Dade County Department of Environmental Resources Management (DERM), and the Division of Forestry created the "NFL Tree Growalition." Using grant funding awarded by the NFL through the Division of Forestry, as part of the Super Bowl activities supported 16 plantings in schools and parks around the County. MDCPS has committed to increasing tree canopy on school grounds in conjunction with our goal to reach 30% by 2020. The CIAB volunteered with students in planting the trees to create a positive environmental change while enhancing outdoor learning opportunities.

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Landscaping Projects

- In November 2010, Miami-Dade County Office of the Mayor “V” Volunteer Initiative, partnered up with CIAB, Miami-Dade County Transit Department, Downtown Development Authority (DDA), Florida Department of Transportation (FDOT), Miami-Dade County Public Works Department (MDCPWD), City of Miami Police Department and with Hands on Miami (HOM) to “Revamp the Ramp” at Biscayne Boulevard that takes you from the heart of Miami’s downtown business and across the McCarthur Causeway into the heart of South Beach. The gateway entrance was landscaped with Mayor’s V Initiative volunteers who painted and planted more than 200 feet of bare slopes and walls with vibrant tropical colors.

- The CIAB worked closely with the Mayor’s “V” Initiative volunteers to makeover the entrance to the Carnival Cruise lines at Miami-Dade County Seaport. The volunteers painted a mural created by local artist Carlos Navarro and a planted colorful ground covers and shrubs at the entrance of the terminal that was designed by the CIAB. The mural and the landscape now brightens up the entrance to the Carnival Cruise line’s main visitor entrance at our Miami-Dade County Seaport.

- The CIAB designed the landscape enhancements and installation at Civic Center’s medians in partnership with Miami Dade County Transit Department and the University of Miami.

- The CIAB in conjunction with the City of Opa-Locka, FDOT and MDCPWD transformed the landscape along State Road 9 from the Golden Glades Park and Ride to NW 26 Avenue and along 27 Avenue from NW 127 Street to NW 70 Street. Over 494 trees and palms as well as 20,415 shrubs and ground covers were installed creating a pleasurable drive for those using State Road 9.

- The CIAB in partnership with the Miami-Dade County General Services Administration and the Facilities Building Manager gave a fresh face to the fountain plaza on the west side of the Stephen P. Clark Government Center. In efforts to continue the greening of urban spaces throughout the County, increase tree canopy, and promote beautiful public spaces, the CIAB worked with partners to restore the landscaping, repair the fountain, and install planters filled with small trees and colorful flowers. The planters were donated by the DDA.

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

- The CIAB and Miami-Dade County Libraries collaborated to transform the landscaping at the West Flagler Community Library into a Florida Friendly demonstration native garden. The space around the library was transformed into a serene outdoor oasis by installing native flowers, trees and shrubs that will grow to shelter outdoor readers and WiFi users from the summer sun.
- The CIAB was contracted by DDA to landscape and maintain areas outside regular City of Miami maintenance operations to improve the aesthetic quality of the areas in downtown where commerce is expanding.
- The CIAB staff landscape architect designed the new Brickell Road landscaping project.

Legislation

- The CIAB prepared a Resolution urging the Florida Legislature to pass legislation requiring the removal of underground utility markings within 30 days of their application. Requiring the use of temporary utility marking or otherwise requiring that utility markings not remain in place more than 30 days.

Metrorail and Metromover Stations

- All Metromover Stations were landscaped by volunteers and CIAB staff in 2010 in partnership with DDA and Miami-Dade County Transit Department.
- The CIAB in partnership with Miami-Dade County Transit Department and in conjunction with CityYear Miami Corps volunteers joined to “makeover” the Brickell Station, Culmer, and Coconut Grove Metrorail Stations with Florida Friendly flowering shrubs and groundcovers that were installed in planting beds around the station.
- In September 2010, Miami Dade County Transit Department partnered with CIAB and Marriott Hotel volunteers to transform Dadeland South Metrorail Station. The station was enhanced with a colorful landscape palette for the Metrorail riders to enjoy at this station.

Miami Heat Season

- The CIAB and its partners worked closely together in preparing for the 2010/2011 Miami Heat season. The CIAB mobilized its forces to the Downtown area to make it sparkle. CIAB partners cleaned up the Downtown area by removing graffiti, making drainage repairs, painting metromover stations among many other improvements performed in the

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Downtown area. In addition to the improvements, the CIAB crews installed trees and colorful plants along the fence of the Miami-Dade County Water and Sewer Department (WASD) Pump Station #2 on Biscayne Boulevard. WASD re-painted their buildings matching the color of the American Airlines Arena.

Pow Wow

- In May 2009, CIAB and its partners cleaned up the downtown areas and the beaches in preparation for Pow Wow, the largest international travel and service-industry conference that occurs every year to coordinate the purchase of tourism packages for the following year. This exclusive event in Miami-Dade is an indication of how important the tourism and service industry is to our community. We were commended for the quality of our conference facilities, hotels, airport, transportation routes, and transit by the conference goers in addition to the quality restaurant and entertainment that Miami is known to have. This is a big win for our partners that worked hard to ensure a clean and fresh face on our County.

Super Bowl XLIV

- On January 31, 2010 and February 7, 2010 South Florida hosted the Pro Bowl and Super Bowl XLIV. CIAB worked together with their partners to ensure that the community shined in the national spotlight. The CIAB prepared and coordinated the efforts of multiple jurisdictions to clean up the streets, plant trees and landscaping, coordinate traffic flow to and from events, to ensure a positive visitor experience on the game days.
- CIAB's partner organizations and cities teamed up for "Super Clean Up Day," a huge County-wide volunteer effort held on January 23rd, 2010 to bring the neighborhoods together in getting ready for company.

Urban Forestry

- On June 21, 2010 the 4th Annual Tree Summit was hosted by the Florida International University (FIU) at Biscayne Bay Campus. This year's Tree Summit defined the regional effort to promote urban forestry by adopting the coalition charter, discussing needed legislation required to achieve a goal of 30% tree canopy coverage, and focusing on advocacy and funding strategies to expand, preserve, and manage urban forests in South Florida. This Tree Summit served to bring together local elected officials, government and non-profit agencies, industry professionals, and community advocacy groups to discuss these pertinent issues.
- On July 30, 2009, the CIAB and its partners held the 3rd Annual Tree Summit reaching out to cities, state and local agencies, non-profit

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

organizations, the nursery and landscaping industry, arborists, the landscape architecture industry, and nature enthusiast from Miami-Dade, Broward, and Palm Beach Counties to join together in identifying and attracting funding for urban forestry programs and projects to increase tree canopy in our communities. This Summit also served to create a regional coalition, called the "South Florida Urban Tree Canopy Coalition" in order to share information and resources during difficult economic times. The theme of this year's Tree Summit was how to collectively partner on projects that contribute toward reaching our goal of 30% tree canopy coverage by the year 2020.

- The City of South Miami, in partnership with the CIAB, adopted the Miami-Dade Street Tree Master Plan, committing the city to support the County's effort to reach 30% tree canopy by 2020. As part of the partnership, city tree-care workers were trained by the Miami-Dade Agricultural Extension and 190 trees were planted in the City of South Miami.

The following projects were completed:

Accomplishments Since Inception

Establishing CIAB Corridors

- In order to maximize the impact of the CIAB efforts and target visible improvements, priority corridors were selected. In 2005, updated definition of gateways to include US1, I-95, Florida Turnpike, I-195, I-395, SR112, SR836, SR826, and 27th Avenue.
- Prior to 2005, the CIAB established the following corridors as priority areas:
 - Honey Hill & Ives Dairy, near Stadium
 - Miami Gardens Dr & 57th Avenue
 - 36th/41st Street adjacent to MIA
 - 87th Ave North from 58th St to US1
 - Coral Way near the Youth Fair
 - 152nd St from US1 to Metrozoo
 - 79th Street from I-95 west
 - NW 62 St from I-95 west
 - Speedway Boulevard -- 137th Ave
 - NW 199th St and 27th Avenue
 - NW 119th Street and 12th Avenue
 - Kendall Drive
 - Golden Glades Interchange

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- NE/NW 199 St from 26 Ave to 57 Avenue
- NW 57th Ave from 138 St to 215 Street
- Kendall Drive from US1 to Krome Ave

US Conference of Mayors

- In preparation for the 76th Annual U.S. Conference Of Mayors (June 20 – 23), where hundreds of mayors gathered in Miami to push their plan for “Strong Cities, Strong Families for a Strong America,” the partners of the CIAB dedicated time, effort and resources to install significant public beautification projects, and clean up the community by removing litter, graffiti, illegal signs, and enhancing landscaping.

Downtown Expressway Ramps

- Completed the design and implementation of the Revamp the Ramps project in cooperation with the DDA and the City of Miami to enhance the ramps leading in and out of Downtown Miami.

Landscaping Projects

- Developed 3 new “small parks” downtown, planted trees, and installed pavers and benches with the DDA.
- New Entrance Feature – Port of Miami and grand palm-lined entrance.
- Phase II and III Landscaping Improvements at Miami International Airport were completed in January 2007. A plan to develop a “dramatic entrance feature” to welcome visitors is on-going.
- As a member of the CIAB, Miami Dade Expressway Authority (MDX) has been furthering the board’s mission to improve gateways on SR 112 and SR836 through the installation of landscaping and litter cleanup. The banks of SR112 and the exit at NW 27th Avenue received new landscaping in 2007.
- The Turnpike Authority has also accelerated new landscaping projects along the Miami-Dade section of the corridor and has implemented a unifying plant palette incorporating several native plant species.
- 27th Avenue Bull Nose project – New landscaping and an ongoing maintenance program was established for the bull noses on NW 27th Avenue. The maintenance is still on-going.
-

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- Performing Arts Center (PAC) Landscaping – The CIAB coordinated with FDOT and the City of Miami to install native tree canopy and landscaping at the new PAC in preparation for its inauguration.

Aesthetics

- Convened an advisory committee of the print media industry and County representatives to construct an ordinance regulating the newsracks in unincorporated Miami-Dade County.
- Julia Tuttle Memorial Statue – The CIAB assisted the Commission for the Status of Women with \$35,000 towards the purchase of this memorial statue. The statue is installed at the former Dupont Plaza area along the Miami River greenway.
- US1 “Pink Wall” – Sustained support of the CIAB to the City of Miami for replacement of the “Pink Wall” along US1. The wall was replaced with an aesthetically pleasing new pre-cast concrete barrier wall and enhanced with colorful bouganvilleas.

Education

- Conducted annual poster contest for elementary, middle and high school students in Miami-Dade County.
- CIAB in partnership with the City of Miami launched the public service announcement with the Miami Heat coach, players and Heat dancer for a top-notch outreach campaign. The public service announcement was featured at local movie cinemas and Comcast television stations. In addition to the launch the CIAB partnered up with Miami Dade County Transit department to produce anti-litter posters of the PSA and they were displayed at the Metrorail Stations platforms.
- Completed design, production, and post-production of an anti-litter public service announcement and print copy starring the Miami Heat. MDX provided the funding for the concept of an anti-litter campaign.

Gateway Landscaping Standards

- The Landscaping subcommittee of the CIAB has developed a standards manual for the landscaping along the gateways. The final draft was distributed in May 2007.

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Improved Maintenance Along Gateways

- Concentrated clean-up on priority gateways: US1 (Brickell Drive, Biscayne Blvd); Priority Highways (I-95, 395, 112, 836); and County roads downtown.
- Bullnose Work and Landscape Plantings along Gateways - as part of the CIAB Minimum Standards, the Public Works Department has been maintaining the end caps of medians (a.k.a. bullnoses) through CIAB.
- Continuation of the CIAB Inspection Program - CIAB Inspector visually scrutinizes priority corridors to report maintenance issues to the appropriate jurisdiction for follow up action.

Gateway Landscape Improvements

- The CIAB and its partners completed the fourth and final phase of Greening the "V" by planting tropical trees and shrubs to enhance the vista of the downtown skyline in a grassy swale along I-95, from NW 11th Terrace to I-395, that we refer to as the "V" area.
- **Greening the "V"** Phase I through III – Coordinated design and implementation of I-95 V Project with the City of Miami, HOM, Roots in the City and CIAB Landscape Projects committee planted tropical trees and shrubs to enhance the appearance of I-95, from NW 11th Terrace to I-395, referred to as the "V" area to improve the skyline view of downtown Miami (on-going).
- Coordinated design and implementation of northbound 8th Street of ramp with CIAB Landscape Projects committee
- **27th Avenue Gateway Improvements** - Implementation of the collaborative project for 27 Avenue landscape improvements the Cities of Miami Gardens and Opa Locka and the FDOT (on-going).
- **I-95 landscape enhancements** – Requested and received expedited FDOT landscape enhancements originally planned for I-95, accelerating projects planned in future years to happen before the Super Bowl
- **"Punch List" for the Super Bowl XLI** - Coordinated multi-jurisdictional team to intensify key gateway maintenance.
- **Super Clean Up and Green Up 2007** – A multi-agency cooperative effort that made that made our key gateways sparkle for Super Bowl XLI.

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Painting Projects

- MDX Bridges – The bridges along SR112 and SR 836 have all been painted with a unifying terracotta or blue palette.
- City of Miami Gardens hosted a “paint out” to cover graffiti on a wall along 27th Avenue as part of the Super Bowl Clean-Up and Green Up campaign.

Street Trees – Greenprint Initiatives

- Tree Summit was held in July of 2007 to identify challenges and solutions for trees in Miami-Dade County and extended collegiality amongst those concerned about the decline in urban tree canopy in our community.
- Tree Summit – A “summit” conference was held in March 2006 to raise awareness on the benefits of trees and educate government leaders on tree canopy restoration following the 2005 hurricanes.
- Prepared the Miami-Dade County Street Tree Master Plan to promote long-term improvements to our tree canopy. The plan passed the Board of County Commissioners in 2007.
- Tree Subcommittee – The CIAB formed this subcommittee in April of 2007 to further the goals of the Street Tree Master Plan.

Staffing

- Hired a second CIAB Neighborhood Enhancement Action Teams (NEAT) to remove trash and make repairs when the maintaining jurisdiction cannot respond in an expeditious manner.
- Hired and implemented 1st year CIAB NEAT team to remove trash and make repairs when the maintaining jurisdiction cannot respond in an expeditious manner.
- N.E.A.T. Teams – In 2003, the Public Works department established NEAT to address the gaps in services such as liter pickup and landscaping maintenance to improve the aesthetics of the County’s infrastructure.

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Metrorail Stations

- Completed Bayfront Park, First Street, and College North Metromover Stations Landscaping Enhancements.
- Completed Vizcaya, South Miami, Overtown Transit Village and Civic Center Metrorail Stations Landscaping Enhancements.

Tree Canopy Restoration

- The City of Sweetwater, in partnership with the CIAB, adopted the Miami-Dade Street Tree Master Plan, committing the city to support the County's effort to reach 30% tree canopy by 2020. As part of the partnership, city tree-care workers were trained by the Miami-Dade Agricultural Extension and 100 trees were planted in Sweetwater.
- Replaced 35 dead trees downtown in 2008 to 2009.
- Completed and submitted to the BCC, the Greenprint for our Future: Street Tree Master Plan. Approved by the Board on March 6, 2007.
- Formed a committee of the CIAB to implement the recommendations of the Street Tree Master Plan.
- American Forests completed the Miami-Dade Urban Ecosystem Analysis that indicates total tree canopy across the County is 18%. This information provides the scientific basis for tree planting projects and urban forest initiatives across the County for many years to come. This study was done in partnership with the City of Miami.

Volunteer Coordination

- Volunteer projects build community support for the CIAB mission and achieve short-term, low cost improvements to priority gateways. Use of volunteer labor is a cost-effective method of bringing quick changes to our roadsides to enjoy immediate results. The CIAB coordinates planting projects with the Miami-Dade County Mayor's V Initiative, Hands on Miami, City Year Corps and other volunteer groups. Greening the "V" was accomplished with the assistance of volunteers.

Memorandum



Date: December 5, 2006

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Ordinance establishing location, construction, mounting, color and design standards for newsracks placed in the public right-of-way in unincorporated Miami-Dade County

Agenda Item No. 7(E)

RECOMMENDATION

It is recommended that the Board of County Commissioners (Board) adopt the attached ordinance establishing location, construction, mounting, color, and design standards for newsracks placed in the public right-of-way in unincorporated Miami-Dade County.

BACKGROUND

On May 9, 2006 the Board adopted Resolution No. R-565-06 directing me to convene an advisory group to develop public safety and aesthetic goals for regulating public sidewalks including regulations governing the placement and appearance of newsracks and similar distribution devices. Since then, an advisory committee composed with members of the various local newspapers including the *Miami Herald*, *Miami Times* and *New Times*, the Community Image Advisory Board, and the Departments of Public Works (PWD), Team Metro, and Planning and Zoning has met on several occasions to discuss potential regulatory language, which eventually led to the development of the proposed ordinance. A notice of the proposed ordinance has also been sent to interested community news organizations.

The existing provisions of the Code, Section 2-103.16, established by Ordinance No. 95-198, require a permit from the PWD for the placement of newsracks in unincorporated Miami-Dade County. Many news organizations are not aware of the permitting requirement and no new permit has been issued since 2002. Enforcement of the permits is a logistics challenge since the newsracks are mobile and may be permitted for one location and moved to another. Field conditions in several locations present an impediment to pedestrian and wheelchair traffic, may block the view of drivers, are unsightly, and possibly will become a hazard in high winds.

The proposed ordinance amends Section 2-103.16 of the code, "Articles in the public right of way," and Section 8CC-10, Schedule of Civil Penalties," and establishes Section 2-103.17, "Newsracks in the public right of way." This new section, which contains the detailed regulatory criteria (standards) for newsracks, is primarily based on the standards used by the municipalities of Miami, Miami Beach and Coral Gables. Specifically, the proposed ordinance regulates the location, construction, mounting, color (dark green), and design of newsracks and modular newsracks placed in the public right-of-way and protects the public right-of-way by keeping the right-of-way clear of obstructions and clutter that could inhibit safe passage by the public and/or create a hazard in high winds. The newsracks will be anchored to a concrete foundation.

An inventory of existing newsracks at locations throughout the unincorporated area does not exist and, as such, it is difficult to estimate the numbers of newsracks that would be impacted by this legislation.

However, in working with the media industry, staff is proposing an extended implementation period of six (6) months to allow the media organizations the opportunity to acquire a permit for a newsrack location and one (1) year from the date of final passage of the proposed ordinance to bring newsracks into compliance or remove them from the public right-of-way. The proposed ordinance provides detailed criteria for permitting and enforcement, with PWD handling the permitting (an approval or denial of the permit application by PWD is required within ten (10) working days), first inspection, and renewal of permits while Team Metro will handle the code enforcement. The process is outlined below:

- ♦ Permit Application
Applicant submits permit application to PWD for a particular location. If the application meets the minimum standards and the location is available, a permit will be issued by the PWD. Locations will be permitted on a first-come, first-served basis for up five (5) newsracks at a location or corner and no more than ten (10) at any intersection. In the case of modular newsracks, no more than one modular newsrack shall be placed at any one location and no more than one modular newsrack and two side-by-side standard newsracks shall be permitted at any one location.
- ♦ Permit Issued
After the permit has been issued, and the newsrack has been installed, an inspection request is made to the Public Works Department by the applicant and an inspector will visit the site. If the installation meets the permit requirements, the PWD Inspector will affix the initial PWD decal on the newsrack, which will be good for one year. If the newsrack fails inspection, the applicant will be contacted and advised to request a re-inspection at a cost of \$20 once the corrections are made.
- ♦ Yearly Renewal
One year after the initial issuance of the permit, a renewal is required for each newsrack. The applicant will be responsible to affix the yearly renewal decal to the newsrack over the old permit. If the decal is not current on the newsrack, it will be considered in violation and an automatic citation will be issued.

If the renewal fee is not received within the 10-day time period allotted in the ordinance, a past due notice will be sent to the applicant via Certified Mail from the Department. If the applicant desires not to renew the permit, a signed and notarized "Removal of Newsrack Affirmation" is required within 10 days of the postmarked date on the notice. If no affirmation or payment is received within the allotted time period, an automatic citation will be issued to the applicant and the newsrack will be deemed abandoned and removed by the Public Works Department.

- ♦ Enforcement:
Team Metro will conduct enforcement for non-permitted, damaged or abandoned newsracks. For damaged newsracks, the media organization will be given a notice and have a five (5) day grace period before the citation is issued, since the organization may not be aware of the damage from vandalism or accidents. For non-permitted or abandoned newsracks, the media organization will receive a citation and have five (5) days to address the violation or file an appeal. The fine will be \$100.00.
- ♦ Removal of newsracks:
If a violation is found by the PWD Inspector or Team Metro Enforcement, which has not been corrected, the area Neighborhood Enhancement Action Team (NEAT) will be contacted for its removal. The NEAT crew will not be performing inspections or enforcement. A \$120.00 fee will apply for removal and storage/disposal by PWD.

- Appeals:
An appeal process is provided in the event an application for permit is denied.

FISCAL IMPACT

This ordinance provides for a \$100.00 fine for non-permitted or abandoned newsracks. A proposed Administrative Order (AO) accompanying this ordinance will provide for a permit fee of \$25.00 for each newsrack and a \$10.00 annual renewal fee. A \$20.00 re-inspection fee and \$120.00 removal and storage/disposal fee will also be created. Depending on the volume of field visits, these revenues will be offset by expenditures incurred through the permitting activity.



Assistant County Manager

10/23/04
Date



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: December 5, 2006

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Agenda Item No. 7(E)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor Agenda Item No. 7(E)
Veto _____ 12-05-06
Override _____

ORDINANCE NO. _____

ORDINANCE RELATING TO NEWSRACKS;
PROVIDING LOCATION, CONSTRUCTION,
MOUNTING, COLOR AND DESIGN STANDARDS;
REQUIRING EXISTING NEWSRACKS TO COMPLY
WITH THE PROVISIONS OF THIS ORDINANCE;
PROVIDING PENALTIES; AMENDING SECTIONS 2-
103.16 AND 8CC-10 OF THE CODE OF MIAMI-DADE
COUNTY, FLORIDA (CODE) AND CREATING
SECTION 2-103.17 OF THE CODE; PROVIDING
SEVERABILITY, INCLUSION IN THE CODE AND AN
EFFECTIVE DATE

WHEREAS, a community's aesthetics play a vital role in the quality of life of its residents, in the community's desirability as a tourist destination, in the competitive advantage in attracting and retaining a superior workforce, in the enhancement of property values; and

WHEREAS, this Board has long taken the lead in fostering community aesthetics, including among other efforts, the appointment of a Community Image Advisory Board, which is charged to study and report on beautification of public places, roads, bridges, and transportation gateways, through means such as elimination of litter and trash, standardization of color schemes, design and landscaping improvement; and

WHEREAS, this Board annually expends substantial sums to enhance the image and beauty of this community, including sums to fund art in public places; and

WHEREAS, through its code of ordinances, this Board has also acted consistently to protect the public right-of-way, including roads, thoroughways, and sidewalks, by keeping the right-of way clear of obstructions and clutter, so as to enhance

safety and the ability of the public to use the right-of-way freely, as well as to preserve and enhance aesthetics; and

WHEREAS, there has been a proliferation of unsightly and unpermitted newsracks which in certain cases have become a hindrance to pedestrian traffic, particularly pedestrians who are physically challenged; and

WHEREAS, this Board directed the County Manager to convene an appropriate advisory group representing owners and operators of newsracks, public employees responsible for the upkeep and maintenance of the community's sidewalks, business and neighborhoods affected by such matters and persons with an appreciation and understanding of the desired image of Miami-Dade County; and

WHEREAS, this advisory group has met and informed the County Manager and this Board of additional regulations which would enhance the aesthetics and safety of newsracks in the community,

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. Section 2-103.16 of the Code of Miami-Dade County, Florida is hereby amended as follows:¹

¹ Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

Sec. 2-103.16. Articles in the public right of way.

- (a) *Definitions.* For the purposes of this section:
- (1) *Storage bin* shall mean any container used for the collection, storage or distribution of personal property.
- ~~[[2]]~~ ~~*Newsrack* shall mean any type of unmanned device for the vending or free distribution of newspapers, news periodicals or advertising publications.~~
- ~~(3)]]~~ >> (2) << *Vehicle* shall mean functioning automobiles, trucks, buses or trailers.
- ~~[[4]]]~~ >> (3) << *Trees* shall be defined as in Section 19-3 of the Code.
- ~~[[5]]]~~ >> (4) << *Public right-of-way* shall mean rights-of-way in the unincorporated area of Miami-Dade County.
- ~~[[6]]]~~ >> (5) << *Article* shall mean any personal property, including but not limited to ~~[[newsraeks]]~~ storage bins and trees, except >> newsracks << and vehicles temporarily parked in the right-of-way.
- (b) Unless otherwise authorized by law, no person, corporation, partnership, association or other legal entity shall place any article in the public right-of-way without first having obtained a permit from the Public Works Department; provided, however, the United States, federal agencies and their contractors, the State of Florida and State agencies, the execution of federal or State projects are exempted from the provisions of this section.
- (c) Issuance of permit. The Department of Public Works shall have the authority to issue permits for the placement of ~~[[newsraeks]]~~ >> articles << in the public right-of-way in accordance with the standards established in the Official Manual of the Public Works Department. In establishing standards

for the placement of articles in the public right-of-way, the Department shall take into consideration:

- (1) Pedestrian and driving safety and convenience;
- (2) Public and property safety during hurricane conditions;
- (3) Access to the use and maintenance of poles, traffic signs or signals, hydrants, and access locations used for public transportation purposes;
- (4) Uniformity in the treatment of similar articles;
- ~~[(5) In the case of permits for newsracks, maintenance and preservation of freedom of the press.]]~~

* * *

Section 2. Section 2-103.17 of the Code of Miami-Dade County, Florida is hereby created as follows:

>>**Sec. 2-103.17. Newsracks in the public right of way.**

- (a) Definitions. For purposes of this section:
 - (1) Department shall mean the Department of Public Works
 - (2) Director shall mean the Director or designee of the Department of Public Works.
 - (3) Modular newsrack means a newsrack, as defined herein below, that is designed with multiple separate enclosed compartments and/or to accommodate at any one time the

display, sale and distribution of multiple distinct and separate newspapers or other publications and is subject to all of the provisions of this section as a newsrack.

- (4) Newsrack shall mean any type of unmanned device for the vending or free distribution of newspapers, news periodicals or advertising publications.
 - (5) Public right-of-way shall mean rights-of-way in the unincorporated area of Miami-Dade County.
 - (6) Publisher shall mean the person, individual, partnership, corporation, association, firm, company, organization or any other legal entity owning or responsible for placing or maintaining a newsrack in a public right-of-way.
- (b) Purpose and criteria for the placement of newsracks in the public right-of-way.

The purpose of the following is to promote the public health, safety and welfare through the regulation of placement, type, appearance, servicing, and ensuring that newsracks in the public right-of-way comply with the following criteria:

- (1) Provide for safety and convenience of pedestrians, bicyclists, and drivers.
- (2) Avoid unreasonable interference with the flow of pedestrian or vehicular traffic, including ingress into or egress from a residence or place of business or from the street to the sidewalk by persons exiting or entering parked or standing vehicles.
- (3) Provide reasonable access for the use and maintenance of poles, posts, traffic signs or signals, hydrants, and mailboxes and access to locations used for public transportation purposes.

- (4) Provide for consistency with the aesthetics of the surrounding area by: eliminating, relocating, or replacing newsracks which result in a visual blight; avoiding excessive concentration of newsracks on the public rights-of-way; and eliminating newsracks which unreasonably detract from the aesthetics of adjacent store window display, landscaping or other improvements.
 - (5) Facilitate the removal of abandoned newsracks.
 - (6) Maintain and protect the values of surrounding properties.
 - (7) Eliminate and avoid unnecessary injury to persons or property damage.
 - (8) Maintain and preserve freedom of the press and treat all newspapers equally regardless of their size, content, circulation, or frequency of publication.
- (c) Permit required; expiration of existing permits and procedures to preserve locations.
- (1) Unless otherwise authorized by law, no Publisher shall place, install, or maintain any newsracks in the public right-of-way without first having obtained a permit from the Department in accordance with the provisions of this section.
 - (2) The permit year shall run from January 1 to December 31 of each year. All permit applications received by the Director shall be awarded on a first come, first serve basis in accordance with the provisions of this section.
 - (3) Failure to timely secure a permit in advance of placing a newsrack in the public right-of-way in accordance with the provisions of this section may result in the removal of the

non-permitted newsrack by the County. Prior to removal, the County shall send notice to the Publisher if known, that the County shall remove the newsrack within seven days unless the Publisher removes it or files for a permit. It is provided, however, the Director need not provide notice where the newsrack in the opinion of the Director constitutes a hazard to automobiles, bicyclists or pedestrians.

(d) Application and issuance of permits.

(1) Applicants for permits to place newsracks in the public right-of-way shall file with the Director a written application for a location and installation permit. The application shall contain the following information:

(a) The name, address, and telephone number of the Publisher responsible for the newsrack.

(b) The name, address, and telephone number of a responsible person whom the County may contact concerning the newsrack.

(c) A dimensional drawing identifying the number of newsracks, the dimensions of each newsrack, the proposed location of each newsrack, the existing physical features surrounding the proposed location including existing sidewalks, paths, posts, poles, walls, and other relevant features as well as each newsrack's setbacks.

(d) Names of newspapers or periodicals to be contained in each newsrack.

(e) The type or brand of newsracks, including an illustration and

description of the newsrack and mount.

(2) Procedure.

- (a) The Department shall have ten working days from the receipt of a complete application to determine whether the proposed newsrack complies with the provisions of this section and to approve or deny the permit accordingly.

(3) Issuance of permit.

- (a) Upon a determination that the application complies with the provisions of this section and upon payment of applicable fees, the Director shall issue a permit for the installation of the newsrack in the right-of-way.
- (b) The Department shall charge and collect permit fees at a rate to be established by separate administrative order, which shall not become effective until approved by the Board of County Commissioners. All fees collected pursuant to this section shall be used solely to defray administrative expenses incurred pursuant to this section. Any applicant who, after paying a permit fee, chooses not to place the newsrack for which the permit was obtained in the public right-of-way shall be entitled to a refund. In that event, the permit shall be canceled.
- (c) If a permit is denied, the Department shall advise the applicant of the specific cause of denial.

- (d) Publishers with newsracks installed with or without a permit in the public right-of-way prior to the effective date of this ordinance shall have 12 months from the effective date of this ordinance to comply with the terms of this section provided that, an application for permit is filed with the Department within six months of the effective date of this ordinance.
 - (e) For each newsrack, the initial permit sticker issued pursuant to this section shall be applied by the Department and shall be visible when affixed to the upper right corner of the door of the newsrack. For each subsequent renewal of a permit, the Publisher shall be responsible for affixing the permit sticker in the same location as the initial one.
 - (f) Upon payment of all applicable fees, the Director shall issue an annual renewal permit within ten days after receipt of payment, provided that the newsrack otherwise complies with the provisions of this section.
 - (g) The Director shall have the authority to order the removal of any newsrack from the public right-of-way that does not comply with this section or is otherwise in violation of the law.
- (4) Appeals
- (a) Any Publisher who has been denied a permit pursuant to the provisions of the Section may appeal such denial to the Board of County Commissioners by filing a written request with the clerk of the board. The clerk of the board shall place the item on the next regularly scheduled

meeting of the Board provided that the appeal has been filed no less than four business days prior to such meeting; otherwise, the appeal shall be heard at the next regularly scheduled board meeting thereafter. The decision of the Board shall be subject to judicial review pursuant to the laws of the state.

- (e) Newsrack placement: permitted locations and specific prohibitions.
 - (1) Placement of newsracks shall be permitted at the following locations:
 - (a) On sidewalks: Newsracks shall be situated parallel to the edge of the sidewalk. A minimum sidewalk space of three feet shall remain clear in front of the newsracks.
 - (b) In a grass, dirt, gravel, or other unpaved area: Newsracks placed in unpaved areas shall be secured to concrete foundations, as required in this section. Newsracks shall not be chained or otherwise tied to any poles, trees, or other structures under any circumstances.
 - (2) No newsrack shall be placed, installed, used, or maintained at the following locations:
 - (a) Within five feet of any curbed roadway or within 15 feet of any uncurbed roadway unless placement outside of such area interferes with safe and convenient use of the public right-of-way.

- (b) Within five feet of any marked crosswalk.
- (c) On or within two feet of any bicycle or non-motorized multiple-use path.
- (d) Within ten feet of any fire hydrant, fire call box, police call box, or other emergency facility.
- (e) Within five feet in front of, or fifteen feet to the rear of, any sign marking a designated bus stop, as measured along the edge of pavement.
- (f) Within two feet of any bus bench or plaza bench.
- (g) Within ten feet of any advertisement panel located on a transit shelter.
- (h) At any location that would reduce the clear accessible space for passageway of pedestrian to less than three feet, exclusive of curbs.
- (i) Where a protruding portion of a newsrack is within 12 inches of any area improved with landscaping, lawn, or hedges, or within a three-foot radius of flowers or trees.
- (j) Within six inches of any building wall located on the property line.
- (k) Within three feet of any display window of any building abutting the sidewalk or parkway or in such a manner as to impede or interfere with the reasonable use of such window display.
- (l) Within five feet of a building entrance.

- (m) Within a three foot radius of a mailbox, sign, parking meter, streetlight, or utility pole.
- (n) Within visibility triangles at street intersections as determined by the Public Works Department pursuant to the Florida Department of Transportation's 2006 Design Standards as amended from time to time. It is provided however, that where a building already protrudes into the sight triangle, newsracks may be placed flush with the building and set back from the building line sufficiently to avoid further intrusion into the line of sight.
- (o) Within ten-foot pedestrian visibility triangles at the intersection of driveways with streets or at the intersection of driveways with driveways. Pedestrian visibility triangle legs are to be measured from the intersecting edges of a street or a driveway.
- (p) Within four feet of a pedestrian ramp.
- (3) No more than ten non-modular newsracks shall be placed at any intersection, with no more than five non-modular newsracks at any one corner.
- (4) No more than five non-modular newsracks shall be placed side by side at any one location, and there shall be a minimum distance of 300 feet from another location of newsracks along the same sidewalk.
- (5) When modular newsracks are provided:

- (a) No more than one modular newsrack shall be placed at any one location.
 - (b) No more than one modular newsrack and two side-by-side standard newsracks shall be permitted at any one location.
- (f) Newsrack construction, design and maintenance.
- (1) All newsracks shall be constructed of galvanized steel with corrosive resistant hardware and door assembly. Manufacturer modifications may be made to the door, window, and cabinetry to accommodate tabloid or broadsheet newspaper display and distribution.
 - (2) The shape of a newsrack shall be a rectangular hexahedron with a height of 36 inches, excluding coin box, width of not more than 20 inches and a depth of not more than 17 inches. Pedestal newsracks shall not be permitted. Coin box attachments shall not exceed 14 inches in height, 20 inches in width and 20 inches in depth.
 - (3) The shape of a modular newsrack shall be a rectangular hexahedron with a height of 50 inches, width of not more than 60 inches and a depth of not more than 17 inches. Pedestal modular newsracks shall not be permitted.
 - (4) The color of the entire newsrack, including coin box and mounting hardware, shall be painted dark green with a powder finish consistent with a paint sample provided by the Director.
 - (5) No newsrack shall provide for card holders or display advertising. It is provided, however, that a cling-on sticker or equivalent may be placed within a four-inch square area of the inside lower left hand corner of the clear plastic viewing panel of the newsrack's access door to promote

- particular features or offerings inside the current publication. The sticker shall be applied only during the period of time that is relevant to the current publication, and it shall be the Publisher's responsibility to remove the sticker when it is no longer applicable.
- (6) A newsrack may display the name, with lettering of any color, of the newspaper being dispensed, in the location and size set forth below:
- (a) On the front of the newsrack, the lettering size shall not exceed 1 3/4 inches in height. The lettering shall be placed within a clear or colored-band space not exceeding two and one-half inches in height above the door hinge.
- (b) On the sides and back of standard newsracks, the lettering size shall not exceed 2 1/2 inches in height. The lettering shall be placed within a clear or colored-band space not exceeding four inches in height and beginning one inch from the top of the newsrack.
- (7) Newsracks for free newspapers may omit the coin box and may have the pull bar welded to the door.
- (8) Newsracks shall be maintained in good working order at all times, including but not limited to the following: no faded or dull paint; no broken hood; and no graffiti, stickers, tape, advertising, posters or other materials unless specifically permitted in this section.
- (9) Notwithstanding the limitations on advertising set forth in this section, a modular newsrack may include advertising,

provided that the advertising consists only of a single panel within the confines of the modular newsrack that does not exceed 14 square feet in area.

(g) Abandonment of newsrack.

(1) A newsrack shall be deemed abandoned when it does not contain the publication specified within 48 hours after release of the current issue or when the newsrack is empty for more than seven consecutive days.

(2) When a newsrack has been abandoned on public property, the Director shall attempt to notify the Publisher by certified mail and by telephone to afford the Publisher the opportunity to remove the newsrack, resume distribution, or show reasonable cause why the newsrack should not be removed.

(3) The Director may remove and store the newsrack when the Publisher is unknown or where the Publisher has failed to resume distribution, remove the newsrack, or show reasonable cause therefor within seven days from the date that the return receipt indicates that the letter has been received, gone unclaimed, or been refused. If a newsrack that is removed and stored is not claimed within 60 days of storage, the Director may dispose of it. The cost of storage and disposal of a newsrack shall be established by separate administrative order, which shall not become effective until approved by the Board of County Commissioners.

(4) If a Publisher desires to voluntarily abandon a newsrack location, the Publisher shall notify the Director, completely remove the newsrack and mount, and restore the public right-of-way to a safe condition, leaving no holes or projections in the mounting surface or concrete base.

(h) Newsrack mounting.

A newsrack shall be mounted on a concrete surface and shall be affixed to this surface in a manner as provided in the Miami-Dade Department of Public Works' Manual of Public Works.

(i) Violations:

Notwithstanding any provision in the code to the contrary, any Publisher that places or maintains a newsrack in the public right-of-way in violation of this section shall have five calendar days from service of the civil violation notice pursuant to Miami-Dade County Code Section 8CC-3(e) to correct the violation, or five calendar days from service to file for an appeal. It is provided however, where a permitted newsrack has been damaged as a result of vandalism or by accident, the Publisher shall have a five-day grace period to correct such damage prior to service of the civil violation notice. In all other respects, any appeal of a civil violation notice shall follow the procedures set forth in Chapter 8CC.<<

Section 3. Section 8CC-10 of the Code of Miami-Dade County, Florida is hereby amended as follows:

Sec. 8CC-10. Schedule of civil penalties.

The following table shows the sections of this Code, as they may be amended from time to time, which may be enforced pursuant to the provisions of this chapter; and the dollar amount of civil penalty for the violation of these sections as they may be amended.

The "descriptions of violations" below are for informational purposes only and are not meant to limit or

define the nature of the violations or the subject matter of the listed Code sections, except to the extent that different types of violations of the same Code section may carry different civil penalties. For each Code section listed in the schedule of civil penalties, the entirety of that section may be enforced by the mechanism provided in this Chapter 8CC, regardless of whether all activities proscribed or required within that particular section are described in the "Description of Violation" column. To determine the exact nature of any activity proscribed or required by this Code, the relevant Code section must be examined.

<i>Code Section</i>	<i>Description of Violation</i>	<i>Civil Penalty</i>
*	*	*
2-103.16	Placing an article in the public right-of-way without a permit, or failing to remove [[a newsrack]] >>an article<< after a permit has been denied	100.00
>>2-103.17	<u>Placing a newsrack in the public right-of-way without a permit, failing to remove a newsrack after a permit has been denied, or maintaining a newsrack in violation of the standards set forth for design, installation or maintenance.</u>	100.00<<
*	*	*

Section 4. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 5. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 6. This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

PASSED AND ADOPTED:

Approved by County Attorney as
to form and legal sufficiency:

LMC/A

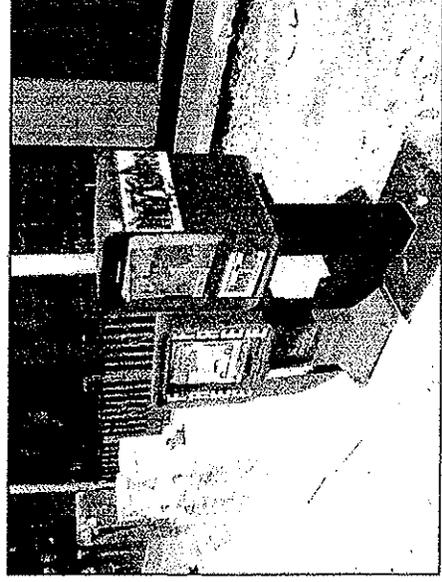
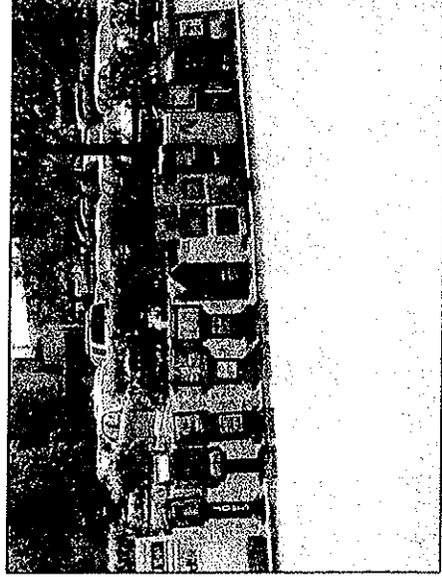
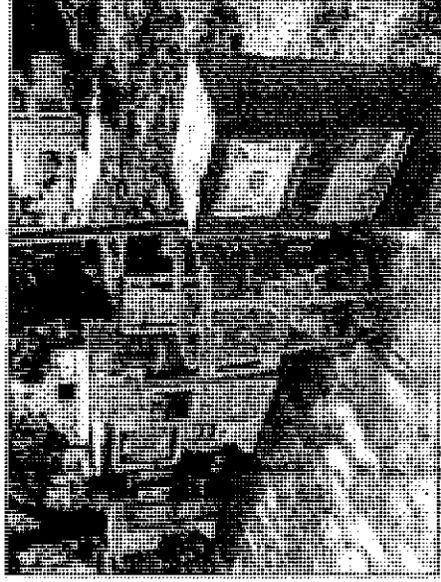
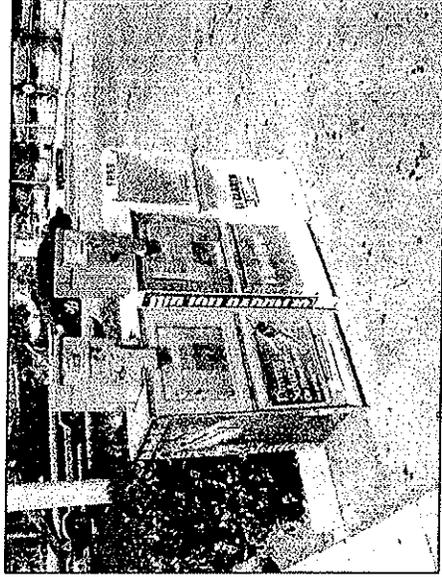
Prepared by:

CNC/DA, K.

Craig H. Coller/ Dennis A. Kerbel

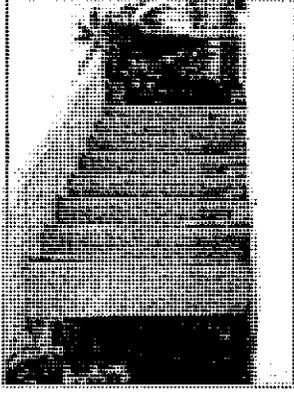
Sponsored by Commissioner Carlos A. Gimenez and
Commissioner Dennis C. Moss

Newsracks - Existing Conditions Miami-Dade County

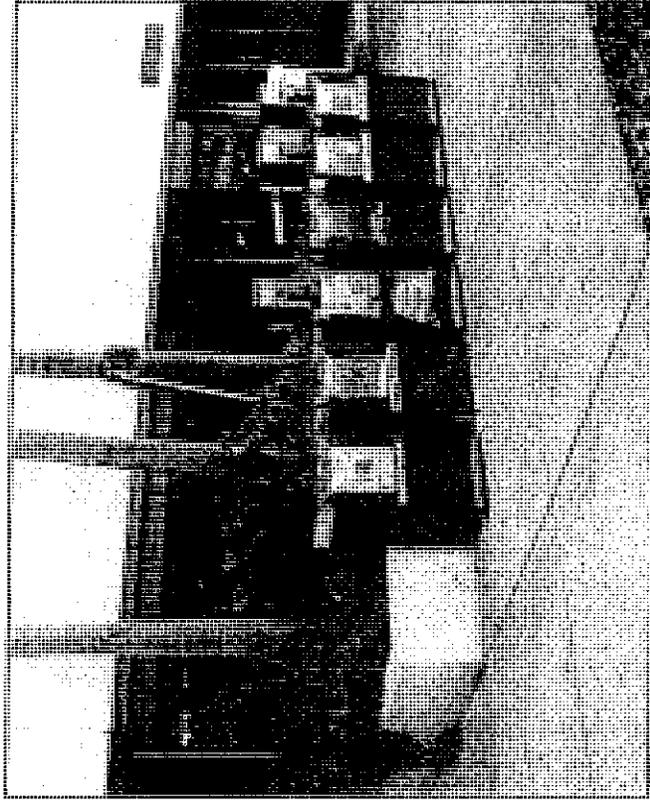


Various Locations

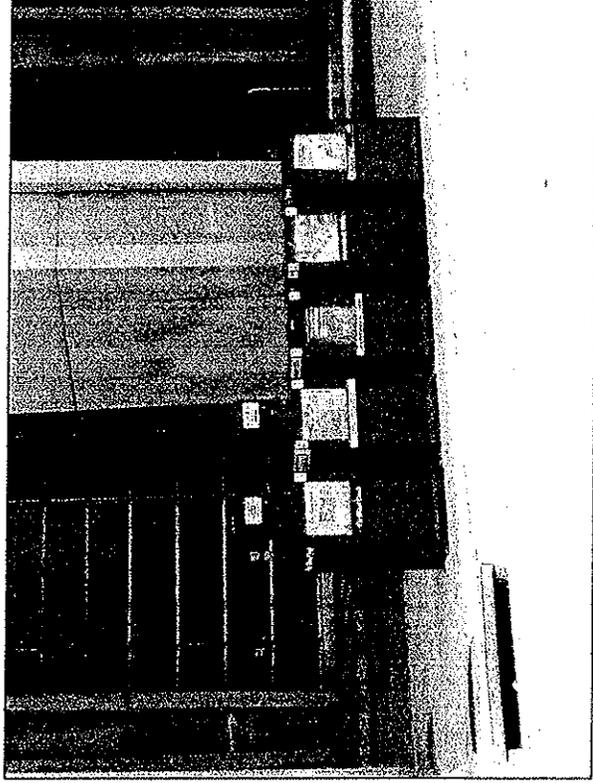
Newsracks - Existing Conditions Cities of Miami and Miami Beach



One Herald Plaza



Miami Beach
17th Street Convention Center Garage





MEMORANDUM

Agenda Item No. 11(A)(4)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: February 18, 2010

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution urging the Florida
Legislature to pass legislation
requiring the removal of underground
utility markings within 30 days of
their application, requiring the use of
temporary utility markings or
otherwise requiring that utility
markings not remain in place more
than 30 days

Resolution No. R-189-10

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairman Dennis C. Moss.

R. A. Cuevas, Jr.
County Attorney

RAC/cp

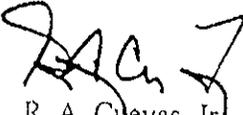


MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: February 18, 2010

FROM: 
R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(4)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(4)

2-18-10

RESOLUTION NO. R-189-10

RESOLUTION URGING THE FLORIDA LEGISLATURE TO PASS LEGISLATION REQUIRING THE REMOVAL OF UNDERGROUND UTILITY MARKINGS WITHIN 30 DAYS OF THEIR APPLICATION, REQUIRING THE USE OF TEMPORARY UTILITY MARKINGS OR OTHERWISE REQUIRING THAT UTILITY MARKINGS NOT REMAIN IN PLACE MORE THAN 30 DAYS

WHEREAS, the Florida Legislature created the "Sunshine State One-Call of Florida, Inc.," a not-for-profit corporation, to administer the provisions of Chapter 556, Florida Statutes, related to underground utility damage prevention and safety; and

WHEREAS, Sunshine State One-Call provides one number for excavating contractors and the public to call to provide notice to underground utilities before excavating contractors and the public engage in excavation or demolition in an effort to promote safety and prevent damage to underground utilities; and

WHEREAS, Chapter 556 requires each operator of an underground utility in Florida to be a member of Sunshine State One-Call and use and participate in the system; and

WHEREAS, Section 556.105, Florida Statutes, requires utility owners, excavators, and excavating contractors to place markings in the public rights-of-way when preparing to excavate or demolish at a location; and

WHEREAS, these markings are typically spray painted and are applied to streets and sidewalks; and

WHEREAS, Chapter 556 does not require markings to be removed upon completion of the excavation or demolition work; and

WHEREAS, because there is no provision in state law to remove markings, spray paint markings remain in place on streets and sidewalks slowly fading in the sun for months and even years at a time creating an aesthetic nuisance; and

WHEREAS, this community has invested substantial sums of public funds in improving the aesthetic appearance of our community, which is particularly important given the role tourism plays to our local economy; and

WHEREAS, the aesthetic appearance of sidewalks and streets that have been enhanced with, for example, decorative tiles that have been installed using public funds are particularly harmed by spray paint that is used to mark underground utilities and that is not removed; and

WHEREAS, the Community Image Advisory Board (CIAB) was established in 2001 to coordinate efforts related to encouraging high-quality design and construction and improving the aesthetic appearance of public spaces; and

WHEREAS, the mission of the CIAB is to promote and coordinate efforts that maintain all roadways and gateways seamlessly throughout Miami-Dade County such that they are aesthetically pleasing to all visitors and enhance the community pride of all county residents; and

WHEREAS, at its January 27, 2009 meeting, the CIAB approved by a formal unanimous vote a motion to urge the Board of County Commissioners to advocate for changes to state law that would require the removal of underground utility markings within 30 days, require the use of temporary utility markings or otherwise require that utility markings do not remain more than 30 days after they are put in place,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, this Board:

Section 1. Urges the Florida Legislature to pass legislation requiring the removal of utility markings within 30 days, requiring the use of temporary utility markings or otherwise requiring that utility markings do not remain for more than 30 days after they are put in place; and providing for penalties for failure to comply.

Section 2. Directs the Clerk of the Board to transmit a certified copy of this resolution to the Governor, Senate President, House Speaker and the Chair and Members of the Miami-Dade County State Legislative Delegation.

Section 3. Directs the County's state lobbyists to advocate for the passage of the legislation and the implementation of the reforms set forth in Section 1 above, and authorizes and directs the Office of Intergovernmental Affairs to include this item in the 2010 State Legislative Package.

The Prime Sponsor of the foregoing resolution is Chairman Dennis C. Moss. It was offered by Commissioner **Jose "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Dennis C. Moss** and upon being put to a vote, the vote was as follows:

	Dennis C. Moss, Chairman	aye	
	Jose "Pepe" Diaz, Vice-Chairman	aye	
Bruno A. Barreiro	absent	Audrey M. Edmonson	aye
Carlos A. Gimenez	aye	Sally A. Heyman	aye
Barbara J. Jordan	absent	Joe A. Martinez	aye
Dorrin D. Rolle	aye	Natacha Seijas	aye
Katy Sorenson	aye	Rebeca Sosa	aye
Sen. Javier D. Souto	aye		

The Chairperson thereupon declared the resolution duly passed and adopted this 18th day of February, 2010. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS



HARVEY RUVIN, CLERK

By: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

JMM

Jess M. McCarty

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OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA



MEMORANDUM

Agenda Item No. 11(A)(8)

TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: December 16, 2008

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution urging the Florida
Legislature and the Florida
Department of Transportation
to fund roadside beautification
programs at no less than 1.5 percent
of the cost of construction projects

Resolution No. R-1434-08

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Dennis C. Moss, and Co-Sponsor Senator Javier D. Souto.

A handwritten signature in black ink, appearing to read "RAC", written over a horizontal line.

R. A. Cuevas, Jr.
County Attorney

RAC/cp



MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro DATE: December 16, 2008
and Members, Board of County Commissioners

FROM: 
R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(8)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(8)
12-16-08

RESOLUTION NO. R-1434-08

RESOLUTION URGING THE FLORIDA LEGISLATURE AND THE FLORIDA DEPARTMENT OF TRANSPORTATION TO FUND ROADSIDE BEAUTIFICATION PROGRAMS AT NO LESS THAN 1.5 PERCENT OF THE COST OF CONSTRUCTION PROJECTS; AND TO RETAIN EXISTING LANGUAGE IN STATUTE THAT REQUIRES FDOT TO SPEND NO LESS THAN 1.5 PERCENT OF CONSTRUCTION COSTS ON ROADSIDE BEAUTIFICATION PROGRAMS

WHEREAS, national studies indicate that green, permeable areas and a healthy urban forest provide economic benefits that exceed the cost of installation and care, including an average seven percent (7%) to 20 percent increase in property values, higher consumer preference, perception and economic willingness-to-pay in tree-lined commercial areas, reduction of energy costs, the uptake of atmospheric CO₂ and excess stormwater that offsets the need for infrastructure investments; and

WHEREAS, Executive Order 07-128, signed by Governor Charlie Crist on July 13, 2007, states that global climate change is one of the most important issues facing the State of Florida this century, and directs the Florida Governor's Action Team on Energy and Climate Change to identify land use and management policies that improve the long-term storage of carbon in Florida's biomass; and

WHEREAS, landscaping along public rights-of-way create urban form and identity and improve aesthetics that furthers the goals and objectives for the "Great Streets" component of the Miami-Dade County Open Space Plan; and

WHEREAS, section 334.044, Florida Statutes, currently requires the Florida Department of Transportation (FDOT) to allocate no less than 1.5 percent of the amount contracted for

construction projects to beautification programs to “provide for the conservation of natural roadside growth and scenery and for the implementation and maintenance of roadside beautification programs”; and

WHEREAS, during the 2008 regular session, the Florida Legislature passed H.B. 5067, which among other provisions, would have eliminated the requirement that FDOT allocate at least 1.5 percent of the amount contracted for FDOT construction projects to roadside beautification programs; and

WHEREAS, H.B. 5067 instead provided a cap of 1.5 percent on FDOT beautification programs, providing that FDOT may spend “up to” 1.5 percent on beautification programs, but not requiring FDOT to spend any funds at all on beautification programs; and

WHEREAS, when H.B. 5067 reached the Governor’s desk, he vetoed the bill because of other provisions included in the bill; and

WHEREAS, notwithstanding the veto of H.B. 5067, funding for roadside beautification programs was removed from the FDOT Five Year Work Program for the current State Fiscal Year 2008-09; and

WHEREAS, it is anticipated that legislation will again be filed for consideration during the 2009 session to eliminate the 1.5 percent set-aside for roadside beautification programs; and

WHEREAS, maintaining a high aesthetic value in the public domain is in the best interest of the community at large; and

WHEREAS, the Community Image Advisory Board passed a resolution on November 19, 2008 urging the Miami-Dade Board of County Commissioners, the Miami-Dade Expressway Authority, and the municipalities in Miami-Dade County to include in their 2009 State Legislative Packages an item urging the Florida Legislature and the Florida Department of

Transportation to fund roadside beautification programs at no less than 1.5 percent of the cost of construction projects and to retain existing language in statute that requires FDOT to set aside no less than 1.5 percent of construction costs on roadside beautification programs, a copy of which is attached and incorporated by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Urges the Florida Legislature and the Florida Department of Transportation to fund roadside beautification programs at no less than 1.5 percent of the cost of construction projects and to retain existing language in statute that requires FDOT to set aside no less than 1.5 percent of construction costs on roadside beautification programs.

Section 2. Directs the Clerk of the Board to transmit a certified copy of this resolution to the Governor, the Senate President, the House Speaker, the Chair and Members of the Miami-Dade County State Legislative Delegation and the Secretary of the Florida Department of Transportation.

Section 3. Directs the County's state lobbyists to advocate for the passage of the legislation set forth in Section 1 above, and directs the Office of Intergovernmental Affairs to include this item in the 2009 State Legislative Package.

The Prime Sponsor of the foregoing resolution is Commissioner Dennis C. Moss and the Co-Sponsor is Senator Javier D. Souto. It was offered by Commissioner Katy Sorenson, who moved its adoption. The motion was seconded by Commissioner Carlos A. Gimenez and upon being put to a vote, the vote was as follows:

	Bruno A. Barreiro, Chairman	aye	
	Barbara J. Jordan, Vice-Chairwoman	aye	
Jose "Pepe" Diaz	aye	Audrey M. Edmonson	aye
Carlos A. Gimenez	aye	Sally A. Heyman	aye
Joe A. Martinez	aye	Dennis C. Moss	aye
Dorrin D. Rolle	aye	Natacha Seijas	absent
Katy Sorenson	aye	Rebeca Sosa	aye
Sen. Javier D. Souto	aye		

The Chairman thereupon declared the resolution duly passed and adopted this 16th day of December, 2008. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK



By: Kay Sullivan
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Jess M. McCarty

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ATTACHMENT

Approved _____ Mayor _____ Agenda Item No. _____
Veto _____
Override _____

RESOLUTION NO. _____

RESOLUTION OF THE COMMUNITY IMAGE ADVISORY BOARD URGING THE MIAMI-DADE BOARD OF COUNTY COMMISSIONERS, THE MIAMI-DADE EXPRESSWAY AUTHORITY AND THE MUNICIPALITIES IN MIAMI-DADE COUNTY TO INCLUDE IN THEIR 2009 STATE LEGISLATIVE PACKAGES AN ITEM URGING THE FLORIDA LEGISLATURE AND THE FLORIDA DEPARTMENT OF TRANSPORTATION TO FUND ROADSIDE BEAUTIFICATION PROGRAMS AT NO LESS THAN 1.5 PERCENT OF THE COST OF CONSTRUCTION PROJECTS; AND TO RETAIN EXISTING LANGUAGE IN STATUTE THAT REQUIRES FDOT TO SPEND NO LESS THAN 1.5 PERCENT OF CONSTRUCTION COSTS ON ROADSIDE BEAUTIFICATION PROGRAMS

WHEREAS, it is the mission of the Community Image Advisory Board (CIAB) to implement public projects that enhance the aesthetics of the community, and

WHEREAS, the partners of the CIAB believe that a high aesthetic value in public projects is important to improving the quality of life for residents, increased property values, and fostering repeat tourism to the area, and

WHEREAS, the partners of the CIAB have made significant investments in landscaping public rights of way, including those owned by the State of Florida, as part of its mission to create beautiful public spaces; and

WHEREAS, national studies indicate that green, permeable areas and a healthy urban forest provide economic benefits that exceed the cost of installation and care, including an average seven percent (7%) to 20 percent increase in property values, higher consumer preference, perception and economic willingness-to-pay in tree-lined commercial areas,

reduction of energy costs, the uptake of atmospheric CO₂ and excess stormwater that offsets the need for infrastructure investments; and

WHEREAS, Executive Order 07-128, signed by Governor Charlie Crist on July 13, 2007, states that global climate change is one of the most important issues facing the State of Florida this century, and directs the Florida Governor's Action Team on Energy and Climate Change to identify land use and management policies that improve the long-term storage of carbon in Florida's biomass; and

WHEREAS, landscaping along public rights-of-way create urban form and identity and improve aesthetics that furthers the goals and objectives for the "Great Streets" component of the Miami-Dade County Open Space Plan; and

WHEREAS, section 334.044, Florida Statutes, currently requires the Florida Department of Transportation (FDOT) to allocate no less 1.5 percent of the amount contracted for FDOT construction projects to beautification programs to "provide for the conservation of natural roadside growth and scenery and for the implementation and maintenance of roadside beautification programs"; and

WHEREAS, during the 2008 regular session, the Florida Legislature passed H.B. 5067, which among other provisions, would have eliminated the requirement that FDOT allocate at least 1.5 percent of the amount contracted for FDOT construction projects to roadside beautification programs; and

WHEREAS, H.B. 5067 instead provided a cap of 1.5 percent on FDOT beautification programs, providing that FDOT may spend "up to" 1.5 percent on beautification programs, but not requiring FDOT to spend any funds at all on beautification programs; and

WHEREAS, when H.B. 5067 reached the Governor's desk, he vetoed the bill because of other provisions included in the bill; and

WHEREAS, notwithstanding the veto of H.B. 5067, funding for roadside beautification programs was removed from the FDOT Five Year Work Program for the current State Fiscal Year 2008-09; and

WHEREAS, it is anticipated that legislation will again be filed for consideration during the 2009 session to eliminate the 1.5 percent set-aside for roadside beautification programs; and

WHEREAS, maintaining a high aesthetic value in the public domain is in the best interest of the community at large,

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY IMAGE ADVISORY BOARD OF MIAMI-DADE COUNTY, FLORIDA, that the Community Image Advisory Board:

Section 1. Urges the Miami-Dade Board of County Commissioners, the Miami-Dade Expressway Authority, and the municipalities in Miami-Dade County to include in their 2009 State Legislative Packages an item urging the Florida Legislature and the Florida Department of Transportation to fund roadside beautification programs at no less than 1.5 percent of the cost of construction projects and to retain existing language in statute that requires FDOT to set aside no less than 1.5 percent of construction costs on roadside beautification programs.

Section 2. Directs the staff of the Community Image Advisory Board to transmit copies of this resolution to the Mayor of Miami-Dade County and the Chair and Members of the Miami-Dade Board of County Commissioners, the Chair and Members of the Miami-Dade Expressway Authority, and the Mayor and Chair and Members of the city commissions for the municipalities in Miami-Dade County.

**SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011**

Attachment E

CIAB Meeting Minutes

January 2009 – December 2010

November 2009 Meeting Minutes (Pending board approval)



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 28, 2009**



CIAB Members Present

Bill Anderson, GM Convention & Visitors Bureau
 Lina Blanco, City of Miami (Solid Waste)
 Dr. Claudius Carnegie, Miami-Dade Public Schools
 Tsahai Codner, City of Miami Gardens
 Jeffrey Dawson, Miami-Dade County (Aviation)
 James Kay, City of Coral Gables
 Gianni Lodi, MDC Planning & Zoning
 Dennis C. Moss, Chairman, Miami-Dade County, Board of County Commission
 Elizabeth Ogden, Miami-Dade County (Seaport)
 Gus Pego, Florida Department of Transportation
 Alyce Robertson, Miami (DDA)
 Susan Schreiber, Metropolitan Planning Org. (MPO)
 Marie Steril, League of Cities
 Juan Toledo, Miami Expressway Authority (MDX)

Participants Present

Mark Brown, MDC District 1
 Christina Casado, Community Image
 Antonio (Tony) Cotarelo, MDC (PWD)
 Steve Duncan, MDC (PWD)
 Cesar Garcia-Pons, EDAW
 Marietta Gutierrez, Community Image
 Regina Hagger, City of Miami (PWD)
 Robert Herrera, City of Sweetwater
 Rick Johnson, MDX
 Leonard Jordan, City of Opa-Locka
 Frank Lago, City of Sweetwater
 Omar Luna, City of Homestead
 Nan A. Markowitz, SFHC-Super Bowl
 Doris Mejia-Gomez, Community Image
 Claire Mostel, Neighborhood Compliance
 Diana C. Perez, MDC District 9
 Debora M. Rivera, (FDOT)
 Gustavo Santana, EDAW
 Nathaniel Surrancy, MDC Solid Waste
 Dani Toranzo, Community Image
 Bann Williams, Community Image

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed everyone and thanked the Greater Miami Convention & Visitors Bureau for hosting the CIAB meetings.

Chairman Moss called the meeting to order and invited Mr. Bill Talbert and Gene Prescott to update the CIAB on the tourism industry business. Mr. Talbert and Prescott informed that revenues have decreased due to the economy that has affected everyone including the tourism industry. Mr. Talbert and Mr. Prescott informed that the Greater Miami Convention and Visitors Bureau is working very hard in marketing and promoting through different programs in order to keep the tourism business industry on going.

II. Action Items

Approval of Minutes from 11/17/08 Board Meeting: Gianni Lodi, MDC Planning & Zoning moved motion for approval of the minutes. Marie Steril, Councilwoman for League of Cities seconded the minutes. Minutes were approved by Dennis C. Moss, Chair and the CIAB.

III. Updates

A. Office of Community Image

Acknowledgements & Announcements: Christina Casado, Community Image Office recognized Mr. Craig James (FDOT) on his promotion with FDOT.

Ethics Training Announcement: Ms. Casado advised that 2009 Ethics training forms were available for newly appointed board members and also for those individuals that have not had an opportunity to receive the Ethics Advisory Board training during 2008. If any new member needs the Ethics training, please contact the CIAB Board Secretary, Doris Mejia-Gomez.

2009 CIAB Sunset Review: Ms. Casado updated the board on the Sunset Review. Ms. Casado informed that the Sunset Review questionnaire had been e-mailed to all CIAB Members. She advised that the document was pending CIAB's approval. Once CIAB approves the Sunset Review, it will be presented at the Board of County Commission (BCC) for approval. Chairman Moss asked for a motion to approve the Sunset Review. Dr. Claudius Carnegie (MDC Schools) moved the vote and Ms. Alyce Robertson, Miami Downtown Development Authority (DDA) seconded the vote. The Sunset Review was approved by CIAB. Ms. Casado indicated once the Sunset Review is approved by the BCC it will be available on the website.

Approval of the Aesthetic Master Plan (AMP): Ms. Casado updated the CIAB on the final process of the Aesthetic Master Plan (AMP) report. Ms. Casado advised that EDAW would be presenting the final AMP report later in the meeting. Ms. Casado asked Chairman Moss and advised the CIAB to provide their comments on the AMP report. Ms. Casado proposed that the CIAB Board vote to approve the final report if its contents are acceptable to the members. Upon acceptance by the CIAB Board the AMP report would be presented to the Board of County Commission (BCC) for adoption.

Legislative Update: Ms. Casado reported and provided the board with copies of executed Resolution No. R-1434-08 urging the Florida Legislature and the Florida Department of Transportation to fund roadside beautification programs at no less than 1.5 percent of the cost of construction projects. The resolution was sponsored by Chairman Dennis C. Moss, and co-sponsored by Senator Javier D. Souto. Ms. Casado informed that the resolution has been distributed to CIAB partners.

Ms. Casado also reported that Miami-Dade County is preparing a package to approach the federal government for economic stimulus dollars and requesting federal funding in order to support tree canopy restoration projects. One of the requests made includes \$5 million per/year for 5 years in order to accelerate tree canopy restoration activities.

Dr. Claudius Carnegie (MDC Schools) suggested for the CIAB to make it a priority and to include (if not already included) in the stimulus package the painting and clean-up of metrorails, metromovers stations, and facilities structures.

Chairman Moss agreed will ask that it be included in the County's stimulus package.

Antonio Cotarelo (PWD) informed the board that the Miami-Dade County Public Works Department has identified some areas that qualify for funding under a specific category (CBBG) in the stimulus package. Mr. Cotarelo advised that Public Works Dept. has made a request in the stimulus package from 6-7 Million.

Tree Canopy Restoration: Chairman Moss added that he was committed to presenting a Tree Canopy Restoration Plan to the community and that municipalities must join forces to this end. He asked the CIAB invite the cities to come to the table in pursuing strategic ways to achieve adequate tree canopy restoration and enhancement. Chairman Moss added that the Adopt-A-Tree program should be included in the strategy.

Super Bowl XLIV: Ms. Casado announced that Super Bowl will take place in February 7, 2010. She reported that the CIAB has allocated funding to ensure that the community looks its best for the event. Ms. Casado reported that for the 2007 Super Bowl, significant improvements were made in preparation for the event. Super Bowl 2010 would be another opportunity to make our community sparkle.

Ms. Nan Markowitz, Director of Operations for the South Florida Super Bowl Host Committee 2010 was invited by Ms. Casado to participate in the CIAB meetings. Ms. Markowitz addressed the CIAB and informed that Miami would be having some exciting weeks during the Super Bowl. She advised that the Pro Bowl would be also coming to Miami on January 31st. This is the first time that the Pro Bowl leaves Hawaii in 30 years and added that it was a compliment to Miami. Ms. Markowitz mentioned that she has been driving around Miami and has looked at some of the projects completed by CIAB and complimented the board for them. However, she expressed that there was still a lot of work in order to make South Florida shine. Ms. Markowitz gave an example and pointed out an area which needs work done e.g. (school next to the turnpike needs landscaping). She informed the board that she has met with Alyce Robertson, Miami Downtown Authority (DDA) and Christina Casado, Office of Community Image Office in preparation for the Super Bowl. Ms. Markowitz thanked everyone and said she has faith that this community will shine for Super Bowl 2010.

Ms. Casado reported that \$450,000 has been allocated for Super Bowl 2010 community clean up and tree planting initiatives. The funds will go to tree planting in Districts 2 and District 3 and County-wide aesthetic enhancements, improvements, and increased litter removal cycles in preparation for the Super Bowl.

Mark Brown (District 1) expressed that he has specific concerns he needs addressed in District 1 with regard to Super Bowl events and activities. Ms. Markowitz advised there would be events during the Super Bowl in some targeted areas such as, stadium, Miami Beach, Vizcaya, Inter Continental Hotel (downtown). Ms. Markowitz advised that she could meet with Mark Brown (Dist. 1) to discuss his concerns.

Councilwoman Marie Steril (League of Cities) also expressed her concerns for improvements and enhancements needed along NW 7th Avenue.

Chairman Moss asked that staff follow-up on NW 7th Avenue.

POW-WOW: Chairman Moss asked Ms. Casado to give an update on POW-WOW. Ms. Christina reported that she has been working with Ginny Gutierrez (Greater Miami Convention & Visitors Bureau). Ms. Casado briefed the board that POW-WOW is a very high profile international convention that focuses on the service industry which brings thousands of visitors to Miami. Ms. Casado reported that the Community Image Office is working with Ginny (GMCVB) to identify event sites, corridors and hotels that will be used during the POW-WOW. Ms. Casado informed the CIAB that a punch list will be created like it was previously done for the US Conference of Mayors. Ms. Casado reported that she had been informed that the main focus would be around South Beach and the Downtown area. Ms. Casado informed the board not to be

surprised if they receive a phone call or an e-mail asking them to make landscape improvements or prune trees in the areas within their jurisdiction. POW-WOW is scheduled for May 2009.

City of Sweetwater Update: Ms. Casado reported that the Office of Community Image was working closely with the City of Sweetwater. She reminded the CIAB that the City of Sweetwater was the first municipal partner with the CIAB on tree canopy restoration. Ms. Casado advised that the City of Sweetwater will be planning and event as soon as the trees are planted.

Miami Downtown Development Authority (DDA): Ms. Casado reported that the Office of Community Image has also been working closely with the DDA on maintenance activities in the downtown area, keeping the ramps looking good, aesthetic enhancements and other projects that are coming up.

Alyce Robertson (DDA) updated the board briefly on some of DDA's restoration and enhancements projects. Ms. Robertson informed that the DDA in conjunction with the Brazilian Consulate are planning a festival a dedication to Robert Burle Marx (Landscape Architect). The event will take place sometime in April. Ms. Robertson reported that the DDA is working with the Office of Community Image to hire another NEAT Team crew for the downtown area to specifically maintain the enhancements that are already in place. Ms. Robertson informed that the DDA is funding the Brickell Avenue project a CIAB corridor.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported the inspection from the month of November 2008 to present. He reported that the NEAT Team had completed 4,812 miles on the road; picked up 192 cubic yards of debris; 6,599 miles logged on vehicle; 147 thousand gallons of water; planted 3,340 plants on the ground (landscaped) including the Stephen P. Clark Center, South Miami Metrorail station; 123 miles in landscaping and 123 miles swept. Dani Toranzo asked the board to assist in identifying eyesores and hot spots and to keep him informed of any maintenance issues they come across related to CIAB corridors and gateways.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported that the Committee had met on January 21, 2009. Committee discussed old and new business. Jeff Dawson reported that although the I-95 project has been completed there is still some involvement with enhancements and maintenance issues. Mr. Dawson reported that the NEAT Team (lead by Dani Toranzo) has been doing replacements on some of the plant areas. Jeff Dawson updated the board on the Committee's review for the Brickell Avenue project for which Bann Williams, Landscape Architect designed. Mr. Dawson also updated the board on the Florida City gateway enhancement project. Mr. Dawson informed the board that the Committee's main goal now is to focus on preparing for the Super Bowl 2010. Committee will be creating punch list to identify those corridors and gateways that are in the need of landscaping, cleaning and enhancements. Ms. Casado added that the Committee will be scheduling tours throughout the year in order to identify those corridors.

C. Marketing & Education Subcommittee: Lina Blanco, City of Miami

CIAB Poster Contest 2009: Lina Blanco reported the Clean Up & Green Up poster contest announcement was sent out via an e-mail blast on several occasions to the Miami-Dade County School Board Art teachers and Fairchild Tropical Botanic Gardens also sent out an e-mail blast to get the word out to the students. The Miami Herald has also been running the ad on Sundays in the Neighbors Section and it's also announced in the CIAB Website. Ms. Blanco distributed Posters Contest announcements to the board. She advised that the Poster Contest judging date was tentatively scheduled for March 6, 2009 at the Miami Herald beginning at 10:00 a.m. to 12:00 noon. No entries have yet been received; however the Community Image Office has been taking calls. Lina Blanco also reported on the contest divisions, grade categories, and prizes.

Anti-Litter Campaign Update: Ms. Blanco reported that the negotiations for the new contract with the Miami HEAT went well. The contract was signed for \$25,000. Lina Blanco thanked Christina Casado, Alyce Robertson (DDA) and Mayor Manny Diaz for assisting in making phone calls. Lina Blanco briefed the board on what the \$25,000 contract would cover: LED advertising during the pre-events; internet banner advertising in their website with a link of the Slam it, Jam it, Stuff it slogan and PSA; and two Anti-litter messages on their English and Spanish radio broadcasts per game.

Ms. Casado asked the CIAB if everyone had received the link (via e-mail) to the radio broadcast spots recorded in English & Spanish. She also indicated that it was on the CIAB website.

Councilwoman Marie Steril (League of Cities) suggested adding "creole" in the radio broadcast since there is a large community of creole speakers. Chairman Moss and Ms. Casado agreed.

Ms. Blanco and Ms. Casado informed the board on the Super Clean Up event being planned for next year before the Super Bowl. Ms Casado asked the board for ideas on logo for the NEAT Team uniforms. Ms. Blanco suggested that one of the ideas was (CIA) Community Image Ambassador. Ms. Blanco also discussed about branding the CIAB's name and made some suggestions e.g. (Uniforms for NEAT Team with Logo, water bottles to brand CIAB).

Ms. Casado reported to the board that in addition to the radio spot the CIAB was featured in the County's newest public information segment, "Green Scene." This three (3) minute film (currently being edited) should be available within the next couple of weeks "On Demand" on the County website and on MDTV. The program highlights some of the most visible CIAB projects.

D. Street Tree Subcommittee: John Oldenburg, City of Miami Beach unfortunately could not be in attendance due to a Commission meeting (City of Miami Beach). Ms. Casado reported that the committee is now meeting every two weeks in order to accelerate the editing process. She advised the Tree Guide should be available very soon. It's a very technical document. She informed that it was important to the committee experts that we do not have any conflicts with the new landscape code or any other policies. Ms. Casado reported that the committee had started an analysis with the Miami-Dade County computer services department (ESTD). ESTD is using the American Forest software and identify the percentage of tree canopy that are along CIAB corridors. The committee will then prepare a work plan in order to target projects where needed. The committee hopes to report on the process at the March

meeting. Ms. Casado reported that the Department of Environmental Resources and Management (DERM) has just completed another study using the U.S. Forestry Service model (UFORE) and the Street Tree Committee is currently reviewing the data.

IV. Report

County Beautification Projects: Steve Duncan (PWD) reported on behalf of David Cardenas (PWD) who was not able to attend the meeting. Steve Duncan presented a PowerPoint on Roadway Beautification Projects. He reported on expenditures from County funded projects, Florida Department of Transportation's (JPA) Joint Participation Agreements (JPA) and CIAB's partnership projects. Mr. Duncan presented on tree and landscape enhancement installations within the County's Right-of-Ways completed last year. He indicated that over 5,000 Canopy and Palm trees had been planted in 2008. Steve Duncan also reported on the numbers of tree replacements, landscape enhancements, and traffic circles installed. Mr. Duncan advised the CIAB that by the end of September 2009 there will be landscape improvements to NW 7th Avenue.

Aesthetic Master Plan Final Presentation: Cesar Garcia-Pons (EDAW) reported on and explained the intent of the Aesthetic Master Plan (AMP). Mr. Garcia-Pons described the 100-page report and said he hoped that the board had a chance to review it on the CIAB website. Mr. Garcia-Pons briefly showed the slides on the four (4) sections of the report, discussed EDAW's method, and gave an overview of the scope for the AMP. He explained the design recommendations for the County's corridors and facilities, as well as for the different types of gateways (vehicular and pedestrians). Mr. Garcia-Pons indicated that all of their sources were listed in the appendix.

Christina Casado asked the board (CIAB) for direction on the AMP. She explained that the AMP was a result of a resolution that mandated the County staff (Office Community Image) to identify an Aesthetic Master Plan for the community and to compile the basic landscape minimum standards. Ms. Casado opened up the AMP topic for discussion. Ms. Casado advised once approved by the board (CIAB) the (AMP) report would then be presented to the Board of County Commission (BCC) for approval. Ms. Casado asked the board (CIAB) for motion to approve the (AMP) report. Ms. Alyce Robertson (DDA) moved the vote and Lina Blanco (City of Miami) seconded the vote. AMP report was approved by the board (CIAB). Ms. Casado advised the AMP report would be presented to the BCC in April 09.

V. Recap of Action Items 01/28/09

- **Follow-up NW 7th Avenue**
- **Master Plan Tree Canopy restoration**
- **CIAB Posters in Government Center and library**
- **Explore marketing in Creole**

VI. Closing Remarks

Ms. Casado thanked the board (CIAB).

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
March 24, 2009



CIAB Members Present

Bill Anderson, GM Convention & Visitors Bureau
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Kenneth E. Gardner, TARC
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County
Board of County Commission
John Oldenburg, City of Miami Beach
Alyce Robertson, Miami (DDA)
Marie Steril, League of Cities
Jesse A. Stubbs, Designee/MDC Commission (Dist1)
Sam Walthour, Miami-Dade County (NCO)
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Mark Brown, MDC District 1
Christina Casado, Community Image
Antonio (Tony) Cotarelo, MDC (PWD)
Yvette Cunningham, MDC (NCO)
Gianno Feoli, Calvin Giordano & Assoc.
Luis Andres Gazitua, Office of the Mayor
John Gochnauer, Landscape Architect
Marietta Gutierrez, Community Image
Omar Luna, City of Homestead
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Suzanne Salichs, Office of the Mayor
Deborah Strelkow, FDOT
Nathaniel Surrancy, MDC Solid Waste
Bill Talbert, GMC&VB
Dani Toranzo, Community Image
Alissa Turteltaub, MDC Park & Recreation
Karen A. Tynes, Miami Herald/NIE
Bann Williams, Community Image

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed CIAB members and Participants. Chairman Moss thanked Bill Talbert and Bill Anderson (Greater Miami Convention & Visitors Bureau) for hosting the CIAB meetings as usual.

Chairman Moss called the meeting to order and invited Bill Talbert to update the CIAB board. Mr. Talbert congratulated Chairman Moss on behalf of the Greater Miami Convention and Visitors Bureau for his leadership as Chairman and in conducting a great BCC meeting on Monday, March 23, 2009. Mr. Talbert proceeded to update the CIAB on how the tourism industry is doing. He passed around an article from the (USAE News) weekly community newspaper of associations, CVB's and hotels. The article showed photos of the Miami CVB in New York in early March. Mr. Talbert reported the "good news" on rates and hotel occupancy for the month of February. Mr. Talbert said average rates are up. Miami Dade County continues to take the lead in the hotel industry.

II. Action Items

Approval of Minutes from 01/28/09 Board Meeting: Dr. Claudius Carnegie, Miami-Dade Public Schools moved motion for approval of the minutes. Marie Steril, Council women for League of Cities second the minutes. Motion to approve the minutes was approved by Dennis C. Moss, Chair and the CIAB.

Ms. Casado informed that she has been asked to speak at the "Miami-Dade College Career Day" and the "Native Plant Society" event in which she will be addressing Tree Restoration in Miami-Dade.

Ms. Casado demonstrated and passed around a color copy picture of a model "T" shirt to brand the CIAB Neat Teams as mentioned by the Marketing Committee in the previous meeting.

Upcoming Projects: Christina Casado advised the board on upcoming projects ahead. She reported that on May 9, 2009 the Vizcaya (main gate) will be re-landscaped (getting a "face lift"). CIAB and Hands on Miami will be assisting in this project.

Christina Casado announced that later in the meeting Luis Andres Gazitua, Special Advisor to Mayor Alvarez would be presenting and discussing the "V" a new initiative project that Miami-Dade County has started.

Super Bowl/Pow Wow Update: Christina Casado distributed the Super Bowl and Pow Wow task list and asked everyone to review it. She advised that there would be plenty of work to complete in preparation for the Super Bowl, Pow Wow and Pro Bowl, three major and important events for Miami. Ms. Casado reported that inspections are being done frequently (driving around the community) in order to identify the problems and areas in preparation for the Pow Wow which is the first event coming up.

Tree Restoration Initiatives/Economic Stimulus: Christina Casado updated the CIAB regarding federal grants opportunities for funding Miami-Dade County tree restoration activities. Ms. Casado presented some of the preliminary projects and reported that the office of Community Image is working with the County Executive Office staff in order to put together a collective request for Miami Dade County.

Chairman Moss asked that a meeting be set up to invite all of the municipalities to discuss a long term strategy for restoring the canopy

Christina Casado invited the CIAB and encouraged the board to participate in the Mercedes-Benz Corporate Run, on April 30, 2009. Ms. Casado indicated that she would organize a CIAB Team if anyone was interested in signing up.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported the 6,182 miles were driven; 65 yards of debris picked up per truck; 327 cubic yards of debris last month. Dani Toranzo reported that the CIAB Teams will continue to work the downtown area, the American Airlines Arena, and the Adrienne Arsht Center to assist with the preparation of the Pow Wow.

Alyce Robertson (DDA) expressed some of the concerns on Brickell area after a walk through last week. Ms. Robertson reported that Debora Rivera (FDOT) was present as well as other City representatives. Ms. Robertson informed that a list had been compiled after the meeting which she can provide. Dani Toranzo volunteered to assist and to collaborate with other partners to assist.

Gianni Lodi (Miami-Dade Planning and Zoning) announced that the Landscape Code Update and the Right-of-Way Landscape Code would be going to the Budget, Planning & Sustainability Committee Public Hearing on Tuesday, April 14, 2009. He informed that if all went well at the public hearing the Ordinance would be adopted in May 2009.

IV. Report

Wayfinding and Signage Plan: Alissa Turteltaub, Miami-Dade Park and Recreation thanked the CIAB members for the opportunity to present to the Board the Wayfinding and Signage Plan. Ms. Turteltaub opened up the presentation by introducing the context of the plan and briefly described the Wayfinding and Signage Plan as being an element in support of the Open Space Mater Plan (previously presented by Maria Nardi to the board). Alissa Turteltaub presented photos and talked about the benefits that the signage plan brings to Miami-Dade County. During the presentation Ms. Turteltaub covered topics such as the Marinas, Parks, Trails; Greenway Facility; Trails, Way Finding; Facility Signs and Facility Kiosk Maps. Please refer to the CIAB website for further information on this presentation.

Volunteer Partnership Opportunities: Luis Andres (Andy) Gazitua, Special Advisor to Carlos Alvarez, Miami-Dade County Mayor. After introduction, Luis Andres briefly talked about Mayor Alvarez's new initiative ("V") an initiative actually for the community. Luis Andres explained on why the name "V" and the idea behind the initiative. He explained that "V" stands for volunteers and expressed that "V" contributes to improving the quality of life in our community through volunteerism. It draws on the collective efforts of government, business and the community to make Miami-Dade County a better place to live. Luis Andres informed that the "V" website launched last week (iaminvolved.org) and will be partnering with Comcast, Hands on Miami and City Year. Luis Andres ended his presentation by inviting the CIAB to participate in a clean up event in May 09.

V. Recap of Action Items 03/24/09

- Bayfront Metromover station (pavers) FDOT (Chairman Moss)
- CIAB Poster Contest Ceremony – BCC on April 21, 2009
- Public Hearing Ordinance (Landscape & R-0-W) – BCC on April 14, 2009
- CIAB Tour (Punch List) April 27, 2009
- City of Sweetwater Ceremony – April 30, 2009
- Volunteer Partnership (iaminvolved.org) Event May 2, 2009
- Tree Canopy Restoration Meeting w/Partners and Municipalities

VI. Closing Remarks

Chairman Moss thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.



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



CIAB Members Present

Bill Anderson, GM Convention & Visitors Bureau
Lina Blanco, City of Miami (Solid Waste)
Sharie Blanton, Designee/MDC Commission (Dist7)
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Kenneth E. Gardner (TARC)
Penny Lambeth, Town of Miami Lakes
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County
Board of County Commission
Elizabeth Ogden, Miami-Dade County Seaport
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Marie Steril, League of Cities
Jesse A. Stubbs, Designee/MDC Commission (Dist1)

Participants Present

Carlos Alvarez, Mayor (MDC)
W. Ajibola Balogun, City of South Miami
Michael Bienvenu (FDOT)
Mark Brown, MDC District 1
Esther Calas, MDC (PWD)
Christina Casado, Community Image
Rudy De la Torres, City of South Miami
Maria Garcia, City of South Miami
Horace G. Feliu, Mayor, City of South Miami
Marietta Gutierrez, Community Image
Jinny Gutierrez, GMCVB
Robert Herrada, City of Sweetwater
Rick Johnson, Miami Expressway Authority
Omar Luna, City of Homestead
Joe McCray, GMCVB
Ita Moriarty, GMCVB
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Tony Quintero, MIA (Aviation Dept)
Eric Silva, MDC (Planning & Zoning)
B.A. Washington, MDC (Solid Waste)

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed Carlos Alvarez, Mayor of Miami-Dade County and Horace Feliu, Mayor from the City of South Miami. Chairman Moss thanked both mayors and said it was an honor to have them present at the CIAB meeting. Introductions began.

Chairman Moss thanked the CIAB and the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings. Chairman Moss asked the (GMCVB) to update the CIAB on tourism industry business in Miami-Dade.

Bill Anderson (GMCVB) introduced Ita Moriarty, Senior Vice President from sales with the (GMCVB). Ms. Moriarty reported on behalf of Bill Talbert who was out of town (NYC) promoting business for the forthcoming Super Bowl in Miami. She updated the Board and shared some of the statistics for expected attendance and impact of the POW WOW. Ms. Moriarty informed that about one thousand travel agents from around the world are expected in Miami. Fifteen hundred International & Domestic buyers and around seventy countries will be represented at the International POW WOW beginning May 17, 2009.

Joe McCray (GMCVB) talked about the importance of conventions and provided updates. Ms. Ita Moriarty thanked Chairman Moss and the CIAB Board for their efforts and assistance.

II. Action Items

Approval of Minutes from 03/24/09 Board Meeting: Marie Steril, Council woman for the League of Cities, moved motion for approval of the minutes. Alyce Robertson, Miami Downtown Development Authority (DDA) seconded the minutes. Motion to approve the minutes was approved by Dennis C. Moss, Chair and the CIAB.

(Agenda out of order)

IV. Reports

City of South Miami Beautification Initiatives: Mayor Horace Feliu (City of South Miami) thanked Chairman and the CIAB members for their help and collaboration provided to the City of South Miami with some of the enhancements. During the presentation Mayor Feliu showed photos (slides) of Historic sites, Buildings and Parks which were recently renovated, re-surfaced or re-landscaped. Some of the improvements included ground covers and the planting of native palms trees in some of the parks. Mayor Horace informed that the City of South Miami has an arborist and talked about the benefits of urban tree canopy and planting more trees. He also talked about the aesthetic and beautification initiatives in development projects within the City of South Miami. Mayor Horace Feliu commended CIAB for a job well done at the Miami International Airport (MIA). He thanked the Board for allowing him to present the City of South Miami's Beautification Initiatives at the CIAB meeting. (To view this presentation please refer to the CIAB Website)

Chairman Dennis C. Moss asked Christina Casado to briefly update Mayor Alvarez and Mayor Feliu about CIAB's mission and the recent bus tour.

III. Updates

A. Office of Community Image

POW WOW/SUPERBOWL Bus Tour and Updates: Christina Casado (Community Image Office) explained the role of CIAB's mission. She explained that the mission was to keep the quality of "aesthetics" in the community which plays an important and vital role. Ms. Casado talked about the bus tour traveled on Monday, April 27th in preparation for the POW WOW. She reported that Miami-Dade Transit Department hosted the bus tour and that the CIAB along with all partners and municipalities (FDOT, MDX, DDA, City of Miami and the Super Host Committee) toured the corridors and other areas in the community to identify the areas of events and any areas in need of maintenance. During the tour, the focus was on making certain that the transit system looked good and was clean, graffiti is cleaned up, and road/highway signs are in good shape and visible. Ms. Casado also mentioned replacing dead trees along the travelled corridors.

CIAB Poster Contest 2009: Christina Casado briefed both Mayors on the Marketing & Education Subcommittee to which Lina Blanco (City of Miami) is the chair and Dr.

Carnegie (Miami-Dade Public Schools) is the contact between the CIAB the School Board.

Ms. Casado explained how the Clean Up and Green Up Poster Contest educates the students by encouraging them to illustrate and use their creativity through the art work by displaying on how our community could be cleaner and greener. Ms. Casado reported that this year the CIAB had received eleven hundred entries. For the High School level the first and second prize student winners were from New World School of the Arts. Christina Casado informed that this year a tree will be donated to each of the winning schools.

CIAB Accomplishments 2000-2008: Christina Casado began by explaining the CIAB's background and how it started. Ms. Casado informed that the CIAB began as a Committee in the year 2000. It was then established as a permanent Advisory Board by a resolution in 2002. Christina Casado talked about the CIAB's strength and how the members and partners work together in collaboration to get things done. Ms. Casado described some of the CIAB's objectives and goals. While describing the objectives and goals, Ms. Casado mentioned the following: finding solutions to enhance (aesthetically) the quality of roadways, corridors and transportation gateways; increasing and restoring tree canopy, developing landscaping projects; proper and continued maintenance of grass in and around our main roadways and transportation gateways; proper maintenance around the Metrorail and Metromover; the elimination of graffiti, litter and trash to promote a cleaner and greener Miami-Dade County for the community, residents and tourism; the enhancement of water retention areas; the enhancement of all roadways serving tourist transportation terminals, such as the airport, seaport and train station; and much more.

Christina Casado talked about the CIAB's accomplishments during the last few years through the CIAB's Landscape Project Subcommittees, chaired by Jeff Dawson (Miami-Dade Aviation); Marketing & Education Subcommittee, chaired by Lina Blanco (City of Miami) and Street Tree Subcommittee, chaired by John Oldenburg, Assistant Director of the City of Miami Beach Parks & Recreation. Ms. Casado talked about the Tree Guide, which will be published soon and educates on the proper care for trees and about the Street Tree Master Plan, a policy document, which was approved in 2007.

Ms. Casado indicated that it is a constant battle in identifying and maintaining the areas and priority gateways and corridors. This is one of the reasons that the bus tours are scheduled in order to achieve the CIAB's goals and to continue with the mission.

Christina Casado explained how the NEAT Team was established. She explained the duties and responsibility of the NEAT Team, which is to enhance aesthetics by planting trees, watering, installing landscaping projects, and ensuring proper maintenance of corridors by responsible agencies.

Christina Casado presented to the Board and guests with a PowerPoint presentation with before and after photos of different projects that the CIAB has accomplished in conjunction with other partners. Ms. Casado talked about the City of Miami Gardens NW 27th Avenue Beautification Project (won an Outstanding Project award last year) and another signature project that won an Achievement award was the "Greening of

the V” (I-95). Ms. Casado showed pictures of MDX System Wide Aesthetics Landscaping (highways) Projects.

Christina Casado presented photos on several transit beautification projects accomplished in partnership with Miami-Dade Transit: Vizcaya Station, Overtown Transit Village, Bayfront Park Metromover, and others.

Christina Casado showed pictures of the Seaport entrance and the magnificent landscaping job done by CIAB and partners.

Ms. Casado invited CIAB members and participants to join the ribbon cutting ceremony (beautification event) for our municipal partner, City of Sweetwater on Thursday, April 30th 2009.

Christina Casado talked about the Anti-Litter Campaign and the Public Service Announcement with the Miami Heat. Ms. Casado showed pictures of other projects such as the South Dade Government Center, and the SPCC Government Center Fountain which was recently completed.

Christina Casado informed the CIAB on upcoming projects, the “V” which is Mayor Alvarez’s volunteer initiative project scheduled on May 9th. She reported that there will be three Metromover stations renovated (landscaped) using City Year volunteers and in partnership with Hands on Miami.

Ms. Casado covered the topic on the Tree Canopy restoration. She said it was absolutely imperative for CIAB to get additional funds from (federal grants/stimulus dollars) to continue tree plantings and programs such as Adopt-A-Tree.

Ms. Casado discussed the Aesthetics Master Plan which will go before the Miami-Dade County Board (BCC) soon and be on the web portal.

Chairman Dennis C. Moss thanked Christina Casado for a great presentation. He thanked both Mayors, Assistant County Manager Ysela Llort, and all partners for their constant support.

Mayor Alvarez thanked Chairman Moss for his leadership and Christina Casado for an excellent presentation. Mayor Alvarez thanked the CIAB and all of the partners for doing an excellent job. He said it was all about partnerships and working together to make Miami-Dade County a better place live in and for tourist to find it pleasant when visiting Miami-Dade. Mayor Alvarez commended Mayor Feliu (City of South Miami) for doing such a great job in beautifying the City of South Miami.

Mayor Feliu thanked Mayor Alvarez, Chairman Moss, CIAB, and said the CIAB has made a big difference.

POW WOW Punch List: Christina Casado reported that the final revised punch list would be sent out via e-mail.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that 3,500 miles were driven during inspections; 100 miles of sweeping; 1,600 miles in the water truck. Dani Toranzo reported the NEAT Team completed various projects: City of Sweetwater medians, Homestead-Florida City median improvements, completion of tree trimming transit stations the Omni and College Bayside which will be landscaped very soon in preparation for the POW WOW. Dani Toranzo reported that the other

project on the NEAT Team's list is Super Bowl. He reported that he is doing a preliminary inspection on some of the sites and reports that 80% of the plant materials the NEAT Teams has planted in the ground have survived. Therefore, he believes it will be very minimal impact on planting for the event.

Christina Casado announced that the Landscape Code Ordinance would be going before the BCC for second and final reading on Tuesday, May 5th 2009 for those interested in knowing how it would impact your jurisdiction and municipality.

B. Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported that the Committee met on April 15th, 2009. Mr. Dawson informed the committee has been focusing in POW WOW. He reported the refurbishing of the Metro mover stations. Mr. Dawson informed that the DDA has been very helpful in providing mulch to some of the landscaped areas to make it look nice and clean. Mr. Dawson also reported on work done to the 395 ramps. Jeff Dawson said once completed with POW WOW the Committee will then be focusing on Pro Bowl and Super Bowl 2010. Mr. Dawson reported that the Committee has identified nine other projects with the Public Works Dept. (RAAM Division). One of the projects is near the Opa Locka Airport (37th Avenue Connector -- DIST1) median that will be worked on. Jeff Dawson reported on the Florida City Project. Mr. Dawson reported that the Committee will soon be scheduling a visit to Krome-8th Street which is another project they will be working on.

C. Marketing & Education Subcommittee: Lina Blanco (City of Miami)

CIAB Poster Contest 2009: Lina Blanco, Chair for the CIAB Poster Contest thanked everyone who attended the Poster Contest Ceremony at the Board of County Commission Chambers, on Tuesday, April 21, 2009. Ms. Blanco informed that the committee was waiting to hear from the School Board, as the MDC School Board would also have a presentation for the winning students. The winning Posters were displayed at the Miami-Dade County Fair. Ms. Blanco reported that the posters are now being displayed at the SPCC (Government Center) and that next week the poster will be displayed at the City of Miami. Ms. Blanco also informed that two of the winning students (twins) are from the New World School of the Arts, in case anyone was interested in looking at their website links, to contact her. Lina Blanco acknowledged and recognized Marietta Gutierrez (Community Image Office) for all of her effort, hard work in going beyond her duties to make the Poster Contest a successful contest. Lina Blanco and Christina Casado reported on the CIAB branding. Ms. Casado shared some of the ideas the committee has come up with which is CIAB in Face book. Ms. Blanco reported that the CIAB NEAT Team would be filming at one of the Miami-Dade County Library on Thursday, April 30, 2009.

Street Tree Subcommittee: John Oldenburg, City of Miami Beach reported that the Tree Committee has been meeting on a regular basis. Mr. Oldenburg reported the Committee has made much progress in finalizing the Tree Guide and indicated that the Tree Guide is now 75% to 80% completed. Mr. Oldenburg reported the primary focus now for the Committee is more visual and adding pictures to the final editing of the Street Tree Guide.

Chairman Moss asked John Oldenburg and Christina Casado (Street Tree Subcommittee Committee) to come up with a plan and invite all the partners and municipalities, to bring in the experts (arborist, etc...) and to get involved in putting together a plan to enhance the communities and to bring the resources to find the funds to reach the 30% canopy through a process that everyone can benefit from.

V. Recap of Action Items 04/29/09

- **Status of Pink Wall Phase 2 (Ola Aluko)**
- **Landscaping Project Updates (David Cardenas)**
- **City of Miami Gardens (Mayor's Presentation)**
- **Tree Canopy Restoration Plan meeting with Partners and Municipalities**

VI. Closing Remarks

Chairman Moss thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
May 27, 2009



CIAB Members Present

Bill Anderson, Greater Miami Convention & Visitors Bureau (GMC&VB)
Lina Blanco, City of Miami (Solid Waste)
Sharie Blanton, Designee/MDC Commission (Dist7)
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Tsahai Codner, City of Miami Gardens
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Kenneth E. Gardner (TARC)
Dennis C. Moss, Chairman, Miami-Dade County Board of County Commission
Elizabeth Ogden, Miami-Dade County Seaport
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Susan Schreiber, MPO
Marie Steril, League of Cities
Jesse A. Stubbs, Designee/MDC Commission (Dist1)
Sam Walthour, Miami-Dade County ONC
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Ola Aluko, City of Miami
Mark Brown, MDC District 1
Christina Casado, Community Image
Shirley Gibson, Mayor, City Miami Gardens
Marietta Gutierrez, Community Image
Ginny Gutierrez, GMC&VB
Regina Hagger, City of Miami
Rick Johnson, Miami Expressway Authority
Tom Spehar, MDC Planning & Zoning
Omar Luna, City of Homestead
Doris Mejia-Gomez, Community Image
Diana C. Perez, MDC District 9
Bill Talbert, GMC&VB
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)

I. Welcome and Introductions

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings.

Chairman Dennis C. Moss welcomed Hon. Shirley Gibson, Mayor City of Miami Gardens. The introductions began.

Chairman Moss asked Bill Talbert (GMCVB) to update the CIAB on the tourism industry. Bill Talbert (GMCVB) updated the board on the promotion and bidding process for the Super Bowl and Pro Bowl 2010 and 2013. Mr. Talbert also reported on the POW WOW Conference preparation and the CIAB bus tour held on April 27th. Bill Talbert showed before and after pictures of downtown areas accomplishments performed by the CIAB Partners in preparation for the POW WOW Conference. Mr. Talbert discussed the Miami Herald comments and reported that the POW WOW Conference was a success.

Chairman Moss announced that the CIAB is holding a workshop on June 10, 2009 from 10:00 a.m. to 12:00 Noon at the Greater Miami Convention and Visitor's Bureau in preparation for the Pro Bowl and Super Bowl 2010.

IV. Reports (Agenda out of order)

City of Miami Gardens – Beautification Initiatives: Mayor Shirley Gibson (City of Miami Gardens) thanked Chairman Moss for his vision and initiative in beautifying Miami-Dade County. Mayor Gibson spoke about the importance of aesthetics in Miami-Dade County. She presented photos (before and after) of some of the City's major landscape projects such as: The NW 27th Avenue Corridor (Award Winning Project); County Line Road; NW 151 Street; and State Road 7 (441). Mayor Gibson expressed the importance of working together and of partnerships. She noted, for example, the City's successful partnership with FDOT. She spoke about landscape enhancements and volunteer projects, and community involvement projects such as the City Beautification Award Winners Program for the City of Miami Gardens residents. She informed the board of their Code Enforcement and Litter Reduction Campaign programs. Mayor Gibson said that the City of Miami Gardens was thankful to the Florida Division of Forestry and the Urban Community Grants Program. Through a grant, the City of Miami Gardens was able to purchase a water truck, a heavy-duty stump grinder, and trees. Mayor Gibson reported that the City of Miami Gardens had won First Place in the nation for their Public Service Announcement (PSA) from Keep America Beautiful. The PSA was played for the board members at the meeting. (Please refer to the CIAB Website to view this presentation).

II. Action Items

Approval of Minutes from 04/29/09 Board Meeting: Dr. Claudius Carnegie, Miami-Dade County Public Schools, moved for approval of the minutes. Kathleen Woods-Richardson, Miami-Dade Solid Waste Management, seconded the motion to approve the minutes. The motion to approve the minutes was approved by Dennis C. Moss, Chair and the CIAB.

III. Updates

A. Office of Community Image

POW WOW Report: Christina Casado (Community Image Office) reported there had been articles, newspaper clippings, and media sources talking about the success of the POW WOW conference.

An article was written by a journalist from Argentina that talked about POW WOW, noting the high-quality and accessible transportation/transit we have in Miami.

Christina Casado thanked everyone who participated at the City of Sweetwater's Ribbon Cutting Ceremony event on April 30, 2009. Chairman Moss and Vice Chair "Pepe" Diaz were present. She reported that the event had gone very well.

Ms. Casado reported on the "V" initiative. Ms. Casado informed that after Mayor Alvarez's visit to the CIAB meeting on April 29, 2009 the "V" initiative had launched its first volunteer project during POW WOW by landscaping two Metro mover stations

(Omni and College Bayside). Approximately seventy (70) volunteers from an organization called "City Year" were at the event including the CIAB/NEAT Team who assisted with the project. (Photos presented).

Christina Casado also reported that the NEAT Team worked on several other projects while getting ready for POW WOW. One of the projects was the West Flagler Library. The NEAT Team worked on the facilities and planted a beautiful Native Plant Garden for the West Flagler Library. This project was featured on the County's program "Inside County Jobs."

Christina Casado thanked all the CIAB Partners and Agencies (FDOT, City of Miami, PWD, DDA, FPL, MDT, MDX, Aviation and the City of Miami Beach) for their responsiveness in the clean up effort project for POW WOW.

Ms. Casado thanked everyone who participated in the Corporate Run (April 30, 2009) and said she hopes to have a larger team next year.

Christina Casado reported that the final report to the Aesthetics Master Plan will be printed soon. The item will then go to the Agenda Office and then to the Board of County Commissioners (BCC). Ms. Casado reported that the CIAB has been implementing the principles of the plan with the projects completed in some of the public facilities in Miami-Dade County: Government Center (Fountain project); West Flagler Library; and South Dade Government Center. Ms. Casado showed before and after pictures of the Library project. Christina Casado reported that she hopes to identify more opportunities in public facilities to continue improving the aesthetics of Miami-Dade County and continue to work towards achieving the goals of the Aesthetics Master Plan.

Ms. Casado updated the board briefly on some of the Marketing and Outreach projects: She was happy to report that the Miami-Dade County Communications Department approached her to film and highlight the CIAB Ambassadors. They filmed a ten minute spot at the West Flagler Library as part of a County program called "Inside County Jobs." The show should be finished by June, at which time it will be available online and on Miami-Dade Television.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that the CIAB ambassadors drove a total of 15,023 miles; 2600 miles of road inspected; 234 miles of sweeping; 869 miles in the water truck. A total of 6,785 miles of Debris Collection/Inspection of corridors and 24 Cubic Yards of Garbage picked up. Dani Toranzo reported that the NEAT Teams focused all of their efforts and concentrated in the downtown area in preparation for the POW WOW. Mr. Toranzo reported that a total of 17,040 hours (staff hours) was put into this effort.

- B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported that the Committee met on May 20th, 2009. Mr. Dawson reported that POW WOW is completed and the committee will focus on the Pro Bowl and Super Bowl 2010. Mr. Dawson mentioned that the CIAB Workshop for these events would be held on June 10, 2009. He reported that the Public Works Department (David Cardenas) will be heavily involved in the beautification process for the Pro Bowl/Super Bowl. Jeff Dawson reported that the Committee is looking at a possible site for a signature landscaping project at the Stadium, possibly at the nearby interchange of the Florida Turnpike. Jeff Dawson advised that the Committee is considering a new site for our partnership with Hands on Miami for their annual "Hands on Miami" event. Mr. Dawson reported the Committee is planning a field trip to Krome-8th Street on June 5,

2009. Jeff Dawson also reported the Committee is also looking for sites in County Commission Districts 12 and 13. The Landscape Subcommittee will be planning a trip to visit some of these sites (in Districts 12 and 13) for possible landscape enhancement projects.

Chairman Moss thanked all CIAB Partners who participated and attended the CIAB Poster Contest School Board Ceremony and commended Lina Blanco (Marketing and Education) for a job well done with the CIAB Poster Contest 2009.

C. Marketing & Education Subcommittee: Lina Blanco (City of Miami)

CIAB Poster Contest 2009: Lina Blanco, Chair for the CIAB Poster Contest thanked everyone who attended the CIAB Poster Contest Ceremony at the School Board on May 20, 2009. Ms. Blanco informed that the winning students were recognized. Ms. Blanco reported that a tree would be donated to each school that had a Clean Up and Green Up poster contest student winner. Ms. Blanco extended an invitation on behalf of two student winners from the New World School of the Arts, to attend an Art Gallery Display on Friday, May 29th from 6:00 p.m. to 9:00 p.m.

Anti-Litter Campaign: Lina Blanco reported that the Marketing & Education Subcommittee met with Radio Disney. She advised that the next step for the Marketing Subcommittee would be to meet with the City of Miami and Miami-Dade County (Solid Waste Department) and to discuss ideas for a new anti-litter campaign. Lina Blanco reported that the CIAB Ambassadors had been filmed (Inside County Jobs) and that the link would be e-mailed to the CIAB members and participants in June.

Ms. Blanco reported that the City of Miami (Solid Waste Department) painted, cleaned up, and removed graffiti in preparation for the POW WOW. She thanked the Community Image Office for all of their help.

Street Tree Subcommittee: Christina Casado updated the board on behalf of John Oldenburg, Chair of the Street Tree Subcommittee who could not be present. Ms. Casado thanked MDX for their work in the removal of the dead sabal palms in preparation for the POW WOW. Ms. Casado reported the Street Tree Subcommittee is still working on the tree guide. It's on a final format. Ms. Casado reported that the Tree Committee is trying to convene an Urban Tree Forest Consortium (Tree Restoration Summit) with local leaders to get them involved. The Committee hopes to do the Summit this summer. Ms. Casado reported the Tree Committee is looking forward to having the Tree Guide published after the Summit is held. Christina Casado talked about federal funding opportunities, stimulus, and the federal package.

Chairman Moss expressed that the Tree Summit will be the perfect opportunity for all of the partners to work together on a project that would benefit the entire community.

Super Bowl Beautification Efforts Update Districts 2 & 3: David Cardenas updated the board on Super Bowl Beautification Projects in Districts 2 and 3. Mr. Cardenas reported that Public Works Department inspected nine sites and arranged a plant list for the nine sites (list distributed at the CIAB meeting). Mr. Cardenas also reported that he had met with the area District(s) Commissioner. He reported that PWD is getting ready to move forward with the planting projects which are scheduled to take place in mid-June. David Cardenas reported that another meeting would take place with CIAB members in June to discuss all other areas and their needs regarding the Beautification efforts for the Super Bowl. Mr. Cardenas reported that a request for additional funds had been submitted for tree trimming and also mulching. As soon as

funds become available the projects would begin. The PWD has begun to get ready for the projects, they have taken the before pictures and will take after pictures once the plantings are completed.

Chairman Moss expressed his interest in the water fountain feature issue and the partnership with the City of Miami Gardens. Chairman Moss asked Christina Casado to look into assisting Miami Gardens and spoke about how MDX is looking to do a water fountain feature at 836 and the Turnpike. This was one of the CIAB's initial potential projects along with lighted water features near Miami International Airport.

Rick Johnson (MDX) reported and informed Chairman Moss and the board that MDX has in the works a fountain project at the corner of the Turnpike and SR836.

Chairman Moss invited Rick Johnson (MDX) to present to board and provide an update on the water fountain project (turnpike and SR836).

Update on the Pink Wall Phase 2: Ola Aluko (City of Miami) provided an update on the Pink Wall Phase 1. Mr. Aluko reported it took the City of Miami three and a half years to get the easement agreements with phase 1. As for Phase 2 only three (3) residents out of 20 + residents have not signed the easement agreement. It should not be difficult to get the rest of the signatures. Mr. Aluko explained some of the challenges that they are facing. Mr. Aluko reported that the City of Miami is at the end of the design and moving forward. Mr. Aluko reported the City placed Phase 2 project in the Economic Stimulus Package to expedite it. He reported that the estimated cost for the project was one million dollars and that the bidding process would take place sometime in August 2009. He mentioned that the City has some challenges with funding; however he believes they manage to finish the project this year. Mr. Aluko announced that when Phase 2 project is completed he will make sure to invite the CIAB partners to the ground breaking or ribbon cutting ceremony.

Chairman Dennis Moss invited Bill Talbert (GMCVB) for an update at the next CIAB meeting in June to report on POW WOW's impact.

V. Recap of Action Items 05/27/09

- **Water Fountain Features (Christina Casado)**
- **MDX Update on Water Fountain Feature (Turnpike and SR836)**
- **Update/Impact POW WOW (GMCVB)**

VI. Closing Remarks

Chairman Moss thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
June 24, 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)
Kenneth E. Gardner (TARC)
James Kay, City of Coral Gables
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County Board of County Commission
Elizabeth Ogden, Miami-Dade County Seaport
John Oldenburg, City of Miami Beach
Debra Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Susan Schreiber, MPO
Marie Steril, League of Cities

Participants Present

John Bowers MDC Parks Dept.
Mark Brown, MDC District 1
Christina Casado, Community Image
David M. Cespedes, MDC Parks Dept.
Miguel Claro, CIAB Ambassador
Yvette Cunningham, ONC
Lourdes Gomez, County Executive Office
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, Miami Expressway Authority
Glenn LeBlanc, MDC Transit
Nan Markowitz, SFL Super Bowl HC
Doris Mejia-Gomez, Community Image
Jorge C. Ochoa, CIAB Ambassador
Juan R. Odery, CIAB Ambassador
Eduardo Oro, CIAB Ambassador
Jose Palacio, CIAB Ambassador
Diana C. Perez, MDC District 9
Michael Smith, MDX
Nathaniel Surrancy, MDC (Solid Waste)
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image

I. Welcome and Introductions

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

II. Action Items

Approval of Minutes from 05/27/09 Board Meeting: Chairman Moss asked the board to take a few minutes to review the minutes. John Oldenburg, City of Miami Beach moved motion for approval of the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were approved.

Chairman Moss thanked everyone who attended the Super Bowl Special Workshop on June 10, 2009. Chairman Moss particularly thanked Nan Markowitz, Director of

Operations for the South Florida Super Bowl Host Committee for her participation and support.

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings and invited Bill Anderson to update the CIAB.

Bill Anderson (GMCVB) welcomed the CIAB and reported that Mr. Bill Talbert was attending a press conference on the American Black Film Festival. The Film Festival returns to Miami Beach after their absence for two years. Mr. Anderson reported that Hotel occupancy is third highest, among the top twenty five (25) in the market. Mr. Anderson indicated that although the market is down and that it may take some time for the economy to recover Miami remains on top.

III. Updates

A. Office of Community Image

Acknowledgments (CIAB Ambassadors): Christina Casado, Community Image Office, recognized the CIAB Ambassadors for the exceptional work that the team has been doing over the past months. Ms. Casado played the latest "Inside County Jobs" video, where the team had been filmed working on a landscape renovation of West Flagler Public Library. Ms. Casado announced that the video-link had been emailed to the CIAB and that it could also be viewed "On Demand" in the County website.

After the video, Chairman Moss presented the CIAB Ambassadors with Certificates of Appreciation and their photos taken with Christina Casado and Chairman Moss.

Christina Casado updated the board on recent and upcoming projects. Ms. Casado announced a new project with Miami-Dade Transit to enhance the landscaping at a new "Park n' Ride" in Allapattah (112th Avenue and US1). The Installation Ceremony will be July 10th 2009.

Projects Update: Ms. Casado reported that projects are moving right along. With respect to the Special Super Bowl Workshop meeting of June 10th 2009, Ms. Casado reported that a follow-up meeting will be scheduled to coordinate ongoing construction projects that might impact the community during Super Bowl 2010. Ms. Casado advised to expect an email or calendar invite for the meeting sometime in July (7/20, 7/22 or 7/23).

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported that the CIAB Ambassadors watered recent installations (8,000 gallons), drove 2,802 miles in road inspections, and drove 1,469 miles where they picked up a total of 99 cubic yards in litter. Dani Toranzo reported that a meeting is being held to discuss the interchange for the Super Bowl design. He reported that the plant replacements list and tree trimming (list) numbers for the 27th Avenue had been submitted for bid as part of the work on the gateways for Super Bowl. The Allapattah "Park 'n Ride" was mowed and cleaned. In addition, the entrance sign for the South Dade Government Center needs to be replaced. Mr. Toranzo reported that he spoke to GSA and that the sign is expected to arrive sometime in July. If the sign arrives, the Team will landscape the median to enhance the entrance.

Super Bowl: Christina Casado thanked Nan Markowitz, CIAB liaison for the Super Bowl Host Committee. She discussed the kick off meeting of June 10th and the meeting summary for the follow-up Super Bowl coordination meeting. Ms. Casado discussed tentative dates (July 20, 22 or 23rd) for the coordination follow up meeting. Ms. Casado suggested that all CIAB key partners (e.g.) Aviation, MDX, FDOT, Seaport and DDA make sure they have representation at the upcoming coordination meetings and tours being planned for Super Bowl 2010. During the month July the CIAB will be planning sites visits/meetings. Ms. Casado also talked about planning with MDT (transit) to do site tours of Metro Rail and Metro Mover during August. The first bus tour will be planned for October. Christina Casado reported attending an NFL Environmental Program Grant Workshop up in Fort Lauderdale. At the NFL workshop, Ms. Casado learned that there would be grants available for tree planting and enhancements for the community. She advised on the benefits of the grants, that it was a good thing since they are accompanied by media events.

Ms. Casado reported that the NFL grants will provide the opportunity to work on not just the Super Bowl projects, but other projects throughout the year. She informed that the CIAB would be working with nonprofit organizations to find neighborhood tree planting events that would benefit from the NFL grants. Ms. Casado reported they are working with the Miami-Dade County Parks Department to possibly collaborate on a Greenway project near the stadium.

Chairman Moss agreed and said that it was a great idea having the press/media events since it would benefit Super Bowl. Chairman Moss recommended for the CIAB to work on having some volunteer events. Ms. Casado reported the committee is working on a Super Clean up Day event which would likely take place the second Saturday in January 2010. The NFL and the Host Committee will be partnering with the CIAB.

Nan Markowitz (Super Host Committee 2010) reported they are focusing on the events and that the Host Committee has approximately two thousand (2000) volunteers signed up.

- B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported the Committee met on June 17th, 2009. The main topic of discussion was Super Bowl 2010. Mr. Dawson reported on the LeJeune Road and 37th Ave connector landscape project being a high priority that we are waiting on quotes for plant material. Ms. Casado reported (on behalf of David Cardenas who was not able to attend) that the Notice to Proceed has already been authorized on all projects in Districts 2 and 3 and that all of the tree trimming and planting in these areas will also be completed by the end of July.

On the SR-9 Project, Mr. Dawson reported that while the funding is not yet approved, preliminary drawings are being prepared by Bann Williams, CIAB Landscape Architect. On City of Miami Gardens Projects, Jeff Dawson reported that the City of Miami Gardens is focusing on enhancing the landscaping along their corridors and a new water feature. Mr. Dawson hopes that the City of Miami Gardens brings the project for review before the CIAB Landscape Committee before moving forward with the water feature project. Mr. Dawson reported on the Signature Feature project at the Stadium. Jeff Dawson reported the Landscape Committee will be walking the site

(sometime the first week of July) and after the site visit the committee expects to meet with the Turnpike and Stadium to develop a plan. He said the committee is looking to have the project kick off sometime in November 09 by Hands on Miami. Mr. Dawson reported on the status of our project in Florida City stating that the Turnpike Master Plan is on hold, which may free up an opportunity for new plantings. On the Krome and 8th Street Project, he reported that the committee is evaluating the areas since there is a road widening project planned for Krome Avenue and the widening will impact the interchange. The committee is interested in a project in Miami-Dade Commission Districts 12 and 13, since there is a low density of tree canopy in these areas. The committee is exploring project areas between I-75 and 27th Avenue.

With regards to the I-95 Improvements Project (from NW 7th Street to US 1) Mr. Dawson and Christina Casado asked Debora Rivera (FDOT) if it was possible for the FDOT Landscape Division Consultants to come to the next CIAB meeting in July and give an update on the status of this project.

Debora Rivera (FDOT) responded that it would not be a problem. FDOT consultants would be at the July CIAB Meeting to give an update on the I-95 project. Chairman Moss thanked FDOT.

Chairman Moss asked Christina Casado to reach out to the Mayors of City of Miami, City of Coral Gables and City of Miami Beach. That he would like for these Mayors to come before the Community Image Advisory Board (CIAB).

C. Marketing & Education Subcommittee: Lina Blanco (City of Miami)

Anti-Litter Campaign: Lina Blanco, Chair for Marketing Committee reported that the committee met on June 8th, 2009. The main topic discussed was the Anti-Litter Campaign. Ms. Blanco reported the Miami Heat Contract will expire at the end of the year. Therefore, the Committee has decided to launch a new in-house campaign. The Committee also met with the Miami-Dade County Parks Department on collaborating on the new campaign. The Parks Department would like to assist by placing signs on beaches and in parks to remind people to pick up trash and not to litter.

Lina Blanco reported that the Office of Community Image met with a representative from Disney Radio and with Gayle Love (MDC Solid Waste). Ms. Blanco informed that Disney Radio will be presenting a proposal for campaign product placement, radio, and web ads at their next Marketing Committee meeting. Ms. Blanco reported that Ms. Love will arrange for Solid Waste to integrate the message into their programs and maybe on their trucks. Ms. Blanco reported that Christina Casado met with the Miami-Dade County Communications Department which said they can also assist and help design a "litter-bug" type character to use in the campaign, as well as radio spots and TV ads. Ms. Blanco informed the board that the Marketing Committee is trying to gain support from other departments and would like to seek partnerships from other CIAB member agencies to work together. The Committee has discussed the possibility of the CIAB member agencies promoting the Anti-Litter message "litter-bug" character in their cities and on their assets. Ms. Blanco gave the board some examples (e.g.) FDOT to include in their literature. Lina Blanco also informed the board that in the future the Committee is looking into an "anti-graffiti" campaign.

Chairman Moss expressed his opinion and said that he would like to see the CIAB work together, joining forces on this concept (one community, one message).

Street Tree Subcommittee: John Oldenburg, City of Miami Beach, thanked Christina Casado for providing the report at last CIAB meeting of May in his absence. Mr. Oldenburg reported that the Committee met on June 18, 2009 and discussed the kick-off of a Tree Summit, tentatively being planned to take place on July 30, 2009. Mr. Oldenburg said the idea of the tree summit was to bring people together, bring ideas from the different County, Cities, and Organizations and to create fund. John Oldenburg said mentioned that the Summit will give the opportunity to share new data and new studies. Mr. Oldenburg talked about going after federal funding opportunities for maintenance and tree canopy.

Chairman Moss expressed being excited about the Tree Summit and said he is looking forward to the summit, July 30, 2009.

Recognition of Chairman Moss and CIAB by Miami Today

Chairman Moss shared an article dated May 28, 2009 from the newspaper Miami Today. The article describes Chairman Dennis C. Moss and the CIAB vision. The articles talks about accomplishments of the CIAB and its evolution since it was formed in 2000 in setting a vision for a well-planned, well-landscaped County with beautiful gateways, increased tree canopy, and better-maintained roadways. The article talks about aesthetics, the transformation and beautification of County's communities, and improving the quality of life in Miami-Dade. It describes Chairman Dennis C. Moss as a leader that has taken on this task "full throttle" to transform and beautify the County's communities. Chairman Moss thanked the CIAB and said we should be proud.

IV. Reports: Deferred

- **MDT - Transit System Improvements ---- Deferred**
- **Miami Lakes -- Recent Tree Planting --- Deferred**

V. Recap of Action Items 06/24/09

- **July 20, 22 or 23rd -- Construction Coordination Meeting**
- **July 30, 2009 --- Tree Summit**
- **Turnpike/FDOT Report (I-95 Improvements)**
- **Civic Station Report**
- **Homeless/ Encampments along Julia Tuttle Causeway**

VI. Closing Remarks

- Chairman Moss requested to go through the CIAB Meeting minutes and follow up on projects that are still pending (incomplete projects).
- Le Jeune Road Over path – Chairman Moss asked Jeff Dawson (MIA) to please look into having the over path painted.

Chairman Moss thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.



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



CIAB Members Present

Bill Anderson, Greater Miami Convention & Visitors Bureau (GMC&VB)
Lina Blanco, City of Miami (Solid Waste)
David Cardenas, Miami-Dade (PWD)
Dr. Claudius Carnegic, Miami-Dade Public Schools
Tsahai Codner, City of Miami Gardens
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Ysela Llort, County Executive Office
Gianni Lodi, MDC Planning & Zoning
Dennis C. Moss, Chairman, Miami-Dade County Board of County Commission
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson, Miami (DDA)
Sam Walthour, Miami-Dade County ONC
Kathleen Woods-Richardson, MDC (Solid Waste)

Participants Present

Rolando Aedo, GMCVB
John Bowers MDC Parks Dept.
Mark Brown, MDC District 1
Christina Casado, Community Image
Manny Diaz, Mayor, City of Miami
Lourdes Gomez, County Executive Office
Alina Gonzalez, Miami-Dade (OIA)
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, Miami Expressway Authority
Omar Luna, City of Homestead
Nan Markowitz, SFL Super Bowl HC
Jason L. Mihalovist, Keith and Schnars
Paul Moss, FDOT
Diana C. Perez, MDC District 9
Helena Poleo, City of Miami
Bruce Reed, Keith and Schnars
Robert Ruano, City of Miami
Giuseppe Searingi, Florida Turnpike
Bill Talbert, GMCVB
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image
Gainett Williams, Florida Turnpike

I. Welcome and Introductions

Chairman Dennis C. Moss welcomed Manny Diaz, Mayor for the City of Miami, the Community Image Advisory Board (CIAB) members and participants. The introductions began.

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

Reports: (Agenda out of Order)

City of Miami Mayor's Report:

Manny Diaz, Mayor for the City of Miami reported on some of the City's plans and accomplishments. One of the projects that Mayor Diaz talked about was the "Miami 21 Plan". He discussed the City's vision and how it would look in the near future. Mayor Diaz reported also on "My Plan" another City project which has been approved by the City Commission. Mayor Diaz, said it was basically a climate action plan which involves a

number of things such as energy efficiency buildings. He reported that the City had been waiting for the adoption of the Miami 21 Plan Project. Mayor Diaz expressed his concerns in regards to the tree canopy. He shared how the City started out working with Alyce Robertson (formerly with the Miami-Dade County) with the Adopt-A-Tree Master Plan. He indicated that the City of Miami's goal is to increase their tree canopy to 30% by the year 2017. Mayor Diaz reported on the different programs that the City has implemented such as, The Green Miami Campaign and The Tree Trust. Additionally, he mentioned that the City received grants which assisted in educating the residents on the importance of forestry issues.

Mayor Diaz was happy with the Urban Ecosystem Analysis completed last year saying that was informative and helpful. He reported on the three new pocket parks that the City just opened in the last few months. Mayor Diaz reported on the Bicycle Action Plan adopted by the City and on the program for "Bike Miami Days." He talked about the Burle Marx sidewalk design on Biscayne Boulevard and the awareness program in partnership with the DDA. He reported that the project should start in November 2009 and that a kickoff event for the campaign would likely take place sometime in October.

Mayor Manny Diaz thanked the CIAB Board and recognized Chairman Dennis C. Moss, Alyce Robertson (DDA) and Christina Casado (Community Image Office) for the tremendous amount of hard work and effort that the CIAB along with other partners are accomplishing in Miami. Mayor Diaz mentioned some of the projects e.g. (Super Bowl).

II. Action Items

Approval of Minutes from 06/24/09 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.

Acknowledgments: Chairman Dennis C. Moss recognized Dr. Claudius Carnegie for obtaining his Doctorate's Degree in Education and wished him well on behalf of the CIAB.

Pow Wow Update: Rolando Aedo, Greater Miami Convention & Visitor's Bureau briefed the CIAB on the impact the Pow Wow conference had in Miami (May 16-20, 2009). Rolando Aedo talked about the Pow Wow events and trade shows. He thanked Chairman Moss, CIAB board and Partners and said that Pow Wow could not have been possible without the support of Miami-Dade County, CIAB and Partners. Mr. Aedo reported that the UK Delegation group from Europe had a great event. He talked about the Pow Wow opening event which took place in South Beach. Said it was a magical night, there was music, food and drinks. Mr. Aedo said the weather was beautiful and that it was an amazing experience!

Rolando Aedo reported that the GMCVB trade show booth looked great. Said the booth had great representation.

Bill Talbert and Mr. Aedo reported Miami International Airport (MIA) provided excellent customer service. Mr. Talbert said the Pow Wow conference was a collaborative effort. They reported that the media, volunteers, tour operators, and signage were great! Bill

Talbert thanked all partners, Elaine Adler, Pow Wow volunteers, the Miami DDA, and said the DDA was of tremendous help. Everything turned out in a very positive way. Mr. Aedo informed that Mr. Talbert will be working to bring Pow Wow back to Miami once again.

III. Updates

A. Office of Community Image

Project Updates

Third Annual Tree Summit: Christina Casado announced and reminded everyone to attend the Tree Summit at the Fairchild Tropical Botanical Garden (following day) Thursday, July 30th, 2009. She informed that Harvey Ruvlin (Miami-Dade County Clerk of the Courts) would be the keynote speaker at the summit and will talk about the importance of the Urban Forest and mitigating the effects of Climate Change. Ms. Casado informed that in addition to Mr. Ruvlin being the keynote speaker, Chairman Moss, Commissioner Katy Sorenson, Mayor Shirley Gibson from the City of Miami Gardens, Mayor Lynda Bell from the City of Homestead, Mayor Manny Diaz from the City of Miami, Mayor Juan Carlos Bermudez from the City of Doral will all be presenting at the Tree Summit. Ms. Casado reported that there will be attendees from Broward County and Palm Beach.

Christina Casado briefed the board on the Tree Summit's goal. She said that the Summit would be the perfect opportunity for "new partners" to team up and bring South Florida region together. This would give the communities the opportunity to work together (lobbying to the Federal Government) to attract funding and help explore the interest in forming an official regional coalition "South Florida Urban Tree Canopy Coalition" to collaborate on pertinent issues related to the restoration and expansion of urban forests. Ms. Casado briefed the Board on the summit's presentations and that it would address the need to develop new funding strategies and public policies to promote the creation of livable, forested, attractive, and healthy communities throughout South Florida.

Ms. Casado informed that the CIAB is working with the Super Bowl Host Committee and the NFL in planning planting events where communities will be involved across all three (3) Counties. This will encourage tree planting while also being a media event.

Christina Casado thanked Robert Ruano, Director, Office of Sustainable Initiatives (City of Miami), Milian, Swain & Associates, and MWH for volunteering to sponsor the Tree Summit breakfast.

Ms. Casado reported that the CIAB and the Transit Department in partnership with the City of South Miami will be working very closely in improving a green space area at the corner of South Miami Metrorail Station on US 1 and Sunset Drive. Ms. Casado informed that the Cultural Affairs Department has restored a public art piece called "Paciencia" that will be returning to the green space area. Ms. Casado advised that the project should be completed by end of October.

Super Bowl 2010 Construction Update: Ms. Casado thanked the GMCVB for hosting the "Super Bowl Construction Meeting" of July 22, 2009. She reported on a variety of issues that most likely will be faced within the next few months in association with the scheduling and coordination of construction activities throughout the communities.

Ms. Casado reported that in preparing for 2010 Super Bowl the CIAB is working closely with their partners such as FDOT, MDX, City of Miami, Miami Gardens and some of the Cities Public Works Departments to make sure that none of the events and major transportation corridors will be impacted by lane closures. Ms. Casado said construction cannot be stopped, however, if all is well planned out, this will definitely make a difference. Communities will look cleaner, nicer and better.

Ms. Casado informed that the City of Miami Beach, City of Coral Gables and Key Biscayne will play an important role because of the proximity to tourist destinations and said these Cities will be asked to become more actively involved.

Mr. Talbert informed the board that there will be a Media Center in (South Beach) City of Miami Beach.

Chairman Moss asked that the City of Miami Beach Mayor Bower or Mayor Slesnick from the City of Coral Gables be invited to the next CIAB in September.

Tour Updates: Christina Casado informed there would be bus tours scheduled during the month of October and November 09 and a transit tour of Metrorail/Metromover sometime in August.

Construction Projects: Ms. Casado reported that a list of all construction projects is being compiled that are going to be active during the “key days” of the Super Bowl.

Bridges Update: Ms. Casado reported that all bridges in our Communities are being inspected. She informed that Mark Brown (District 1) is spearheading the effort to make sure the focus and priorities are on those bridges that are on the transportation corridors and that are critical for the event.

CIAB Inspection Report: Dani Toranzo, Office of Community Image, reported: 290 miles-watering; 52 miles-of-sweeping; 146 cubic yards of debris/litter was picked-up; 6,881 miles- have been logged in throughout the County. Dani Toranzo reported 1,638 miles had been done by the CIAB Ambassadors. The Park & Ride Project at South Dade was completed for the Transit Department. He reported there are a couple of projects pending with transit. The CIAB Ambassadors are commencing refurbishing project at the Performing Arts Center the first week in August. Mr. Toranzo reported that once the crew is finished with the PAC, they will then begin enhancements at 199th Street and continue from there with other enhancement projects in preparation for Super Bowl 2010.

- B. Gateway Landscape Subcommittee:** Jeff Dawson, Miami International Airport, reported the Committee met on July 15th, 2009 and said the main topic of discussion had been Super Bowl 2010. The Committee discussed the RAMP Projects. Mr. Dawson informed that there are twelve (12) projects and advised that fifty (50%) of the projects are now completed. The remaining projects are on track and expected to be ready for the Super Bowl.

SR-9 Project: Mr. Dawson reported that Bann Williams, Landscape Architect is in the process of developing the plans/drawings and it is anticipated that the notice to proceed will be ready in October.

Water Feature Project: Jeff Dawson reported the City of Miami Gardens water fountain project is still under funding investigation stage and working on the design to be presented to the Landscape Subcommittee.

Signature Feature Project: Mr. Dawson reported that several trips were made to look at the Turnpike North and South areas. He informed the Board that there are issues on whether or not it's the right location to do a Signature Feature. The Landscape Subcommittee will review the options at the next meeting and make a decision.

Florida City Project: Mr. Dawson reported that the project had been tentatively on hold however, the Committee will be reviewing the students design at the next meeting.

Krome and 8th Street Project: Mr. Dawson reported that the Committee will be scheduling to meet with FDOT to see the opportunities on 8th Street and Krome's widening project.

Districts 12 and District 13: Mr. Dawson reported that the Committee is developing new projects and will be selecting sites at the next committee meeting.

Brickell Avenue Project: Alyce Robertson reported the landscape work started. Bann Williams, Landscape Architect created the design. Ms. Robertson informed that approval on the cross walk center came in from FDOT that will go in after storm water projects are completed. Project should be completed in 30 days.

South Miami Avenue (15th to 26th): Bill Talbert inquired on the mowing schedules for the South Miami Avenue area. Mr. Talbert said he was very concerned since the area looked neglected.

Chairman Moss also expressed his concerns being that he drives by the area everyday (on his way to work) and has observed the maintenance problem along South Miami Avenue. Chairman Moss asked David Cardenas (PWD) if it was the County's responsibility to maintain this area.

David Cardenas responded that South Miami Avenue area had been mowed that morning. Mr. Cardenas reported that the (PWD) maintenance cycles had been reduced. He informed the Board that the maintenance issue at South Miami Avenue had been the result of many rainy days during the month of June and the contractors had experienced delays in the schedules due to the rain. David Cardenas reported that the contractors are now catching up with the schedules.

Chairman Moss addressed the maintenance issue and informed Christina Casado and Ysela Llort, Assistant County Manager that he would like to sit down with them and the appropriate Department staff (PWD) to discuss and explore solutions to these issues and budgetary impacts to maintenanc. Assistant County Manager, Ysela Llort agreed.

Ms. Casado reported that there is a global problem, for example, Brickell Bay Drive (along the water in the City of Miami's jurisdiction) has maintenance issues due to mowing schedules.

Mark Brown (District 1) made some suggestions. Mr. Brown recommended color coded maps of Dade to identify the jurisdictions responsible for the various Corridors.

Chairman Moss expressed his concerns with the anticipated budget cuts in the new fiscal year. He discussed possibly coordinating mowing schedules across jurisdictions. Chairman Moss said it was important to keep a certain standard particularly on the major gateways. Mowing agreements were then discussed (FDOT, Turnpike and PWD).

Regina Hagger (City of Miami) informed that City of Miami has a map that might help with identifying jurisdictional authority on corridors.

C. Marketing & Education Subcommittee: Lina Blanco (City of Miami)

Anti-Litter Campaign: Lina Blanco, Chair for Marketing Committee reported that the committee met on July 14, 2009. Ms. Blanco reported that the committee had invited a representative from Radio Disney to come up with a campaign proposal for the committee. Radio Disney presented the proposal to the Marketing & Education Subcommittee. The committee reviewed the proposal and no action or decision has been considered. Ms. Blanco reported that on August 3rd the committee will be meeting with various Miami-Dade County departments to collaborate with the campaign. Ms. Blanco reported that the Committee will be working with the Miami-Dade County Communications Department to create a slogan and design such as a "litter-bug" type of character to use in the campaign.

Clean Up and Green Up Poster Contest Collage: Lina Blanco demonstrated a Collage of the 2009 Clean Up and Green Up" poster contest winners. The collage will be placed throughout the Miami-Dade County Transit Stations, MetroRail and busses. Hopefully the collage will encourage students to participate next year.

Chairman Moss made a request and asked Dr. Carnegie (Miami-Dade Public Schools) if he would follow up with the School Board so that students are informed about the collage for encouragement.

Dr. Claudius Carnegie (MDC Public Schools) asked Chairman Moss if possible to get a signed letter by Chairman Moss addressed to the MDC Public School Board to proceed with the request.

Dr. Gum (graffiti and gum removal Demo): Ms. Blanco reported to the Board that on August 10th 2009 at 9:30 a.m. (DDA conference room) the Committee will meet with Dr. Gum (Dr. Gum is a company which specializes in the removal of gum and graffiti). Alyce Robertson, Miami Downtown Development Authority (DDA) has agreed to host the meeting and Mr. Gum will demonstrate the product after the meeting. Ms. Blanco extended invitation to the board to participate in the demonstration.

Street Tree Subcommittee: John Oldenburg (City of Miami Beach) about the Tree Summit. He thanked Christina Casado and the Tree Committee team for working the event. John Oldenburg reminded the board to attend the Summit (next day) Thursday, July 30th 2009 and said he expected to see everyone at the Tree Summit. Ms. Casado asked John Oldenburg if he would do the closing at the Tree Summit. Ms. Robertson (DDA) recognized John Oldenburg for research done (by Tree Committee) in solving

tree grate issues at the City of Miami Beach and helping to solve the beautification problems at the City of Miami.

Chairman Moss expressed being excited about the Tree Summit and said he is looking forward to the summit, July 30, 2009.

Transportation/Transit Subcommittee: Dr. Claudius Carnegie, MDC School Board thanked Chairman Moss for the opportunity to Chair the subcommittee. The Committee met on July 8th, 2009. It was a good meeting, as the committee was trying to establish the committee's vision, mission and direction. Dr. Carnegie informed that although the attendance on July 8th had been good, there's a gap (other partners needed on board) for the committee to be more effective in achieving their goals. Dr. Carnegie reported that at the meeting it was discussed the scheduling of Metromover, Metrorail and bus tours sometime in the month of August 09. This tour will be to focus on the Super Bowl issues. The committee discussed aesthetics. Clinton Forbes (MDT) and other transit representatives were at the meeting on July 8th which everyone agreed there are needs from the aesthetics perspective when dealing with transportation/transit facilities. Dr. Carnegie reported the committee discussed the possibilities of MDT Department coming up with a Master Plan to document all of those needs and to reach out to all the potential partners for resources. Dr. Carnegie informed that Mr. Garcia (MDT) agreed to produce the Master Plan. MDX and other partners agreed to make contributions by providing paint contributions or other resources to help. Dr. Carnegie reported that the committee had a presentation during the meeting. The presentation was based on focusing on (TODs) Transit Oriented Design features and opportunities. Dr. Carnegie informed the CIAB that the presentation was posted on the CIAB website for those interested. Dr. Carnegie informed that the committee is making progress.

Ysela Llorc, Assistant County Manager, advised Dr. Carnegie if any of the gaps are areas or Departments she oversees, certainly to count on her assistance in filling in those gaps.

Reports

FDOT Report I-95 Gateway Landscape Project: Paul Moss, Landscape Architect (FDOT) and consultant gave the board a brief update on the I-95 Corridor (I-95 runs along the east corridor of the US). It begins in Miami and ends in Maine (1,925 miles). Paul Moss reported there's been nine million dollars of landscaping program and installed in the expansion of I-95. The Landscaping program began in 2001. The program had a total of 9 segments. Eight (8) of the segments have been completed. Paul Moss talked about segment nine (9) which is the South end I-95. Mr. Moss reported on three (3) other secondary projects that have been identified and where they are working on funding sources. The projects are: Golden Glades, SR 112, I-195 and SR 836. Paul Moss thanked Chairman Moss and the board and yielded to Mr. Reed to continue the presentation.

Bruce Reed, Consultant with Keith and Schnars reported that last 2.6 mile segment of the project was in progress. The construction date has been revised from March 2010 to July 2010. The construction project will begin in September 2009 and is expected to be completed by July 2010. Mr. Reed reported on planting opportunities along the section (northern end). Mr. Reed informed that the majority of the proposed plant material is native (plant pallet over 1,800 trees). He also informed that all project section designs (along I-95) focus on improving aesthetics, increasing canopy, and reducing maintenance.

Debora Rivera (FDOT) reported that FDOT was asked to have improvements in place for the southern gateway prior to Pro Bowl/Super Bowl. Ms. Rivera informed the intent is for construction areas to be “neat and clean” during the event periods. Ms. Rivera informed that the contractors have not yet been issued a notice to proceed until specific requests are complied with CIAB.

Debora Rivera advised that (FDOT) would meet with Nan Markowitz (Super Bowl Host Committee) and other CIAB Construction partners to coordinate the details for Pro Bowl/Super Bowl.

Ysela Llorca, Assistant County Manager volunteered to be a participant in the meeting and join Debora Rivera FDOT and Nan Markowitz, Super Bowl Host Committee.

Chairman Moss asked FDOT to please provide an update on the progress of the project. Chairman Moss asked FDOT to move ahead with the project so that it would be completed prior to the Super Bowl.

Chairman Moss proposed that the board discuss at the next CIAB meeting in September the potential impacts and difficulties that the CIAB and other partners will be facing with upcoming budget cuts.

Chairman Moss asked Debora Rivera (FDOT) to chair a new subcommittee (Budget/Maintenance).

Christina Casado (Community Image Office) volunteered to assist Debora Rivera to set up some meetings to get a comprehensive list of all of the maintenance relationships with the different cities and to help coordinate.

IV. Reports: Deferred

V. Recap of Action Items 07/29/09

- **Invite Mayor Bowers (City of Miami Beach) -- September**
- **Invite Mayor Slesnick (City of Coral Gables)**
- **Link CIAB's website to other Municipalities/Cities Projects**
- **FDOT Meeting Ref: FDOT improvements**
- **Develop New Subcommittee/Debora Rivera/FDOT/Budget & Maintenance**
- **City of Miami/Execution of Maintenance Agreement (US 1 & I-195 Gateway)**
- **CIAB to discuss potential impacts (Budget cuts) -- September**
- **Bridge Report -- September**

VI. Closing Remarks

- **Chairman Moss asked Mark Brown (DIST 1) to have a bridge aesthetics report ready to discuss at the CIAB meeting in September.**

Chairman Moss thanked the Community Image Advisory Board (CIAB).
The meeting was adjourned.



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 Llort, 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)
Bam 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 Llorca, 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 Llori, Assistant County Manager, expressed her suggestions on the maintenance issue. Ms. Llori 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**



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 27th 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 5th. 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 17th. 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. 27th 2009 and was favorably recommended to the BCC. The AMP is scheduled to be heard by the Board of County Commission (BCC) on November 17th 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 Oder)

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 27th 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 87th Avenue and 58th 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 21st. 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/8th 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 7th, but that instead an alternate date has been given, which is November 10th.

Ms. Casado reported that the November 10th 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 5th to deal with the transportation and transit issues. Dr. Carnegie reported that

the committee had inspection tours of the metro mover stations on September 22nd and 28th. 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**



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
November 16, 2009



CIAB Members Present

Bill Anderson (GMCVB)
Lina Blanco, City of Miami (Solid Waste)
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeffrey Dawson, Miami-Dade County (Aviation)
Clinton Forbes, Miami-Dade Transit
Kenneth Gardner (TARC)
Michael Gomez, Designee/MDC District 11
James Kay, City of Coral Gables
Gianni Lodi, Miami-Dade Planning & Zoning Dept.
Dennis C. Moss, Chairman, Miami-Dade County
Board of County Commission
Elizabeth Ogden, Miami-Dade County Seaport
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson (DDA) Downtown Dev. Authority
Susan Schreiber, (MPO) Metropolitan Planning Org.

Participants Present

Mark Brown, MDC District 1
Christina Casado, Community Image
Antonio Cotarelo, Miami-Dade (PWD)
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, MDX
Doris Mejia-Gomez, Community Image
Debbie Penha-Cumbermack
Diana C. Perez, MDC District 9
Patrick Salerno, City of Coral Gables
Don Slesnick, City of Coral Gables
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image

I. Welcome and Introductions

Chairman Dennis C. Moss thanked the Bureau (Bill Anderson and Mr. Talbert) for hosting the CIAB Meeting. Chairman Moss welcomed Don Slesnick, Mayor, City of Coral Gables and Patrick Salerno, City Manager. Introductions began.

Chairman Moss welcomed Michael Gomez, new elected designee from District 11 (Commissioner Joe Martinez).

IV. Reports (Agenda out of Order)

City of Coral Gables: "A Tradition of Preservation and Enhancement" Mayor Slesnick thanked Chairman Moss and the Community Image Advisory Board (CIAB) for inviting the City of Coral Gables to report of the City's enhancements, and said it was a pleasure to be there. Mayor Slesnick mentioned that he and Chairman Moss had the enjoyable opportunity to work together on various projects in South Dade (District 9). Mayor Slesnick said he was glad to be presented with the opportunity to learn about the Community Image Advisory Board (CIAB). He expressed his gratitude to the Board and mentioned how critical and important image was for the future welfare and success for South Florida, Miami-Dade County, Coral Gables and County Government. Mayor Slesnick reported that the City of Coral Gables took pride in keeping the City looking clean and beautiful. They spend much time, effort and money in maintaining the image of Coral Gables. Mayor Slesnick added that image is important for a healthy economy in Miami-Dade County that depends a great deal on tourism and attracting businesses.

James Kay, City of Coral Gables continued with a Power Point presentation. Mr. Kay spoke about the City of Coral Gables' mission statement, its values, image and aesthetics. One concern that Mr. Kay did relay is the negative image of backflow prevention devices. He showed photos of a 6' device located in the front of an office building in downtown Coral Gables. In addition to being aesthetically displeasing, the device raises safety concerns. Mr. Kay made the recommendation that the Miami-Dade Water & Sewer Department, the Fire Department, and the Municipalities meet to address the issue of backflow prevention devices.

Chairman Moss agreed and asked that staff arrange time to address the concerns. Mr. Kay continued with the presentation. (The presentation is posted on the CIAB website).

Chairman Moss thanked MDX once again for hosting the CIAB Meeting last month. The Chairman complimented them on a great meeting. He said that it was encouraging to hear and see some of the great things MDX is doing. Chairman Moss indicated that MDX will be coming back with a more detailed presentation on some of the "innovative approaches" currently used on their corridors throughout the County.

II. Action Items

Approval of Minutes from 11/16/09 Board Meeting: A motion to approve the minutes was requested by Chairman Moss. Gianni Lodi, Miami-Dade Planning & Zoning Dept. 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 Preparations/Updates: Ms. Casado reported on the last Super Bowl Coordination meeting. She reported that the Public Works Department (PWD) provided the map with all of the construction projects that are going to be active during the time of the Pro Bowl/Super Bowl and that will be impacting traffic or causing lane closures. The map has been given to the Super Bowl Host Committee. Ms. Casado thanked the PWD for a great job done with the map. She reported that in addition there is a comprehensive list of all the construction projects that will be active during the Pro Bowl/Super Bowl period that will be distributed so that we can ensure the roads remain clean and clear. Ms. Casado reported there are several improvement projects ongoing. She reported that mulching and plant replacements are beginning around the Stadium on 199th Street. Ms. Casado reported on the collaborative project between the CIAB, the City of Miami Gardens, and Calder Racecourse where four decorative fountains are to be installed on the canals off of 27th avenue in front of the racecourse. Funding is still being discussed with Calder Race Course and some permitting issues need to be resolved.

Ms. Casado reported there would be one more Super Bowl coordination meeting sometime in December and a few tours (Metro mover, Metro rail, and City of Miami Beach).

Super Clean-Up Day 2010 Christina Casado reported that "Super Clean-Up Day" is officially confirmed for Saturday in January 23, 2010. She advised that letters will be going out to all Mayors (Miami-Dade) advising them to have events in their Cities on January 23, 2010. Ms. Casado said they would be reaching out to Neighborhood Compliance as well in order to do clean up in each of the County Districts.

Ms. Lina Blanco requested the board to arrange a City of Miami downtown tour. Ms. Casado assured her that the tour would be arranged.

Mark Brown (District 1) asked about the cleaning of bridges, particularly the one on 199th Street and the Turnpike that needed pressure cleaning. Christina Casado advised that the bridge was under the jurisdiction of the Turnpike and that she would be reporting it to them since it was a priority bridge.

NFL Urban Forestry Grants/Updates and Plantings: Ms. Casado reported that a Press Release had gone out last Friday announcing the kickoff of the NFL Tree Growth projects. Ms. Casado advised there are a total of sixteen (16) planting events scheduled in different locations throughout the County. The planting events will take place at five (5) of the schools and eleven (11) Parks in the County. One of the parks will be a pocket park in the downtown area. The plantings will be held between now and the Super Bowl. Closing ceremony will take place on February 4th and the kick off date is Wednesday, November 17th. Ms. Casado said that photos will be taken to bring back and share with the CIAB.

Aesthetics Master Plan (AMP) Christina Casado reported that the Aesthetics Master Plan (AMP) will be presented and hopefully adopted at the Board of County Commission (BCC) on November 17th 2009.

AMP/Comprehensive Plan: Ms. Casado reported that (if the AMP is adopted at the 11/17/09 BCC Meeting) consultants will be invited to the CIAB meeting in (January or February 2010) and to report on the progress of the second phase AMP (Community Design Element/Comprehensive Plan).

CIAB Inspection Report: Deferred

Gateway Landscape Subcommittee: Jeff Dawson, Miami International Airport, reported the Committee met on November 9th with the Turnpike Authority. Mr. Dawson reported the Turnpike will be leading the project on the interchange feature which has been changed from a "football" to a more elaborated landscape project. Turnpike has allocated funds to do improvements around the stadium. Mr. Dawson reported that the Turnpike is working on the design and once completed they will bring to the CIAB landscape subcommittee for input. The Turnpike is also allocating funds for the improvements of the ramp areas near 199th Street. Jeff Dawson also reported that the Committee is considering having the Turnpike take over the installation since they have a better contract that includes one year of maintenance (after installation) which the County does not include.

Proposed Cleanup and Maintenance Schedule/Key Gateways for Super Bowl and Pro Bowl 2010: Mr. Dawson passed out the proposed Clean Up and Maintenance Draft Schedule and asked the Board to review it and fax him comments by Friday, November 19th at 305-869-4165. Mr. Dawson advised once the schedule is finalized it will be distributed to everyone (please refer to the schedule).

Florida City Project: Mr. Dawson reported that a field meeting date is still pending with FDOT and the Turnpike.

Krome/8th Street Project: Mr. Dawson reported the committee has not yet met with FDOT.

District(s) 12 and 13 Projects Mr. Dawson reported that the site visits are still pending.

MIA/Aviation Department: Mr. Dawson reported that Miami International Airport (MIA) is holding bi-weekly planning meetings in preparation for Super Bowl.

Jeff Dawson informed that Maria Sanchez, Coordinator for Special Events at Aviation was handling decorations, banners, etc., relating to Pro Bowl/Super Bowl preparations.

Marketing & Education Subcommittee: Lina Blanco, City of Miami handed out copies of the proposed CIAB Poster Contest Schedule for 2009-10. She reported that the committee met with the Miami Herald to discuss the posting of the Ad in the newspaper, judging date and procedures for the 2010 Poster Contest. Ms. Blanco thanked the Herald on behalf of the CIAB for all the assistance and support provided as always. Ms. Blanco reported that the Committee will meet once again to finalize the prizes for the 2010 CIAB Poster Contest. She advised that as time get's closer to the judging date, a notification will go out advising the board on the date of the judging. Ms. Blanco informed the board that the Committee will be partnering with Hands on Miami and City of Miami NET Offices to participate in the Super Clean Up Day event, on January 23, 2010.

Anti-Litter Campaign: Lina Blanco reported that this project is on hold due to budgetary and project staffing limitations in the County's Communication department.

Super Clean Up Day: Chairman Moss suggested and made a request to have a letter drafted from the CIAB to all municipal Mayors (for Chairman Moss's signature) inviting all the Cities to come together and participate on January 23, 2010. Chairman Moss said it would be nice to have all the Cities in Dade County get involved.

Street Tree Subcommittee: John Oldenburg, City of Miami Beach thanked Chairman Moss for his support during the 3rd Annual Tree Summit held in July 30, 2009. Mr. Oldenburg reported that as a result of the summit (with over 125 attendees) the South Florida Urban Canopy Coalition had been formed. John Oldenburg advised that the attendees had the opportunity to sign up for three (formed subcommittees). Approximately twenty (20) attendees signed up during the summit expecting to participate in the newly formed subcommittees. The subcommittees are: Legislature & Policy, and Outreach & Education. John Oldenburg reported that the subcommittees are a good way of "networking" with other municipalities and informed that the subcommittees will be focusing on grant opportunities. Mr. Oldenburg reported of an internet base webpage called "Link in". Mr. Oldenburg informed that it's a professional network link. And in the link the subcommittee has created a South Florida Urban Canopy Coalition. It's an opportunity and a way for people to stay connected with the coalition. Mr. Oldenburg reported the posting of the Master Plan and Super Bowl events on the "Link in" webpage.

Chairman Moss said that he was happy to hear about the formation of the South Florida Urban Canopy Coalition and that the Coalition would make it a priority to go after "grant opportunities" for the expanding of the Canopy. Chairman Moss spoke about helping out (as an elected official) he would do his best to help and move the cause forward. He talked about the possibilities of maybe drafting of a resolution to have the Cities and County support the request, and also talked about the benefits to farmers, our local economy, and the local impact on climate change.

Ms. Casado suggested drafting a few resolutions to address several issues being discussed. One (1) resolution at the County level that could be actually shared with Broward and Palm Beach County Commissions in the form of an urging (similar to the one presented previously regarding 1.5 percent on FDOT construction projects for landscaping) except the request would be for a larger allocation. Ms. Casado informed that the request would be appropriate since number five (5) on list of legislative priorities from Miami-Dade County to be discussed in Tallahassee were Urban Forestry Issues, Adopt-A-Tree, and general tree plantings in Parks and Public Rights of Way.

Ms. Casado said the second resolution (as John Oldenburg indicated) would come from the League of Cities so that all of the Cities could adopt and send similar resolutions or urgings on this need. Ms. Casado reported she had the opportunity to speak to Mayor Gibson (City of Miami Gardens) who expressed that the League's agenda early in 2010 is booked, so March may be the earliest target for this effort.

Chairman Moss expressed his thoughts on the matter. He said that he wants the South Florida/State and Federal Delegation to support and take the request seriously. Chairman said that he would try to reach out to Mayor Gibson to express to her the need in getting the word out to the members of Congress before session began. Chairman asked Ms. Casado to talk him so they could discuss putting together a letter to send to Mayor Gibson.

Transportation/Transit Subcommittee: Before Dr. Claudius Carnegie (MDC School Board) gave his report he invited Clinton Forbes (Miami-Dade Transit Dept) to talk about Transit's 2nd Annual Summit. Mr. Forbes reached out to the board members and participants and extended an invitation to attend the Summit that would be taking place on Wednesday, November 18, 2009 at 5:00 p.m. to 8:00 p.m. at the Miami-Dade County Board of County Commission Chambers. Mr. Forbes said that the Summit would be a great opportunity to be heard and to express your ideas. Mr. Forbes invited the board to participate.

Dr. Claudius Carnegie reported that the committee met on November 12, 2009. He reported on the submittal of Miami-Dade Transit's work plan. He talked about the various work orders activities attached to the Transit work plans. Dr. Carnegie informed that the work plan showed all the work that was being done on MetroMovers. He reported that the next step for the committee would be to tour the MetroRail. Dr. Carnegie reported that the tour was scheduled to take place on December 2nd, 2009. Dr. Carnegie informed that an invitation will be sent out with the notification. Dr. Carnegie advised that the committee would be inspecting approximately twenty two (22) stations during the tour. And once the tour was completed the committee would address the issues and hoped for the resources to be available and on time for Pro Bowl/Super Bowl.

Closing Remarks

Chairman Moss brought back for discussion the backflow device issue. Chairman Moss expressed his concerns on the aesthetic impact of, and as to the placement and location of these backflow devices. He said though these backflow devices are mandated by the state for potable water, they constitute a significant eye sore, especially when the backflow device sits in front a multimillion dollar building.

Dr. Carnegie suggested that perhaps the CIAB should invite the Water and Sewer Department (WASD) to one of the meetings and place the backflow device topic on the agenda for discussion.

Chairman Moss agreed with the suggestion and asked that WASD be invited to our next CIAB meeting and the issue placed on the agenda for discussion.

Chairman Moss asked Alyce Robertson (DDA), David Cardenas (PWD) and Debora Rivera (FDOT) if they would please bring to the board project updates to CIAB in February 2010.

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau for hosting the meetings and thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.

Recap of Action Items 11/16/09

- **MDX (Asset Management Contract) – January 2010**
- **Super Clean Up Day -- January 23, 2010**
- **NFL November 17th Kick off Planting events**
- **SF Coalition/Legislature/Canopy**
- **Backflow Prevention Device – Invite WASD**
- **Graffiti/Utility Markings issue discussion**
- **Tree Ordinance/Tree Trust Fund – (City of Miami)**
- **DDA's Projects Update --- February 2010**
- **PWD Project Updates – February 2010**
- **FDOT Project updates – February 2010**



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 27, 2010**



CIAB Members Present

Bill Anderson (GMCVB)
Lina Blanco, City of Miami (Solid Waste)
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Vivian Casals-Munoz, City of Hialeah
Tsahai Codner, City of Miami Gardens
Jeffrey Dawson, Miami-Dade County (Aviation)
Michael Gomez, Designee/MDC District I
James Kay, City of Coral Gables
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, Miami-Dade Planning & Zoning Dept.
Maria Mitchell, Designee/MDC Commission, Dist. 6
Elizabeth Ogden, Miami-Dade County Seaport
Alyce Robertson (DDA) Downtown Dev. Authority
Susan Schreiber, (MPO) Metropolitan Planning Org.
Juan Toledo, Miami-Dade Expressway Authority
Sam Walthour, Miami-Dade County BNC
Kathleen Woods-Richardson, MDC Solid Waste Dept

Participants Present

Christina Casado, Community Image
Esther Calas, Miami-Dade (PWD)
Antonio Cotarelo, Miami-Dade (PWD)
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, MDX
Katalin Kiss, City of Miami
Nan Markowitz, SFSBHC
Doris Mejia-Gomez, Community Image
Jess McCarty, Miami-Dade (CAO)
Debbie Myer, Turnpike
Debbie Penha-Cumbermack, MDC (Solid Waste)
Diana C. Perez, Miami-Dade (Dist.9)
Jose Quintana, Turnpike
Giuseppe Scaringi, Turnpike
Bill Talbert, GMCVB
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image

I. Welcome and Introductions

Ms. Christina Casado (Office of Community Image) welcomed the CIAB on behalf of Chairman Dennis C. Moss who could not be present and proceeded to conduct the meeting.

Ms. Casado asked those present to introduce themselves and their representative agencies. She then thanked Bill Talbert and Bill Anderson from the Greater Miami Convention and Visitor's Bureau for hosting the meeting.

Christina Casado welcomed Maria Mitchell, new elected designee from District 6 (Commissioner Rebeca Sosa).

Bill Talbert (GMCVB) welcomed everyone and updated the CIAB on some of the important events that will be happening in Miami, particularly the Pro Bowl and Super Bowl. Mr. Talbert reported that he drove by the Inter Continental Hotel that morning. And that the hotel and surrounding areas looked good. Mr. Talbert reported that he was very excited about the bowl games and that just that morning he had participated in a live television interview (via cell phone) with New Orleans that morning. He discussed the upcoming Pro Bowl/Super Bowl events with the board and expressed his excitement.

Nan Markowitz (SF Super Bowl Host Committee) announced that NFL tickets to Pro Bowl had been sold out for the first time since 1959. Ms. Markowitz said the NFL was very pleased.

Alyce Robertson (DDA) reported that the DDA is co-sponsoring a fishing tournament event in memory of players who died on in a fishing accident last year. Ms. Robertson announced that the fishing tournament is scheduled in the upcoming week on Wednesday, February 03, 2010 in Fort Lauderdale.

Penny Lambeth (Miami Lakes/Tremendous Miami) announced there would be an NFL Tree Planting Event on Saturday, January 30, 2010 at 9 AM at the NW 199 Street and 14th Avenue.

Bill Talbert (GMCVB) announced the boat show that would also be taking place in South Beach after the Super Bowl.

Christina Casado announced that a link to the NFL Super Bowl Calendar of events would be send via email to the CIAB.

II. Action Items

Approval of Minutes from 11/16/09 Board Meeting: Christina Casado requested motion to approve the minutes. Gianni Lodi, Miami-Dade Planning & Zoning Department moved to approve the minutes. Penny Lambeth seconded the motion. The minutes were unanimously approved.

III. Updates

A. Office of Community Image (CIAB Reports)

Super Bowl Tour Updates: Ms. Casado reviewed the Super Bowl punch list. Ms. Casado reported that FDOT, MDX and PWD have worked very hard to make sure there are no lane closures during Super Bowl. Ms. Casado reported that the one project of concern was Biscayne Boulevard (near the design district) which will require lane closures to one lane in each direction. Ms. Casado also reported on completed landscaped projects at the PAC and 199th Street entrance of the stadium, clearing of lots, additional mowing and other improvements projects (for further information, please refer to the CIAB website).

Super Saturday: Christina Casado reported on the CIAB's Super Saturday Clean Up Event (January 23, 2010). The event was a huge success with several cities participating. Super Saturday logo was created in-kind by the Miami Downtown Development Authority (DDA). Ms. Casado thanked Alyce Robertson for this assistance. Ms. Casado presented photos of some of the volunteer cleanups at the City of South Miami, City of Miami, DDA, City of Miami Gardens and City of Bay Harbor Island.

Signature Event: Christina Casado reported on the main volunteer event and presented photos of Bill Talbert with Mayor Bowers at the City of Miami Beach. Ms. Casado informed that the event had been very successful. Mayor's Alvarez "V initiative" had generated approximately 245 volunteers. Super Clean Up across the County mobilized approximately 400 volunteer participants. Hands on Miami and Disney were invaluable partners in attracting volunteers to help.

NFL Urban Forestry Grant (Updates and Plantings): Ms. Casado reported on the NFL Tree Growalition events. She presented photos of the school planting events. Ms. Casado reported that the Dolphin Cheerleaders, Channel 6 and 7 covered the last school planting at North County Elementary.

Christina Casado discussed the punch list that had been sent via email to the CIAB and requested updates.

Mr. Talbert reported that he had been driving on Ocean Drive and informed that the City of Miami Beach was re-painting trash cans.

Ms. Casado reported graffiti is a major problem and seems to be worsening. She said that due to the enormous amount of graffiti the issue needed to be addressed (possibly a campaign). In addition to the graffiti, Ms. Casado reported that are still other open items on the punch list. She also reported there are areas around the beach that need to be enhanced and addressed. Ms. Casado also reported on some of the issues discussed during the City of Miami tour relating to litter and graffiti along Biscayne Boulevard close to the main construction area in City of Miami.

Alyce Robertson (DDA) reported that the Brickell Avenue project was finished a week ago. The design was done by Bann Williams (CIAB) Landscape Architect, and Dani Toranzo helped meet the schedule by working with the contractor.

Alyce Robertson (DDA) also reported that the ramp project on the north side of the Miami River planting was completed.

Ms. Casado reported on other projects which are expected to be completed within the next couple of weeks are State Road 9 / 27th Avenue Improvements in the City of Opa Locka. Another project that is expected to be completed before Super Bowl is the installation of landscaping at the entrance in front of Vizcaya (by US1 and I-95).

An update was provided on landscape enhancements projects completed by the stadium. Many of these projects were in joint partnership with City of Miami Gardens and other partners. Ms. Casado commended them on their work.

Tony Cotarelo (PWD) reported on all punch list items completed by the Miami-Dade Public Works Department.

CIAB Inspection Report: Dani Toranzo, Community Image reported on a period of five months the following: Total of 18,136 miles inspected and covered. Dani Toranzo reported that the team had picked up 399 cubic yards of litter. Mr. Toranzo also reported that the team was assisting with the NFL Tree Growalition schools plantings. The NEAT team is also working on enhancements and refurbishing downtown Miami including entrance to Key Biscayne in preparation for Super Bowl.

IV. Reports (Agenda out of Order)

Legislative Update on Utility Markings: Jess McCarty (CAO) Miami-Dade County Attorneys Office briefly updated the CIAB on Senate bill (SB 982) and House companion bill (HB 691). He reported that both of the bills had been filed. Mr. McCarty spoke about the underground utilities markings. He read a portion of the bill which included language that relates to the use of non permanent paint, temporary paint, and flagging. The section was relating to the use of low-impact methods for marking underground utilities.

Mr. McCarty discussed the provisions of the bills. He then suggested perhaps have the Board of County Commission (BCC) to pass a resolution supporting the low impact temporary markings/provisions which will allow County lobbyist to support the issue in Tallahassee to amend the bills.

Mr. McCarty made recommendations that could be put together using the proper language and that the amendments that the board wanted to see. These can be done separately from the bill.

Alyce Robertson (DDA) asked Mr. McCarty about the language in the existing legislation. She was wondering what the statute currently says regarding temporary utilities markings and the enforcement portions of the legislation. Mr. McCarty said that he would look into it and get back to the board.

Bill Talbert (GMCVB) made recommendations for the CIAB (as a board) to take immediate action on the issue.

Dr. Carnegie (MDC Public Schools) agreed with the recommendations that the CIAB should take appropriate action and make a motion. Discussion took place among the board members.

Alyce Robertson (DDA) moved motion to recommend that the Board of County Commission (BCC) pass a resolution to provide language amendments to the proposed state bills. Ms. Robertson also said that her motion include that the CIAB fully supports any efforts to reduce the impact of the utility markings while still providing public safety.

For the record, Christina Casado, Community Image Office, asked the CIAB to vote on the proposed issue so that the Board of County Commission (BCC) could take the issue to the state as soon possible.

Motion Approved 01/27/10: Alyce Robertson, Miami Downtown Development Authority (DDA) moved motion to approve that the County Attorney's Office (CAO) draft language recommending that the Board of County Commission (BCC) pass a resolution supporting the efforts to reduce the impact of the utility markings. Gianni Lodi, Miami-Dade Planning & Zoning Department seconded the motion. Motion unanimously passed.

Marketing & Education Subcommittee: Lina Blanco (City of Miami) reported on the CIAB 2010 Poster Contest (distributed flyers to the CIAB). Ms. Blanco reported the CIAB Poster Contest has been announced on the County Web, The Miami Herald, and that a Press release would go out early February. Ms. Blanco informed that announcements could also be found at all MDC libraries and at the Historical Museum of South Florida. Ms. Blanco reported that every student that submits an artwork will receive a certificate of participation. Also, teachers with the most students (posters submission) will be entered in a lottery drawing for chances to win (first drawing) \$25.00 gift certificate. Second and Third drawings will have a chance to win a classroom pizza party. Drawings details are still being worked on. Ms. Blanco assured that the CIAB 2010 Poster Contest would be a successful one as in previous years.

Super Clean-Up Day (January 23, 2010) Lina Blanco gave an update on all the sites County wide that participated in the Super Clean-Up Day on Saturday, January 23, 2010. She agreed that it was a very successful event.

Christina Casado asked the CIAB for additional help in getting word out and advertising the CIAB 2010 Poster Contest since we have competition with the WASD Poster Contest (same time period).

Ms. Lina Blanco requested a copy of the Super Bowl XLIV Calendar of Events be made available.

Mr. Talbert had color copies of the Super Bowl Calendar of Events made and distributed to the CIAB.

Gateway Landscape Subcommittee: Jeff Dawson (Miami International Airport) started by thanking all CIAB partners in particularly FDOT. He commented on well maintained and clean everything looks in preparation for Pro Bowl and Super Bowl.

Mr. Dawson reported that the SR9 landscaping project should be completed by end the week. The 199th Street project has been completed (as Ms. Casado previously reported). The NFL closing event will take place on February 4th at 3:00 pm at North Trail Park, 780 NW 127th Avenue. Mr. Dawson gave updates on the Florida City project. Jeff Dawson also updated the CIAB on the Krome/8th Street Project. Said the Committee had met with a representative from FDOT and discussed doing interim landscaping. An agreement letter from CIAB has been requested to secure the funds. The new landscape (FDOT) proposed for I-95/US1 is being installed now. FDOT is working on new plantings at SR826 and 27th Avenue and should be on schedule before Super Bowl. Mr. Dawson reported on future projects on I-395 at the PAC. It's a new project in conjunction with DDA. Ms. Robertson (DDA) conveyed that the area underneath the overpass is extremely harsh and plants tend to die or look unhealthy. She informed the board on the history of previous planting projects in the area and that significant funds were used, but a permanent solution to the area needs to be addressed. Ms. Robertson gave some recommendations for the design.

In closing Mr. Dawson added that has been busy getting ready for Super Bowl. He reported that it was expected that 10 thousand guests would be arriving for Pro Bowl and 80 thousand for Super Bowl. Mr. Dawson indicated the difficulty of the preparations however he assured that Miami International Airport (MIA) was ready for Pro Bowl/Super Bowl.

Rick Johnson (MDX) added his comments on the 395 overpass enhancements and the commented on plant materials. Mr. Johnson complimented the Turnpike on the work done around the stadium and said it "looks dynamite!"

Street Tree Subcommittee (Deferred)

Transportation/Transit Subcommittee: Dr. Claudius Carnegie (MDC School Board) provided a very brief reported on the Committees updates. Dr. Carnegie updated the board on the progress of all work orders (pending). Dr. Carnegie reported visiting some of the facilities sites and reported transit is working on the issues previously reported. Dr. Carnegie reported that transit movers and rails are ready for Super Bowl.

IV. Reports

MDX Asset Management Contract Report (Deferred) to CIAB Meeting February

Tree Ordinance/Tree Trust Fund: Regina Hagger (City of Miami) began her presentation first thanking everyone. Ms. Hagger thanked City of Miami Officials and co-workers for the great success that the City has had in the past years when planting trees. Ms. Hagger explained the coordination process between the City of Miami contact person and the contractor, the selection of trees, inspections, the watering and maintenance, etc. Ms. Hagger informed the board on the permitting process (root pruning, trimming, relocation-planting and removal of trees) on private property. Ms. Hagger explained the Ordinance regulations for City owned property, private lots, Parks and the public ROW. She emphasized that permission was needed in order to do anything in the public ROW. Ms. Hagger covered information such as tree pricing and total numbers of permits issued by the City of Miami in 2009. She briefly explained the code enforcement process and fees. Regina Hagger also brought samples of the door hangers distributed by the City in anticipation of tree plantings in neighborhoods using the City's Tree Trust Fund. She informed that 10% of the Tree Trust Fund money goes to outreach (marketing-campaign) and education. Ms. Hagger mentioned some of the partners involved with the City on the "The Green Miami Campaign" partnership. (Please refer to the CIAB website for further details on this report).

Closing Remarks

Christina Casado once again, thanked the Greater Miami Convention & Visitors Bureau for hosting the CIAB meetings and thanked the Community Image Advisory Board (CIAB).

The meeting was adjourned.

Recap of Action Items 01/27/10

- **MDX (Asset Management Contract) – January 2010**
- **SF Coalition/Legislature/Canopy**
- **Backflow Prevention Device – Invite WASD**
- **DDA's Projects Update --- February 2010**
- **PWD Project Updates – February 2010**
- **FDOT Project updates -- February 2010**



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
March 31, 2010**



CIAB Members Present

Lina Blanco, City of Miami (Solid Waste)
David Cardenas, MDC Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade County Public Schools
Jeffrey Dawson, Miami-Dade County (Aviation)
Michael Gomez, Designee/MDC Dist. 11
James Kay, City of Coral Gables
Ysela Llort, County Executive Office
Gianni Lodi, Miami-Dade Planning & Zoning Dept.
Maria Mitchell, Designee/MDC Commission, Dist. 6
Elizabeth Ogden, Miami-Dade County Seaport
John Oldenburg, City of Miami Beach
Debra Rivera, FDOT
Alyce Robertson (DDA) Downtown Dev. Authority
Susan Schreiber, (MPO) Metropolitan Planning Org.
Marie Steril, League of Cities
Juan Toledo, Miami-Dade Expressway Authority
Sam Walthour, Miami-Dade County BNC
Kathleen Woods-Richardson, MDC Solid Waste Dept

Participants Present

Christina Casado, Community Image
Esther Calas, Miami-Dade (PWD)
Antonio Cotarelo, Miami-Dade (PWD)
Ginny Gutierrez, GMCVB
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Melody Jones, GMCVB
Rick Johnson, MDX
LeBlanc, Glenn, MDT
Doris Mejia-Gomez, Community Image
Debbie Penha-Cumbermack, MDC (Solid Waste)
Diana C. Perez, Miami-Dade (Dist.9)
Mike Smith, MDX
Deborah Strelkow (Turnpike)
Dani Toranzo, Community Image
Beverly Washington, MDC (Solid Waste)
Bann Williams, Community Image

I. Welcome and Introductions

Ysela Llort, Assistant County Manager (County Executive Office) welcomed the Community Image Advisory Board (CIAB). Ms Llort conducted the meeting on behalf of Chairman Dennis C. Moss who could not be present.

II. Action Items

Approval of Minutes from 01/27/10 Board Meeting: Motion to approve the minutes was requested by Ysela Llort. Kathleen Woods-Richardson, Miami-Dade Solid Waste Management moved motion for approval of the minutes. Dr. Claudius Carnegie, Miami-Dade County Public Schools seconded the motion. The minutes were unanimously approved.

III. Updates

A. Office of Community Image (CIAB Reports)

Super Bowl Review: Ms. Casado briefed the CIAB and presented a PowerPoint presentation on a variety of projects and enhancements done prior to Pro Bowl and Super Bowl (refer to the website).

NFL Growalition: Ms. Casado reported that as part of the Super Bowl preparations and in partnership with the NFL, the Division of Forestry, the Park & Recreation Department, Commissioner Jose "Pepe" Diaz, and the Parks Coalition, fifteen (15) NFL Tree Growalition planting events had taken place at local schools, parks, and public spaces.

Super Bowl Project Updates: Ms. Casado reported that (18) landscaping projects had been completed as part of the preparatory activities that included sites on County Roads, Gateways and Corridors. She reported that some of the landscaping enhancements took place at key facilities (e.g.) Vizcaya, the PAC, MDC Transit System and also a small park in the City of South Miami (which was on a very visible area on US1). Ms. Casado complimented MIA. She said the Airport's landscaping looked amazing and thanked FDOT. She reported on some of the collaborations from other partners (MDX and the Turnpike).

Christina Casado reported that seven (7) bus tours were coordinated and five (5) workshop meetings were held in preparation for the Pro Bowl/Super Bowl. She also reported on Super Clean Up Day held in January 23, 2010 and over three hundred volunteers participated.

Ms. Casado showed before and after pictures on the completed landscaping project on NW 199 Street (by the stadium).

Ms. Casado reminded the board about the Sony Ericsson tennis tournament on Key Biscayne. She reported that Dani Toranzo and the crew installed landscape at the Rickenbacker Causeway entrance that enhanced the experience for tournament attendees. She showed pictures of the colorful landscape at the Rickenbacker Causeway entrance.

Dr. Claudius Carnegie (MDCPS) commented on the importance of CIAB projects such as these and that the board needs to look for funding assistance so that projects like these can continue. Dr. Carnegie spoke about developing a strategic plan and mentioned public-private partnerships to help look for funding sources. Dr. Carnegie suggested that probably the GMCVB could assist with some kind of funding mechanism from the tourism industry?

Alyce Robertson (DDA) suggested that an Ad-Hoc committee be created to address the funding issues. She commented that the DDA is working with Christina Casado in regards to the funding issues. Ms. Robertson reported that an inter-local agreement has been drafted for CIAB's Neat Team to focus in the Downtown area and it will be presented to DDA's Board in April's meeting. She encouraged that the municipalities take a look at the draft of the inter-local agreement. Ms. Robertson mentioned how great the Downtown areas look with the assistance of Dani Toranzo and his crew.

Alyce Robertson made several suggestions. One of the suggestions was to take a look at the Gateway Green Chicago model... which is similar to the Adopt a highway program. Ms. Robertson said it's a model on greening effort (Gateway Green) and said it was working very well in Chicago.

Ysela Llorca (CEO) suggested that Christina Casado organize a Teleconference call with the CIAB sub-committee Chairpersons. The Teleconference would be to discuss structure and to focus on developing a scope on the public-private partnerships to fund CIAB and bring it back to CIAB to act on it.

Ms. Casado had questions for FDOT in regards to the Gateway Green model in Chicago and their inter-local agreement with FDOT in Illinois. Ms. Casado asked FDOT for support in assisting with the development of the same program for the State of Florida.

Debora Rivera (FDOT) addressed the signage clutter issue and how signage can distract from the aesthetics in the community. Ms. Rivera said it was an issue that had to be looked at cautiously. And said if it's the direction the group wants to go with, it would have to be further discussed in more detail.

CIAB Inspection Report: Dani Toranzo, Community Image reported the following for the month of March. Road inspections and clean-up (6,996 miles) the crew picked-up 100 cubic yards of debris/litter. Mr. Toranzo reported that the Rickenbacker landscape installation has been completed. The project consisted of tree removal, tree pruning and landscaping. Dani Toranzo reported that the next project is at the Seaport and is expected to be completed by mid-April.

Christina Casado announced the Global Youth Service Day, Saturday, April 24, 2010. Ms. Casado extended an invitation to the Earth Day related event. She said it's going to be very nice since the event will take place at a busy cruise Terminal where the volunteers will be painting a mural designed by Carlos Navarro, a popular local artist. Ms. Casado said to expect an email is forthcoming with the information.

Street Tree Subcommittee John Oldenburg (City of Miami Beach) reported that the committee met on March 18, 2010. The committee discussed some of their goals for this year 2010. Mr. Oldenburg reported that the Committee spoke about planning another Tree Summit during the summer (end of June or early July 2010). Another goal discussed was to create a Charter for the South Florida Urban Canopy Coalition (similar to Miami-Dade's Park and Recreation). Mr. Oldenburg informed that the Charter is a great mechanism for municipalities to adopt under their ordinance. Mr. Oldenburg reported that future funding for Urban Canopy is also in question since everyone is facing budget issues. John Oldenburg agreed with Alyce on creating the Ad Hoc committee to review funding and added that the Street Tree sub-committee would be supportive.

Gateway Landscape Subcommittee: Jeff Dawson (Miami International Airport) gave an update and said the committee met on March 17th, 2010. Mr. Dawson reported that the committee is struggling with the projects (to do list) due to funding. Future projects are getting smaller.

Florida City Project: Committee will not be able to go forward with the project unless they find a partnership. The Turnpike has indicated their interest in partnering.

Krome/8th Street Project: Committee is drafting a letter to FDOT that will outline short and long term improvements for landscaping.

Districts 12 and 13 Project: Committee has applied for a grant. Committee has not received a response as of yet.

Mr. Dawson reported that various options were discussed. One of the options was to look at projects that are not funded and to perform only the maintenance. And to have weekend events for volunteers to do the maintenance improvements. Another option discussed was to explore the possibility of the tourist tax being a funding source of revenue.

NW 27th Avenue to Miami River: Committee has been struggling with this landscape improvement project. He reported that the project has not commenced due to lack of funds.

Mr. Dawson said that the focus would be to work on maintenance projects.

Deborah Strelkow (Turnpike) shared some good news. She reported that some of the gateway projects which had been targeted and discussed previously at the CIAB (related to Turnpike projects) will be happening. Ms. Strelkow informed that the Turnpike Design and Operations have worked together with the communities and have identified four gateways in Dade and Broward. Next month the projects will go into the design phase. The concept has been done for gateways at US1, Turnpike, Dolphin, 836 and County Line Road. Ms. Strelkow informed that the projects are funded and they are scheduled for installation next year. The Turnpike will be pursuing partners for the maintenance area.

Ms. Casado added that the large scale projects that we had in the past will not be happening but we will be focusing in smaller projects in highly visible areas, where we can make a difference.

Marketing & Education Subcommittee: Lina Blanco (City of Miami) was happy to report that this year the CIAB 2010 Poster Contest was very successful. She informed that over 2200 Poster contest entries were received and still counting. Ms. Blanco reported the deadline for the posters submission was extended to March 5, 2010. The judging took place on Monday, March 8th 2010, at the Miami Herald. There was (7) seven Judges in attendance for the judging of the posters. The Posters are currently being displayed at the Miami-Dade County Fair and Exposition. Lina Blanco extended an invitation to the CIAB to participate in the BCC Clean Up and Green Up award ceremony in presenting the prizes to the winning students. She informed that the Ceremony would take place on Tuesday, May 4th, 2010 at 9:00 a.m. Ms. Blanco reported that the "tentative date" for the Miami-Dade School Board presentation was scheduled for Wednesday, May 12, 2010. Ms. Blanco presented the slide show (PowerPoint presentation) with the works of the nine (9) winners. No honorable mentions this year. (Winning Posters can be viewed on the Community Image Website).

Ms. Casado and Lina Blanco thanked the Miami Herald, the Judges and volunteers for collaboration and their support!

Transportation/Transit Subcommittee: Dr. Claudius Carnegie (MDC School Board) reported the committee met Monday, March 22, 2010. Dr. Carnegie reported it to be a very long agenda. Dr. Carnegie reported on actions items that had been discussed at the meeting. Dr. Carnegie reported the Transportation/Transit subcommittee will be extending an invitation to City Year to present at one of their meetings. The committee wants to have a better understanding of what opportunities City Year has to offer in partnerships with us. Also how City Year can assist with enhancements of the stations and aesthetics. Dr. Carnegie updated the board on the following action items: Transit Infrastructure, opportunities for new or outside funding to support CIAB projects, Metromover stations, Metrorails inspection report. The committee discussed the possibility of creating a "sinking fund" pool of money for aesthetic improvements. Dr. Carnegie reported the committee discussed MDT archiving, digitizing and placing the transit stations landscape plans on a GIS system and create a comprehensive landscape plan. Dr. Carnegie informed that the Committee spoke about reaching out to the CIAB in trying to obtain feedback (input) and ideas on how the Committee can help to accomplish improvements in the transit system. Dr. Carnegie informed the CIAB that they will be receiving an email from the Community Image Office asking for their input on the issues mentioned previously.

IV. Reports

MDX Asset Management Contract: Mike Smith (MDX) Roadway and Operations Division for the Miami-Dade Expressway Authority provided a brief PowerPoint presentation on MDX's Asset Management Programs, Construction and Maintenance Contracts. Mr. Smith reported that MDX covered two primary functions for roadway maintenance on the contract, 1) picking up trash, and 2) mowing the grass and landscaping services. The Asset Management portions of the contract also deals with accident management and making minor structural repairs to the roadways (photos presented). He explained the 2009 Asset Management/Maintenance hybrid contract contain strict performance-based measurements that leads to operational efficiencies, such as having to keep the grass at a certain level, and 24-hour window for graffiti removal. He highlighted that an interesting part of the contract is the provision for third party subrogation. This right for the contractor is largely responsible for success of the contract since when work is done more efficiently since it permits the contractor to gain higher profit margins from the assignment of insurance claims for accidents. The contract approach created an economy of scale that permits MDX to function in an advisory/inspector capacity, keeping a lean staff.

He also spoke about the negatives aspects of the contracts, such as the need to tailor the contracts in a way that, in some cases, may lead to an incentive to do the minimum possible. Mr. Smith also discussed the Facility Maintenance part of the contract which provided for expansion, level of service and change on the fly (so you can deviate if needed).

Mr. Smith stressed that the aesthetic quality of the system is a very important part of the overall program.

Mr. Smith described MDX's payment structure on the contracts. And reported there are multiple payment structures, some items have a lump sum, others have a pay as you go, like cycles, there are units cost items, which are good for operational support.

Mr. Smith also described the accountability provisions in the contract. He informed it was a very detailed tracking system that depended on self-reporting. He also covered some of the disincentives.

Mr. Smith closed with a notice regarding the new open tolling program where the about the toll plazas will be removed in the near future, requiring all motorist to have a Sun Pass. (Presentation available on CIAB Website)

PWD Project Updates: David Cardenas, Public Works Department presented a PowerPoint and reported on the following: "Roadway Beautification and Super Bowl Enhancements projects". Mr. Cardenas reported so far this year, forty five projects have been completed. From the forty five projects, eleven (11) enhancements projects = \$225,000; nine (9) were JPA projects = \$386,762; five (5) were road improvement projects = \$73,016; and twenty (20) were traffic circles = \$37,071. David Cardenas informed that there are currently over ninety traffic circles throughout Miami-Dade County.

Mr. Cardenas also reported that RAAM supports some of the bidding for CIAB projects totaling \$141,133 in 2009.

Mr. Cardenas also reported on some of the neighborhood improvement projects, the County right-of-way tree and groundcover plantings, and other the FDOT right-of-way and

CIAB Corridor plantings. He presented pictures of areas in District 2 and District 3 where landscape enhancements had been completed, SR 826 slopes in Miami Lakes, and projects on 27th & 47th Avenues completed with FDOT/PWD JPA funds. (Presentation available on CIAB Website).

Miami Beach Anti-Litter Message ---- Deferred to April 29th CIAB Meeting

Closing Remarks

Ysela Llorc asked the board if anyone had any comments or announcements.

Deborah Strelkow (Turnpike) announced that she is consulting for the City of Miami CRA, which will be working on an Overtown Greenway. Ms. Strelkow informed that the project was originally designed by WRT. She indicated the project would be coming soon and volunteered to do a presentation to the CIAB. Ms. Strelkow shared information of the Florida Urban Forestry Council's goal for this year is to assist Florida colleges/universities to become a "Tree Campus". Ms. Strelkow handed out information about the program.

Regina Hagger (City of Miami) announced that City of Miami will be celebrating Arbor Day, Friday, April 30, 2010 and extended an invitation to CIAB to participate. Ms. Hagger reported the City will be planting about one hundred trees.

Juan Toledo (MDX) announced the new open-tolling program which will go live on June 7th 2010. Mr. Toledo informed that MDX will be happy to come back with a presentation to CIAB.

Ysela Llorc thanked the Greater Miami Convention & Visitors Bureau for hosting the CIAB meetings and thanked the Community Image Advisory Board (CIAB) for their attendance and participation.

Recap of Action Items 03/31/10

- **Committee Chairs/Funding Issue**
- **Earth Day – April 24, 2010**
- **Miami Arbor Day – April 30, 2010**
- **MDX Open Tolls**

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
April 29, 2010



CIAB Members Present

Lina Blanco, City of Miami (Solid Waste)
David Cardenas, Miami-Dade Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Tsahai Codner, City of Miami Gardens
Clinton Forbes, Miami-Dade Transit
Gianni Lodi, Miami-Dade Planning & Zoning Dept.
Dennis C. Moss, Miami-Dade Commissioner,
District 9
John Oldenburg, City of Miami Beach

Participants Present

Subrata Basu, Miami-Dade Planning & Zoning
John Bowers, Miami-Dade Parks & Recreation
Christina Casado, Community Image
Antonio Cotarelo, Miami-Dade (PWD)
Luis Andre Gazitua, Office of the Mayor
Jinny Gutierrez, GMC & Visitors Bureau
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, MDX
Melody Jones, GMCVB
Jack Kardys, Miami-Dade Parks & Recreation
Vice Mayor Jerry Libbin, City of Miami Beach
Juan Pelay, Miami-Dade Water & Sewer
Ita Moriarte, GMC & Visitors Bureau
Doris Mejia-Gomez, Community Image
Paul Moss, FDOT
Mark Spanioli, DDA
Dani Toranzo, Community Image
Beverly Washington, Miami -Dade (Solid Waste)
Al West, GMC & Visitors Bureau
Bann Williams, Community Image

I. Welcome and Introductions

Dennis C. Moss, Chairman to the Community Image Advisory Board (CIAB) welcomed everyone. Chairman Moss thanked the members and participants for their continued support and for carrying on business in his absence.

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau for the hospitality and for hosting the CIAB's meetings. He then invited Al West and Ita Moriarte with the GMC & Visitors Bureau to update the CIAB.

Greater Miami Covention & Visitors Bureau Update: Al West and Ita Moriarte (GM Convention & Visitors Bureau) welcomed everyone on behalf of Bill Talbert, who was at New York and Washington, D.C. meeting with the NFL people with regards to the Super Bowl bid for 2014 and Pow Wow for 2016. Ita Moriarte also reported that the bureau is also working with National Business Travel Association.

Ms. Moriarte updated the CIAB on some of the "good things" that would be happening in Miami during the first two weeks of June 2010. And informed that the Convention & Visitors Bureau would be welcoming the American Institute of Architect a very important group, she reported that the Convention & Visitors Bureau expects approximately fifteen thousand delegates attending the conference in June 2010.

II. Action Items

Approval of Minutes from 03/31/10 Board Meeting: Motion to approve the minutes was requested by Chairman Moss. Dr. Claudius Carnegie, Miami-Dade Public Schools, moved motion for approval of the minutes. Chairman, Dennis C. Moss seconded the motion. The minutes were unanimously approved.

(Agenda out of Order)

IV. Reports

Miami Beach Anti-Litter Message: Vice Mayor Jerry Libbin thanked Chairman Moss and the CIAB for inviting him to the meeting. Vice Mayor Libbin said it was a privilege to be there. Vice Mayor Libbin publicly thanked Jack Kardys, Director of Miami-Dade County Parks & Recreation Department for an outstanding job the County is providing at the beach. Vice Mayor Jerry Libbin said there was a “superb partnership” between the City of Miami Beach and Miami-Dade County. The work that the County does on the beach is impeccable. However, Vice Mayor Libbin said that the chronic litter problem poses a never ending battle. There’s an issue with education that needs to be tackled and the issue of making the kids aware of the litter message.

Vice Mayor Libbin advised on how the City of Miami Beach has sponsored dozens of beach clean-ups. Said this past Saturday the City had a clean-up event and they had the participation of two hundred (200) volunteers. The volunteers picked up litter, and handed out pamphlets that contained the message not to bring glass bottles to the beach and volunteers also distributed disposable ash trays for cigarette butts. Vice Mayor Libbin reported that many sponsors have come through and want to contribute to the anti-litter message. Vice Mayor Libbin reported that a ant-litter item was on the agenda of the City of Miami Beach Board Meeting and three hundred people showed up to the commission meeting and expressed their support. Vice Mayor Libbin said that the laws need to be enforced, and that it was not acceptable to disregard laws such as bringing glass bottles to the beach.

Vice Mayor Libbin spoke about the Public Service Announcement (PSA) and reported that the City of Miami Beach PSA was aired for about six months on Cable TV. The PSA “No Litter, No Butts” PSA (30 seconds video) was played for the board members at the meeting. Vice Mayor Libbin informed that the PSA would be a pro bono to the County and that the City of Miami Beach would be happy to share with the Parks Department and throughout the County. Some of the Litter Awareness Program photographs were circulated around the room.

Jack Kardys, Miami-Dade County Parks & Recreation Department reported on some of the discussions and issues with regards to the Anti-Litter Campaign. Mr. Kardys explained that litter awareness signs have been placed on County trucks. Mr. Kardys said one of the main issues was to raise everyone’s awareness about litter prevention. The issue is not only about tourists, but also about economics and education. Mr. Kardys advised that a process needs to be formalized. Education and enforcement is crucial. And that citizens need to be responsible. Jack Kardys thanked Vice Mayor Libbin and said that he appreciated the Vice Mayor’s offering the package of the Litter Awareness Program/Partnership.

Mr. Kardys made the suggestion to discuss the Anti-Litter Program with the “key” departments (Public Works, Solid Waste and GIC). Bring the departments to the table to review the available resources and efforts required for the Anti-Litter Program.

Mr. Kardys asked for CIAB's recommendation and requested to return in 30 days and present to the board what resources are available.

Chairman Moss asked for Christina Casado's opinion and recommendation.

Christina Casado expressed her ideas. She agreed with Mr. Kardys that it's a "ready to go" campaign. She said it was a very positive and attractive idea. She provided some examples of different messages that could be incorporated into the campaign such as "Show some love to your streets," "Show some love to your neighborhood," "Show some love to your Parks." Ms. Casado indicated that her only concern was adoption and the restrictions.

Ms. Casado recommended for the group to gather again. She asked for the board (CIAB) to direct the Office of Community Image to reconvene the stake holders and identify the assets of the advertisement/message and review for any augmenting or tweaking.

Chairman Moss asked that the Marketing Committee be part of this and commented that he wanted to be sure that the cities e.g. (City of Miami) and municipalities are involved.

Ms. Casado suggested that the Marketing Committee could reach out to all CIAB partners and provide the final package for their feedback and the possibility of partners showing interest in using this message in city parks and vehicles. See if FDOT is interested in using the message along their highways and if MDX is interested in using the message along their corridors.

Chairman Moss said it was not only a Miami Beach problem, that is was a County wide issue. Chairman Moss directed Christina Casado to reconvene with Vice Mayor Libbin, Jack Kardys, and additional partners and to come up with a plan to implement the campaign and to update the CIAB of this progress at the next meeting.

III. Updates

A. Office of Community Image (CIAB Reports)

Projects Update: Ms. Casado briefed the board (and presented before and after photos) on some of the completed projects that the CIAB crew has been working on.

South Miami-Paciencia Park: Ms. Casado presented (before and after photos) of the Paciencia Park (green space area) which was a partnership project with the City of South Miami, MDC Transit Department and Arts in Public Spaces. The vacant lot adjacent to South Miami Metrorail Station was enhanced with landscape and an art piece named, "Paciencia" was refurbished and reinstalled with the assistance from Cultural Affairs Department.

Civic Center: Ms. Casado reported that the Civic Center Station improvement project has been completed. The landscape design was created by Bann Williams, Landscape Architect, with the Office of Community Image. Ms. Casado informed that the plant installation had occurred three months ago, just in time for Super Bowl. Project was accomplished and completed in partnership with FDOT, University of Miami, Jackson Hospital and MDC Transit Department.

Earth Day Fabulous at 40: Anniversary Celebration Event, April 20th, 2010: Ms. Casado presented a PowerPoint presentation with pictures of the CIAB's booth & displays. The photos included some of CIAB's beautification projects, Clean Up & Green Up students'

artwork and some green technologies from participating CIAB partners. Ms. thanked CIAB partners that joined us for this event, Miami DDA, City of Miami Gardens, City of Miami Beach and MDX Authority.

V “Volunteer Initiative Event” (Saturday, April 24, 2010): Christina Casado invited Andy Gazitua (Mayor’s Office) to update the board on the Port of Miami Terminal E Event. Mr. Gazitua thanked Chairman Moss and the CIAB for the collaboration. Mr. Gazitua reported on the beautiful mural painting that was painted by youth volunteers while passengers boarded the ships. Ms. Casado reported that the volunteers beautified the public spaces surrounding the mural. The public spaces were prepped by Dani and CIAB crew for landscape beautification. The plant material was donated by Home Depot and the volunteers were from Hands on Miami (community volunteer program). Ms. Casado and Mr. Gazitua informed that the event was a great success. Bill Talbert, Greater Miami Convention & Visitor’s Bureau participated as (MC) Master of Ceremony.

“In the Loop” Miami-Dade County Publication: Ms. Casado reported and thanked the Miami-Dade Government Information Center (GIC) for the April 2010 publication which features and highlights the CIAB’s most visible projects. Ms. Casado presented (before and after photos) in the publication showing CIAB’s Extreme Makeovers projects such as: SPCC Fountain, West Flagler Library, Greening the “V” and the Revamp of the Ramps. Ms. Casado thanked the Communications Department for showcasing the CIAB.

Ms. Casado reported that she presented CIAB’s goals and community partnerships at different community functions including Career Day. She reported that as part of the Mayor’s “V” event for greening the Scaport, she had been invited to speak on Planeta Verde, a Spanish AM radio station program (La Poderosa) in which she was able to discuss the CIAB’s efforts to green the community and of Chairman Moss’s efforts and leadership.

Christina Casado presented the “new look” for CIAB’s website designed by GIC. The new look highlights the Brickell landscape installation that Bann Williams, CIAB Landscape Architect, designed. Ms. Casado invited the board to browse CIAB’s website & partner’s links and to let us know if there is anything other projects the board wants to post.

(Agenda out of Order)

Marketing & Education Subcommittee: Lina Blanco (City of Miami) reported on the CIAB 2010 Poster Contest. Ms. Blanco was happy to report this year the CIAB Poster Contest was very successful. Over 2,500 poster entries were received. The Committee discussed the possibilities of changing the date of the CIAB poster contest to October, November or December since this would be the beginning of the school year and will not conflict with the Water and Sewer’s Department’s Poster Contest.

Lina Blanco extended an invitation to CIAB to participate in the Clean Up & Green Up poster contest award ceremony to honor the winning students on Tuesday, May 4th, 2010 at the Stephen P. Clark Center, Commission Chambers at 9:00 a.m. She also informed the board about the School Board Ceremony was tentatively scheduled for Wednesday, May 12, 2010.

Ms. Blanco informed the board about the poster contest school raffle for the classroom pizza party and the second drawing for a teacher’s gift certificate. The drawing took place

at the CIAB meeting. Chairman Moss randomly pulled out the two winners' name out of 2,500 entries.

Lina Blanco advised the board that Dr. Carnegie would elaborate on the Marketing and Education subcommittee's discussion about CIAB's Private/Public Sponsorship telephone conference call. Ms. Blanco informed that the Marketing and Education Sub-Committee supports the idea of CIAB creating an Ad-Hoc Committee to develop the sponsorship/strategy.

CIAB Inspection Report: Dani Toranzo, Community Image reported the following: Road inspections and clean-up (5,577 miles). The CIAB crew picked-up 56 cubic yards of debris/litter. Dani Toranzo reported that the crew worked on several projects: South Miami Station (included removal of concrete, planted plants and shrubs); the Port of Miami Project and the "V".

Aesthetic Master Plan and Community Design Element Update: Subrata Basu from MDC Planning & Zoning Department presented to the Board an update on Aesthetic Master Plan (AMP) Community Design Element and how to integrate the AMP into CDMP. Mr. Basu informed that the AMP was adopted last year by the Board of County Commission (BCC) with the idea to establish a framework for a better looking County. Mr. Basu indicated that the challenge was to find a way to translate the plan into legislation.

Mr. Basu said that currently, the approach tries to incorporate the concepts in the AMP into the CDMP so that all the departments would need to adopt its principles. Mr. Basu indicated that as a result the Planning & Zoning Department has begun to work on a new CDMP element which discusses aesthetics and how to implement it. Mr. Basu informed that a Master Plan (CDMP) is a legal document. He said the Master Plan is legally reviewed at the local and state level and needs to be feasible. All data and information in that Master Plan has to be backed-up by the data and analysis.

Mr. Basu reported they are working with Christina Casado on creating an element that ties aesthetics in community design to health. Mr. Basu reported that in doing the research they have identified several areas to be focused on. The data indicate there are problems such as obesity and physical inactivity which will result in health issues that must be addressed. Other issues observed are the lack of safe routes for walkers and bikers, air quality and other environmental issues.

Mr. Basu spoke about some of the issues regarding inactive populations. He gave examples on the developing standards for the "complete-the-streets" concept which assures that every user of a street is being given priority, with emphasis on users other than the automobiles. He also mentioned the incorporation of more universal designs, connectivity in private developments, emphasis on green spaces such as bikeways, pedestrian connections, community gardens, promotion of transit use, and increasing tree canopy.

Mr. Basu reported that the department is drafting and incorporating all these policies into the CDMP element and hopes that the State will approve them. If submitted this year (2010), it will be a yearlong review process and be adopted by April 2011.

Mr. Basu informed that Palm Beach has a similar element but not to the extent like the one we are proposing (we are the first one to propose). Mr. Basu said that as we mature, we'll

have a stand alone element on health and one on community design but for now we are linking both.

Chairman Moss expressed his thoughts and indicated that we should look forward to the stand alone elements and that we should pursue it from the legal stand point. Chairman Moss also mentioned the legal framework to move forward on these issues so that other municipalities and partners have a chance to take a look at it.

Subrata Basu informed there are other links in the element and mentioned the link between aesthetics and economic benefit.

Subrata Basu asked the CIAB that if anyone had any hard data, to please forward it to the Department.

Chairman Moss expressed his ideas about economic benefits and aesthetics. And said that tree brings value, the City of Coral Gables is a good example. Chairman Moss said that at the end of the day it has a positive impact on the community and therefore we need to make these investments up front.

Jack Kardys and John Bowers (Parks & Recreation Department) volunteered to provide some of the economics (prosperity link) information which is accessible to them from John Crompton at the University of Texas.

Street Tree Subcommittee John Oldenburg (City of Miami Beach) reported that the committee met on Tuesday, April 27th and reported that the Committee has decided to move forward with the planning of Tree Summit for this summer. The tentative date for the Summit is June 25th 2010. Christina Casado is looking into securing the FIU Biscayne Campus. The Committee has discussed bringing to the summit an educational speaker along with the University of Florida and FIU. The Committee has tentative plans for Dr. Francisco Escobedo to present his findings on tree canopy (current numbers and other materials) at the Tree Summit. Mr. Oldenburg reported that the Committee has drafted a Charter for the South Florida Urban Canopy Coalition to be presented at the summit this year. John Oldenburg informed that time was very limited however the Committee was moving ahead. Mr. Oldenburg reported that the Committee was still working on the Street Tree Guide and hopes it will be ready for the summit. John Oldenburg thanked Christina Casado and Tree Committee members for all of their assistance.

Chairman Moss publicly recognized Rick Johnson (MDX) for an award received on a project by the Florida Native Plant Society. Rick Johnson thanked the Public Works Department and the Parks & Recreation Department for the project on Miami-Dade County right-of-way.

Gateway Landscape Subcommittee: Deferred

Transportation/Transit Subcommittee: Dr. Claudius Carnegie (MDC School Board)

CIAB Sponsorship & Public/Private Partnerships: Dr. Carnegie welcomed Chairman Moss. Dr. Carnegie informed that due to business travel the Transportation/Transit Committee had not met since the last CIAB meeting. Dr. Carnegie reported on the CIAB Sponsorship Public/Private Partnerships telephone conference call on April 14, 2010. Dr. Carnegie reported that the conference call was very well attended. Dr. Carnegie advised that he would not go into details, but rather highlight some of the points discussed during

the call since a summary of the Tele Conference had been distributed to the board. Dr. Carnegie informed that it was a very intensive telephone conference because of the current economic challenges that the CIAB is now facing and will continue to face in the future. He encouraged "thinking outside of the box".

Dr. Carnegie noted that teleconference call was a brain storming session. Dr. Carnegie recommends for CIAB partners to start looking at some creative initiatives to finance, fund and be able to maintain the CIAB in the future. Dr. Carnegie explained that the Public/Private Partnership seems to be viable. And reported some of the points discussed at the brain storming session were: (1) need to try to quantify the benefits (2) need to get into local agreement (3) need to look into the tourist business community (4) Chicago gateway/greenway should be a good model (5) explore green utility status (6) develop green zones, potential green fees.

Dr. Carnegie reported the teleconference call agenda and action items are listed in the summary and asked for board support. He also recommended that the CIAB give charge to an Ad Hoc Committee.

Christina Casado expressed her thoughts and comments as a result of the teleconference and session with Marketing Committee. She commented on a recent effort to identify a sponsorship model based on a resolution by Commissioner Souto regarding the adoption of the traffic circles, the need to look into targeting potential sponsors, countywide opportunities, identify partners by geographical areas as well as the partners by roadway operations, and the need to look at revamping the asset adoption programs.

Chairman Moss asked the (CIAB) board on how they felt about forming an Ad Hoc Committee.

Dr. Claudius Carnegie (MDC School Board) recommended that it was definitely needed in order to provide leadership. Dr. Carnegie said he was prepared and willing to work with Christina.

Christina Casado added that the Ad Hoc Committee would be a temporary committee to set a course for sponsorship strategies and targets and that the responsibility of identifying projects and supporting funding would eventually fall to the respective committees as projects are identified.

Motion to approve the AdHoc Committee (April 29, 2010). Motion was requested by Dr. Claudius Carnegie, Miami-Dade Public Schools. Motion was moved and seconded by Chairman Dennis C. Moss. Ad Hoc Committee was unanimously approved that Dr. Claudius Carnegie will Chair the Committee and Christina Casado would assist.

Transportation/Transit Subcommittee

Dr. Carnegie reminded the CIAB to please submit via e-mail the Transportation/Transit Subcommittee priorities by April 30, 2010.

IV. Reports

Backflow Control Devices in Urban Areas: Juan Pelay (Miami-Dade Water & Sewer) Department Project Manager at Water and Sewer. Mr. Pelay presented a PowerPoint and reported the following: (1) Backflow devices are required by law in all buildings, they are

preventers (2) Backflow devices are mandated by the federal and state government (typically fire department pipes are red and domestic use are colored blue, and some are for sprinklers) (3) Backflow devices adjust for the difference in pressure between the public water supply and the water conveyance in the built environment (4) Backflow devices must be installed above ground, however exceptions can be made on a case-by-case basis (5) In urban areas, County code was amended to add language that make the installations less obvious. Some of this language was incorporated into Chapter 33 and includes that construction of small barrier walls, buffers, garage installations, and prefabricated covers or shielding. (7) New assemblies and materials are now being used for making backflow devices less inconspicuous and the industry is looking at a more compact design and vertical installations. It was noted that the use of brass in these devices has created a theft problem.

Juan Pelay discussed and answered some of the questions relating to the size, design, material used for manufacturers.

Gianni Lodi (MDC Planning & Zoning) expressed his ideas and made suggestions on the need to develop a standard manual on these devices.

Chairman Moss expressed the idea that the backflow devices are not aesthetically pleasing, and when visible, affect property values. Chairman Moss indicated that he would like for the MDC Water and Sewer Department to work with the CIAB to pursue backflow device design solutions and bring partners to the table to make improvements and identify future needed or additional legislation.

Chairman Moss expressed to Juan Pelay that he would like for him to continue to work with the CIAB to assist in this issue

(All CIAB Meetings PowerPoint Presentations are available for viewing on the CIAB Website).

Closing Remarks

Chairman Moss asked for recap on the action items.

Recap of Action Items 04/29/10

- **Anti-litter campaign discussion to reconvene**
- **June 25 tentative Tree Summit date**
- **Clean Up & Green Up poster contest award ceremony – May 4th, 2010**
- **Motion on Ad Hoc Committee**
- **Backflow Preventers – (New design photos, need additional work and how to make them better**
- **City of Miami Arbor Day Tree Planting on April 30, 2010 Tamiami Canal Road**
- **New Directors in the City of Miami (PWD and CIP)**

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
May 26, 2010



CIAB Members Present

Lina Blanco, City of Miami (Solid Waste)
David Cardenas, Miami-Dade Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeff Dawson, Miami-Dade Aviation Dept.
Clinton Forbes, Miami-Dade Transit
Kenneth Eric Gardner, TARC
James Kay, City of Coral Gables (PWD)
Penny Lambeth, Town of Miami Lakes
Dennis C. Moss, Miami-Dade Commissioner (Dist9)
Alyce Robertson, Downtown Development Authority
Susan Schreiber, Metropolitan Planning Org. (MPO)
Sam Walthour, Miami-Dade County BNC
Kathleen Woods-Richardson, MD Solid Waste Dept.

Participants Present

Gilberto Blanco, MD Planning & Zoning
Christina Casado, Community Image
Antonio Cotarelo, Miami-Dade (PWD)
Jinny Gutierrez, GMC & Visitors Bureau
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, MDX
Melody Jones, GMCVB
Jack Kardys, Miami-Dade Parks & Recreation
Jess Linn MD Planning & Zoning
Doris Mejia-Gomez, Community Image
Paul Moss, FDOT
Debbie Penha-Cumbermack, MD Solid Waste
Diana C. Perez, Miami-Dade Dist. 9
Bill Talbert, GMC & Visitors Bureau
Beverly Washington, Miami -Dade (Solid Waste)
Bann Williams, Community Image

I. Welcome and Introductions

Dennis C. Moss, Chairman of the Community Image Advisory Board (CIAB) welcomed and thanked everyone for being present. Introductions began.

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau for their hospitality and invited Bill Talbert (GMC & Visitors Bureau) to give the board an update.

Greater Miami Convention & Visitors Bureau Update: Mr. Talbert updated the CIAB on the results of the NFL Super Bowl decision. He reported the community was very well represented, but it was very competitive. Mr. Talbert informed that he had met with NFL staff and got feedback on the CIAB tree planting events and how clean the community looks. Mr. Talbert thanked Chairman Moss for his leadership and support in the resolution motion for the bid.

Mr. Talbert updated the CIAB in regards to his meeting with Pow Wow. He advised the board to save the date (May 2016) which is when Pow Wow comes back to Florida. Bill Talbert briefed the CIAB and reported on results and statistics of foreign and national visitor's tourism. Mr. Talbert thanked Chairman Moss and the CIAB.

II. Action Items

Approval of Minutes from 05/26/10 Board Meeting: Motion to approve the minutes was requested by Chairman Moss. Kathleen Woods-Richardson, Miami-Dade Solid Waste Management, moved motion for approval of the minutes. Chairman, Dennis C. Moss seconded the motion. The minutes were unanimously approved.

III. Updates

A. Office of Community Image (CIAB Reports)

Projects Update: Ms. Casado briefed the CIAB. She reported that staff has been working to accomplish to put together a sponsorship plan (which was discussed at the last CIAB meeting) in order to help support the CIAB activities. Ms. Casado thanked Miami-Dade Transit Department and the Seaport Department, for their support and the projects which help keep the CIAB visible.

Ms. Casado reported that several meetings have been held with FDOT and the DDA. In partnership with the Miami Downtown Development Authority (DDA) Ms. Casado reported one of the CIAB Neat Teams has officially been assigned (under contract) to the DDA. She explained that the idea was to focus on investments made by the CIAB in the downtown areas, to increase maintenance and to make sure the areas that have been landscaped be kept well groomed. Ms. Casado thanked Alyce Robertson, (DDA) and indicated that Ms. Robertson would be elaborating on the idea later on in the meeting.

Street Tree Subcommittee: On behalf of John Oldenburg, who was not able to be present, Christina Casado announced the Fourth Annual Tree Summit, on June Friday, June 25, 2010 being hosted at the University of Florida (FIU) Biscayne Campus.

CIAB Inspection Report: Deferred

Ms. Casado spoke and presented before and after photos of some of the completed projects that the CIAB crew has been working on.

Anti-litter Issues & Campaign Ms. Casado reported that a conference call and a meeting had taken place to discuss public littering and how to implement a County-wide anti-litter program.

Jack Kardys (Miami-Dade Parks and Recreation) presented an eight (8) minute film (DVD) created by a film-maker/activist from Miami Beach where various beach residents talk about the litter problems at the beaches. It was a very provocative film that highlighted the heart of the issue, that although the County cleanup operation does a great job picking up the litter, it is impossible to keep up with the sheer volume of garbage left on beaches.

Ms. Casado said that litter is a chronic problem and reported that one of the primary goals for the next year is to consolidate a unified effort to address this issue County-wide.

Chairman Moss asked about how the cleanup process is done at the parks and the beach?

Jack Kardys reported there are different shifts. First shift starts at 6:00 a.m. 7 days a week, including holidays. Each morning the crew covers a total of 17 miles of litter pick up at the beach. Mr. Kardys reported it's a 6 week cycle (4 weeks cycle on South Beach). The crew picks up (600) six hundred trash cans (full of litter). Crew makes 3 runs per day to empty the 600 trash cans on the beach.

Mr. Kardys explained the primary functions of the Parks Department, the C.O's and how the volunteers groups help. Mr. Kardys reported that Parks Departments removes 12,085 tons of garbage a year for a cost of \$103,000 for the beach. At the parks 6,500 tons of

garbage are removed costing \$383,000 in hauling and dumping fees not including tractors and trucks. On the beach, 52,500 person hours (25 full time employees) per a year just to pick up litter. In the Parks is another 82,000 person hours (39 full time employees).

Chairman Moss asked Mr. Kardys if he had an idea about the cost and cost savings would be if we launch a County-wide anti-litter program. Mr. Kardys responded that a full analysis has not been done yet. However, he believes that the number of citations issued would probably cover the cost of law enforcement (police or code compliance actions).

Chairman Moss had some questions and asked who was responsible for code compliance or law enforcement at the beach.

Mr. Kardys reported that Miami-Dade Parks Department is responsible for the maintenance at the beaches and the City of Miami Beach handles and monitors concessions (City receives revenues) and provides law enforcement/code compliance. Miami-Dade County maintains the sand through a DERM beach re-nourishment program. Mr. Kardys added that addressing the litter problem much be a joint effort including the municipalities in this community.

Mr. Kardys reiterated Vice Mayor Libbin's report in finding a way to expand the campaign. Also to find a way to adopt some universal images and invest on how the messaged would be deployed (e.g. electronically, speak at every school, etc.).

CIAB Members, Mr. Forbes (MDT), Sam Walthour (Miami-Dade County BNC), Lina Blanco (City of Miami), Regina Hagger (City of Miami) and Kathleen Woods-Richardson all gave their suggestions and recommendations on the litter issue.

One of recommendations was handing out garbage bags to the public at the parks and beaches.

Chairman Moss asked Jack Kardys to take the lead and to put together a Task Force to look into solutions to the litter issue. He asked Mr. Kardys if would bring back some examples if at all possible of what other areas have done to tackle the problem and then asked Mr. Kardys to come back with some feedback and recommendations for next steps.

Christina Casado informed that she had spoken to Lina Blanco (City of Miami) and that the Marketing Committee was scheduled to meet on June 3, 2010 and would be discussing a marketing campaign in order to assist with the litter task force.

Jack Kardys informed the board that the litter video was available to download on YouTube. The board was informed that the link would be also send out via email.

Chairman Moss expressed that he wants people to be conscious about the litter problem and asked that a condensed copy of the DVD (litter video) be made available to him so that he can present at one of the BCC meetings to make people aware of the problem.

Gateway Landscape Subcommittee: Jeff Dawson, Miami-Dade Aviation Department informed that the committee had met on May 16, 2010. One of the items on the agenda is a project in Florida City. Jeff Dawson reported that committee is struggling with the project due to the lack of funding. Jeff Dawson advised however, that there's funding

available in the JPA and that it was available for use through 2012. He informed that the JPA funds could be used on the FDOT ROW portion of the interchange. Mr. Dawson reported that Bann Williams, Landscape Architect, has started to prepare drawings for the design and committee is looking initially to plant trees. Mr. Dawson advised that the committee needs to address the project maintenance responsibilities with Florida City.

Krome and 8th Street: Mr. Dawson reported the committee is preparing a letter to FDOT in to see what kind of assistance the committee can get for long term and short terms improvements.

District 12 & 13: Jeff Dawson reported the committee did not get the grant therefore, the projects are on hold. Mr. Dawson informed there was some possibility that the Forestry Division would be donating some trees for the project. Committee is planning a field trip to see if are they can identify any state roads in the districts in order to be able to use the JPA funds.

Mr. Dawson reported on research done by Christina Casado with regards for assistance with the maintenance issues on the I-95 "V" project. An FDOT landscape installation at the end of I-95 where it becomes US1 has a new completion date of August 2010. The 27th Avenue project is hold.

The committee is looking to hold the event the first week of November for Hands on Miami Day in the downtown area. Ms. Casado reported that she has spoken to Hands on Miami and they're very excited about the project. Committee is looking at the possibility of landscaping the 395 gateway near Bicentennial Park that feeds the back entrance to the beach from downtown on 395. Ms. Casado informed that the plan is to have a planting project on the slope and a mural at the back of the Transit station making a very nice looking entrance to the beach.

Chairman Moss clearly understood that funding was an issue. And he advised that the economic crisis was not going last forever. However, Chairman Moss asked the Landscape Subcommittee to keep the projects on the table for when funding opportunities in the near future became available again.

Marketing & Education Subcommittee: Lina Blanco (City of Miami) reported on the CIAB Poster Contest 2010. Ms. Blanco informed that this year the Clean Up and Green Up winning posters were displayed at the Miami-Dade County Fair & Expo Center, City of Miami and at the Miami-Dade County School Board. The School Board Ceremony was held on May 12, 2010 honoring the poster winners.

Ms. Blanco took the opportunity and thanked the Greater Miami Convention and Visitors Bureau, in particular Gimmy Gutierrez for coming up with the idea to give the winning teachers gift certificates. Ms. Blanco gave an update on the School lottery pizza party drawing. She reported that Ms. Lindberger's classroom at Natural Bridge Elementary School had a great pizza party on May 19th and thanked Papa John's and Penny Lambeth (Town of Miami Lakes) for making it happen!

Chairman Moss thanked Lina Blanco and all the members of the Marketing & Education Subcommittee for an outstanding job done with the Poster Contest. A special thank you was given to Marietta Gutierrez, Office of Community Image, for all the hard work and effort she puts in during the process. Diana Perez, Office of the Chair reported that this year all students received a certificate of appreciation for their participation in the Poster Contest.

Street Tree Subcommittee John Oldenburg (City of Miami Beach) was not able to be present. Ms. Casado announced and gave the updates of the Fourth Annual Tree Summit, Friday, June 25th, 2010.

Transportation/Transit Subcommittee: Dr. Claudius Carnegie (MDC School Board) Informed the board the committee had met on May 11th. Dr. Carnegie reported the committee had a very ambitious agenda which was not able to fulfill due to lack of attendance. Dr. Carnegie informed that at the meeting he was lead to the proposing of the possibility of having on-line meetings/conferencing. Dr. Carnegie asked Ms. Casado to give an update on the outcome on the proposal. Ms. Casado said that it's a wonderful way to have meetings, people can stay in their offices, don't have to travel far, and it's a cost savings on time and gas not having to drive to so many meetings. Ms. Casado said that it would be inexpensive or free depending on types of service. She explained that the County system would need to support the service, due to security, proxy and server issues. Ms. Casado reported that right now she's looking into all the logistics portion of the service with the IT division. Ms. Casado informed that the Transportation/Transit Subcommittee would like to try it out.

Chairman Moss agreed and advised if there was anything he could do to assist to let him know.

Dr. Carnegie reported the committee is exploring to have a more cohesive landscape plan for all Metrorail and Metromover Stations. Dr. Carnegie advised that the Brownsville Transit Station landscape pallet will probably be used as a template base the landscaping retrofits throughout the Transit System. He indicated that Transit is currently working on a new landscape design at the Brownsville Metrorail Transit Station as part of a larger development on an adjacent property.

Clinton Forbes (MDC Transit) updated the board on the Brownsville landscape projects and advised that Transit is working with Christina Casado on the proposed design of other landscape projects on Metrorail Stations.

Christina Casado, reported that the project manager and designer for the Brownsville Transit Station landscape project will be presenting at the next CIAB meeting on June 30th.

Dr. Carnegie reported that in order to replicate the plan at other stations the committee is looking to engage students from FIU and the University of Miami to assist or develop a Transit Master Plan Study and to digitize the Metrorail/Metromover landscape plans. The committee is trying to bring in more partners into the process.

Dr. Carnegie reported on the feedback received from CIAB Member on what the Transportation Committee should set as priorities. The feedback included: funding and sponsorships, station adoptions and advertising, cleanliness, re-painting the guide way, re-painting the stations, landscaping, and to explore having MDC Parks & Recreation donate landscape material from their plant nurseries.

Dr. Carnegie reported on the Ad Hoc Committee. He said the plan is to develop a strategy plan in order to identify the priorities and then assign the priorities to each CIAB Subcommittees. Dr. Carnegie indicated that the Ad Hoc Committee will be structure to provide leadership.

Christina Casado added her comments as far as the Ad Hoc Committee. Ms. Casado informed the Committee would be looking to explore projects based on sponsorship and opportunities such as partnering with the Chamber of Commerce, developing marketing package for presenting to possible sponsors.

IV. Reports

Miami Downtown Development Authority (DDA) Update: Alyce Robertson (DDA) presented a brief power point presentation on projects and developments in the downtown area. Ms. Robertson reported that last October 2009 the DDA approved the Master Plan. Ms. Robertson spoke about the DDA's mission, which is to make Downtown Miami the most livable urban center in the area and to also bring in businesses. Ms. Robertson updated the board and presented photos of the DDA's district. She showed photos of the Skyline. Ms. Robertson showed pictures of some of the Downtown areas, teams cleaning and greening, such as pressure cleaning streets and planting trees and flowers. She spoke about the attention that needs to be paid to the "neglected corners" of Downtown that detract from some of the improvements made in the last few years. Ms. Robertson reported on the improvements completed on Flagler Street, the plantings at the Adrienne Arsh Center, and before and after pictures of NW 1 St Avenue. She discussed the new landscape and irrigation improvements project on Brickell Avenue, designed by Bann Williams, Landscape Architect (Community Image Office) was completed and is received many compliments. The DDA installed and paid for the project and it is being maintained by the City of Miami under contract. Ms. Robertson stressed that while planting is important, maintenance is critical.

She presented before and after pictures of the Façade Improvement Program (FIP) projects. Ms. Robertson explained the grant used for this and benefits of the FIP program.

Alyce Robertson informed the board that on July 28th 2010 the Julia Tuttle statue would be unveiled in Bayfront Park. Ms. Robertson reminded the CIAB that a few years ago the CIAB donated monies into the project. She advised the CIAB to attend the celebration and informed that the DDA is helping to sponsor the celebration.

Alyce Robertson reported the DDA has designed a new dog park that will be constructed underneath one of the Metro Mover stations. They are currently waiting for Federal approval.

Ms. Robertson also discussed that DDA's Business Development program, new Downtown cultural event, such as free concerts, their publications and marketing of Downtown, and their efforts to inform the public of what the DDA is doing for them. Regarding critical transportation issues, she reported that the DDA is working with the Metropolitan Planning Organization (MPO) on a Pedestrian/Bicycle study for the downtown area.

Alyce Robertson also reported on projects done in partnership with FDOT. She discussed the problems in the area, such as on the 395 ramps which have been improved and landscaped twice, but still look bad. She spoke about the challenges with the retail mix along Flagler Street, and the pink granite pavers that were poorly selected on design and are now impossible to keep clean.

Ms. Robertson gave an update on the DDA's upcoming Way Finding and Signage project. She said the plan is to upgrade all of the signage in the downtown area similar a project recently completed in Miami Beach.

Dr. Claudius Carnegie was recognized at the CIAB meeting and congratulated by Chairman Moss and the board for being elected President of the Indoor Environmental Standards Organization (IESO) President at the IAQA 13th Annual Meeting on April 2010.

(All CIAB Meetings PowerPoint Presentations are available for viewing at the CIAB Website).

Closing Remarks

Chairman Moss asked for recap on the action items.

Recap of Action Items 05/26/10

- **Pow Wow in Miami (May 2016)**
- **Fourth Annual Tree Summit – June 25, 2010**
- **Anti-litter (provide a condensed 5 min version/video)**
- **Anti-litter video link to CIAB**
- **Brownsville Transit Presentation – June 30, 2010**
- **Julia Tuttle Statue at Bayfront Park – July 28th**
- **Re-cycling Program Presentation (MDC Solid Waste) – June 30, 2010**

Additional Closing Remarks:

Chairman Moss asked Kathleen Woods-Richardson, Miami-Dade Solid Waste Management to bring the re-cycling presentation to the next CIAB on June 30, 2010.

The Utility Markings issue was discussed. Chairman Moss asked Christina Casado to take a look at the issue (SB & HB) and see if there's a way to get the word out (email or newsletter) to our partners (Municipalities, Mayor's Office, Commissioners, Code Enforcement, Public Works, Solid Waste) those departments with jurisdiction and advised was is being accomplish by CIAB.

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
June 30, 2010



CIAB Members Present

William Anderson (GMCVB)
David Cardenas, Miami-Dade Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Jeff Dawson, Miami-Dade Aviation Dept.
Gianni Lodi, Miami-Dade Planning & Zoning Dept.
Maria Mitchell, Designee/MD Commissioner, Dist 6
John Oldenburg, City of Miami Beach
Debora Rivera (FDOT)
Alyce Robertson (DDA)
Sam Walthour (Miami-Dade County BNC)

Participants Present

Raven Byrd, MD Solid Waste
Christina Casado, Community Image
Ginny Gutierrez, GMC & Visitors Bureau
Regina Hagger, City of Miami
Melody Jones, GMCVB
Claudette Joseph, City of Miami Gardens
Amy Knowles, DERM
Gayle Love, MD Solid Waste
Jeanmarie Massa, MD Solid Waste
Doris Mejia-Gomez, Community Image
Debbie Penha-Cumbernack, MD Solid Waste
Chris Rose, MD Solid Waste Management
Bill Talbert, GMC & Visitors Bureau
Dani Toranzo, Community Image
Susanne Torriente, MD Office of Sustainability
Beverly Washington, MD Solid Waste
Bann Williams, Community Image

I. Welcome and Introductions

Christina Casado (Office of Community Image) welcomed the Community Image Advisory Board (CIAB) on behalf of Chairman Dennis C. Moss who could not be present.

Christina Casado thanked Bill Talbert from the Greater Miami Convention & Visitors Bureau for their hospitality and invited Bill Talbert (GMCVB) to give the board an update.

Greater Miami Convention & Visitors Bureau Update: Mr. Talbert welcomed the board and updated the board on several issues. One of the issues was the oil spill (BP). Mr. Talbert reported on his meeting with Governor Christ on June 14th in regards to funding request. He reported that eleven days later he received a phone call stating that the request was granted for \$1.25 million. Mr. Talbert said the Governor has been very responsive.

Mr. Talbert updated the board on other goings on, such as the opening of a new Canyon Ranch location on Miami Beach. Mr. Talbert reported that the American Meteorological Society's 38th Annual Conference on Broadcast Meteorology. A short video clip from Channel 6 was presented broadcasting the Meteorologists Conference held at Miami Beach/South Beach which talked about FEMA's Director being in attendance and the GMCVB's involvement at the conference. Mr. Talbert thanked Ginny Gutierrez and the bureau's team that helped put together the conference.

II. Action Items

Approval of Minutes from 05/26/10 Board Meeting: Motion to approve the minutes was requested by Christina Casado, Community Image Manager. Gianni Lodi, Miami-Dade Planning & Zoning Department moved motion for approval of the minutes. David Cardenas, Miami-Dade County Public Works Department seconded the motion. The minutes were unanimously approved.

III. Updates

A. Office of Community Image (CIAB Reports)

Projects Update: Ms. Casado reported that over the last month the focus has been mostly working on the Urban Forestry Program. The program is being organized through the Street Tree Sub-Committee and John Oldenburg will update the board during his report. Ms. Casado reported that she had been invited to speak at the Trees Florida Conference in Key West in which she presented the "Million Trees Miami Campaign". She reported that the campaign is a very interesting initiative and the committee is developing the campaign based on the concepts that have been successful throughout the country such as New York City, Los Angeles, Salt Lake County and a variety of other private and non profits entities. Ms. Casado reported that the committee is working on developing the campaign in Miami-Dade County to increase tree canopy. The committee wants to take up the challenge to establish the partnerships with other governments, non profit organizations, private industries and residents through the CIAB.

Ms. Casado reported that the Marketing Sub-Committee has been busy working on the Anti-Litter Campaign.

CIAB Inspection Report: Dani Toranzo, Office of Community Image reported on some of the projects that the team has worked on during the last couple of months. He reported that approximately 903 gallons of plant materials were installed to replace all the missing materials in the Downtown areas and ramps. He reported a total of 5,952 miles; 187 cubic yards of debris/litter was picked-up; 18 thousand gallons of water was used for landscaping and cleaning of the streets. Mr. Toranzo reported 210 gallons of herbicide has been used to control the weeds within the downtown areas and corridors that are being maintained by the CIAB.

Ms. Casado thanked the Miami Downtown Development Authority (DDA) for their approval of an inter-local agreement between the DDA and the CIAB to provide them with landscaping services and developing aesthetic enhancement projects to areas within the DDA boundary. Alyce Robertson (DDA) explained that the CIAB NEAT team would be focusing on the detail work required for landscaping maintenance and installation and assisting the Downtown Enhancement Teams (DET) teams hired through contract between DDA and the Camillus house that employs formerly homeless people to help clean graffiti and pick up litter.

Gateway Landscape Subcommittee: Jeff Dawson, Miami-Dade Aviation Department reported that the committee had met on June 16, 2010. Jeff Dawson reported that the consultants working on the Brownsville Transit Oriented Development program gave a presentation on the development of the residential and commercial properties. The consultants discussed some possible plans on the landscape improvements for the Brownsville Station.

Florida City project: Mr. Dawson reported that the project may be back on line. He informed there was some possibility of royal palm trees being donated for this project. He advised that Bann Williams (Community Image Office, Landscape Architect) is working on the landscape design. He said that the only cost incurred would be the labor to install the royal palms. Debora Rivera (FDOT) had some concerns on the distance of the trees from the road and impacts to motorist visibility. Ms. Casado responded that those concerns would be addressed during plan design.

District 12 & 13: Jeff Dawson reported the committee is working on developing a landscape project in this area of the County and will report on it during the next meeting.

Hands on Miami: Mr. Dawson reported the committee is moving forward with the project at the eastbound I-395 ramp from Biscayne Boulevard. This volunteer project will consist of a planting and mural painting project on Hands on Miami Day scheduled for the first Saturday in November.

Ms. Casado added that Hands on Miami is looking forward to partnering with the CIAB and the Mayor's "V" initiative to enhance this highly visible area. It is a major gateway that feeds traffic to the beach from Downtown on the MacArthur Causeway. Ms. Casado reported that FDOT currently working to enhance and clean the area. Ms. Casado thanked FDOT for their partnership and participation.

Marketing & Education Subcommittee: Deferred

Ms. Casado reported that an update will be provided at the next CIAB meeting on the County wide Anti-litter Campaign.

Street Tree Subcommittee: John Oldenburg (City of Miami Beach) began his power point presentation thanking Christina Casado and Community Image staff (Bann Williams, Marietta Gutierrez and Doris Mejia-Gomez) for the assistance in coordinating the CIAB Fourth Annual Tree Summit 2010 which took place on Friday, June 25th. Mr. Oldenburg reported that the Summit attracted over one hundred attendees, government administrators, professionals in the tree care industry, architects, designers, planners, engineers, non-profit organizations, and interested public. The Summit was hosted by the Florida International University (FIU) at their Biscayne Bay Campus. He informed the board that FIU recently became the first "Tree Campus" in Florida. He elaborated about the South Florida Urban Tree Canopy Coalition adding that the Summit's mission was to bring all interested parties together to develop a plan to increase tree canopy in the region. Mr. Oldenburg added that the keynote speaker was Dr. Francisco Escobedo from University of Florida School of Forest Resources and Conservation who presented his research on the current state of tree canopy in Miami-Dade County. In addition, Mr. Henry Mayer from the Miami-Dade Agricultural Extension's Commercial Urban Horticulture Division presented an update on agricultural pests. Mr. Oldenburg said that for most part of the summit attendees spent time networking. The first "Crown Leadership Award" was presented to Miami-Dade Commissioner Katy Sorenson (DIST8) who attended the Tree Summit. Mr. Oldenburg discussed the three breakout group sessions held at the Tree Summit: (1) Legislation, Policy and Public-Private Partnerships, (2) Building a Coalition & Reaching Out and (3) BMPs and Providing Unified Standards across the Region and that the notes from those sessions would be made available. **(Presentation available on CIAB Website)**

IV. Reports

Miami-Dade GreenPrint Update: Ms. Susanne M. Torriente, Director for the Miami-Dade Office of Sustainability and Amy Knowles, GreenPrint Planning Coordinator (Department of Environmental Resources Management) presented to the CIAB on the topic of “Working Together Towards a Sustainable Future”. Ms. Torriente briefed the board on the GreenPrint plan and gave an overview of the planning process used to develop this community sustainability plan. Ms. Torriente spoke about the development of “green leaders” for the next generation, and on climate change goals. Amy Knowles defined sustainability and climate change and explained why communities are vulnerable. Ms. Knowles discussed the goals, strategies and initiatives being developed for Miami-Dade County such as water & energy efficiency targets, reduction of water consumption, priority hazards, sea level impacts, salt water intrusion, and addressing inland flooding. Ms. Torriente discussed the importance of making public transportation a first choice to create and connect communities where residents live, work and play, promoting a variety of transit options, parks, open spaces, preserving farmland, natural beauty and critical environmental areas. Ms. Knowles closed with a focus on the creation of green jobs.
(Presentation available on CIAB Website)

Update of New Recycling Program: Christopher Rose (Miami-Dade Solid Waste Management) updated the CIAB on Miami-Dade County’s Single-Stream Curbside Highlights (a new recycling program). Mr. Rose reported that Miami-Dade County’s recycling program began in May 1990 and the single-stream recycling program was introduced in June of 2008. Miami-Dade County has reached an important milestone. 100,000 tons of paper, plastic, metal cans, glass and other materials had been removed from Miami-Dade’s waste stream and recycled under the new single-stream recycling program. Mr. Rose said that in addition to saving resources such as metal ores and trees, recycling helps conserve energy, water and landfill space. Additionally, the reduced energy needs of handling recycled materials over raw materials results in decreased greenhouse gas production. The program is promoted actively on the website, www.miamidade.gov/dswm. The latest promotional advertisement titled “Recycling Machine” was launched Memorial Day weekend and will run through July 22nd at local AMC, Regal and Cobb movie theaters during the movie previews.

Closing Remarks

Christina Casado asked for recap on the action items.

Recap of Action Items 06/30/10

- **Miami-Dade Office of Sustainability (OOS) and Community Image Office will work together on GreenPrint strategies.**

Additional Closing Remarks:

Christina Casado thanked everyone for attending the meeting.

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
September 29, 2010



CIAB Members Present

William Anderson (GMCVB)
David Cardenas, Miami-Dade Public Works Dept.
Dr. Claudius Carnegie, Miami-Dade Public Schools
Tshahi Codner, City of Miami Gardens
Jeff Dawson, Miami-Dade Aviation Dept.
Clinton Forbes, Miami-Dade Transit
Kenneth Gardner, TARC
Maria Mitchell, Designee/MD Commissioner, Dist 6
Elizabeth Ogden, Miami-Dade County Seaport
Susan Schreiber, MPO
Marie Steril, League of Cities
Sam Walthour (Miami-Dade County BNC)

Participants Present

John Bowers, MDPR
Esther Calas, MD Public Works Dept.
Christina Casado, Community Image
Antonio Cotarelo, MD Public Works Dept.
Cesar Garcia Pons, Miami DDA
Ginny Gutierrez, GMC & Visitors Bureau
Marietta Gutierrez, Community Image
Rick Johnson, MDX
Harpal Kapoor, Miami-Dade Transit
Doris Mejia-Gomez, Community Image
Diana C. Perez, Office of the Chair
Buck Reilly, City of South Miami
Bill Talbert, GMC & Visitors Bureau
Beverly Washington, MD Solid Waste
Bann Williams, Community Image

I. Welcome and Introductions

Christina Casado (Office of Community Image) welcomed the Community Image Advisory Board (CIAB) on behalf of Chairman Dennis C. Moss who was not able to attend. Chairman Moss had a scheduling conflict with a Committee Meeting.

Ms. Casado thanked the Greater Miami Convention and Visitor's Bureau for hosting the CIAB meeting. Introductions began. Ms. Casado introduced and welcomed Buck Reilly, with the City of South Miami, and who will be representing the City at the CIAB meetings. Mr. Reilly thanked the CIAB and spoke about his roles at the City. Mr. Reilly informed that many different and exciting projects are happening, such as community gardens and farmer's markets, in the City of South Miami including the development of a Sustainability Master Plan.

Greater Miami Convention & Visitors Bureau Update: Mr. Talbert welcomed the CIAB and updated the board on news from the tourism industry. He informed the board of the results of a June 2010 meeting with Governor Christ. Mr. Talbert said the meeting had been successful and reported that Florida will receive \$1.25 million from the State. He informed that some of the funds will be of great benefits to many programs in Florida. Mr. Talbert reported also that some of the funds will be invested in Miami International Market. Mr. Talbert gave the board an update on hotel occupancy. He reported that Miami & the Beaches ranked #2 in hotel room rates, among the top 25 Markets in the U.S. (showing increases). Mr. Talbert reported that travel continues to grow. Mr. Talbert updated the CIAB on several events taking place during the month of October 2010. He was pleased to announce that the week of Oct. 24th-27th the Minority Group Suppliers would be at the Miami Beach Convention Center. Mr. Talbert thanked Chairman Moss for his continued support.

II. Action Items

Approval of Minutes from 06/30/10 Board Meeting: Motion to approve the minutes was requested by Christina Casado, Community Image Manager. Dr. Claudius Carnegie, Miami-Dade Public Schools, moved motion for approval of the minutes. Sam Walthour, Miami-Dade County BNC seconded the motion. The minutes were unanimously approved.

(Agenda out of order) CIAB Members issues

Councilwoman Marie Steril (League of Cities) had questions for MDX in regards to Gragny and Palmetto Expressway projects. Rick Johnson (MDX) responded with the updates on the projects. Mr. Johnson reported that the projects are not presently funded for constructions yet.

III. Updates

A. Office of Community Image (CIAB Reports)

Projects Update:

Ms. Casado thanked Harpal Kapoor, Director (Miami-Dade County Transit Department) for transit's participation and support to the CIAB. Ms. Casado spoke about how the CIAB appreciates the long term partnership with Transit. Mr. Kapoor added that it is a high priority that the Transit stations being safe, secure and clean. Mr. Kapoor reported on Transit's upcoming projects and station improvements. Clinton Forbes spoke about the bus shelter maintenance program. Mr. Kapoor and Mr. Forbes thanked all CIAB partners (PWD, DDA and MDX) for their partnership.

Miami-Dade County Commission for Women/Julia Tuttle Statue: Christina Casado gave an update on the unveiling ceremony of the Julia Tuttle Statue (Mother of Miami) at Bayfront Park on July 28th 2010. The event was mainly sponsored by the Miami Downtown Development Authority and was very well attended. Ms. Casado reminded the board that the CIAB was one of the main supporters in the installation and construction of the statue.

Christina Casado updated the board on the Task Force meetings. Ms. Casado reported that the CIAB partners are working in the downtown areas to prepare for the Miami HEAT season. Ms. Casado demonstrated (via power point) pictures on some of the downtown areas that have been improved. Ms. Casado reported that FDOT responded immediately to concerns in the areas around the 395 ramps. Ms. Casado reported that at the next CIAB meeting she hopes to present the conceptual design for the improvement of the 395 ramp once permit is ready. She presented photos of the gateway demonstrating the north and south side of the slope on 395. On November 6, 2010, the CIAB will be hosting its annual Hands on Miami Day project in partnership with Mayor Alvarez "V" initiative, the DDA, Transit, FDOT, and 250 Hands on Miami volunteers along the entrance ramp to MacArthur Causeway from Biscayne Boulevard. The ramp slope will be landscaped by volunteers and the retaining wall along the Bicentennial Park transit station will be painted in the "Vizcaya" terracotta color in order to improve the look of that gateway and improve public safety.

Ms. Casado thanked Public Works who helped secure the funding for the landscaping through the County's JPA Program (managed by David Cardenas, PWD). Ms. Casado also updated the board on improvements at WASD pump station 2 (on Biscayne Blvd). She presented pictures of the clean, newly painted pump station, noted that the landscaping installation was forthcoming, and thanked WASD, the Miami CRA and the DDA for funding the project.

Ms. Casado updated the board on other issues being addressed in collaboration with CIAB partners: Public Works Department has worked on drainage repairs (downtown); graffiti removals; traffic signs; signals repairs; sidewalks. Transit has been painting metro mover stations and the stations that are serving the AAA. The Water and Sewer Department painted their pump station. Ms. Casado reported that the DDA has their teams of ambassadors in the (downtown area) working to clean and improve the district daily. She thanked the DDA for taking the lead in coordinating most of the activities. Ms. Casado noted that that they also funded most of the newly installed plant materials.

City of Miami has also responded very quickly to needs for downtown and has been working on removing graffiti, and increasing littler cycle and tree trimming. Ms. Casado spoke about the parking lots in the downtown area.

Million Trees Campaign: Ms. Casado announced the upcoming launch of the Million Tree Miami Campaign where Miami-Dade is committed to achieving 30% tree canopy by 2020 (10 years) by planting one million trees across the community. The campaign is modeled on the Million Tree NYC campaign. Ms. Casado informed that the campaign commits the County to planting 30% of the million trees and seeking 70% from partners in the community such as cities, corporations, homeowners, and non profits. Ms. Casado indicated the campaign website will be launched in the next few months. Ms. Casado presented a power point with the new Million Trees Campaign logo.

Transit Metro Mover improvements: Ms. Casado reported on Transit's Metro movers improvements. She spoke about the maintenance of the stations and presented a power point to the board illustrating the landscaping improvements at all of the Metro mover stations including before and after photos. The priority Mover stations discussed were: Bayfront Park, College Station, Arena State, and Freedom Tower since they serve the AAA.

Christina Casado reported on the upcoming projects. She updated the board on new projects in partnership with City Year, who have organized several community service projects at key Metro Rail stations for the Transit Department.

Rick Johnson (MDX) asked questions in regards to the Million Trees Miami Campaign. Ms. Casado informed that she would like to include a "tree planting counter" on the website that is being developed for the Million Trees Miami campaign that includes all of our plantings since 2006. In addition, future plantings can be added by agencies, private donors, non-profit organizations, or homeowners by going into the website and logging in the data.

Ms. Casado asked that CIAB partners respond to an email that will be sent out to all the members and participants asking for their information on tree plantings since 2006. Ms. Casado said that the Million Trees Miami website will serves as a clearing house for the

community's tree planting efforts and hopefully link separate efforts together. She would like the League of Cities involved as well and get behind the effort.

Cesar Garcia Pons (DDA) added comments with regards to the DDA's "Get it Done" task force. He asked the CIAB partners that if anyone had pending tasks to do, he recommend getting them done before first game on October. 5th. Mr. Garcia Pons asked if anyone needed a copy of the DDA Task Force list to advise him.

Bill Talbert (GMCVB) extended invitation to the CIAB to the Greater Miami Convention Visitors Bureau Annual Meeting on Thursday, October 21, 2010 at the American Airlines Arena. CIAB members would get the invitation electronically (email) with information for those that would like to attend.

CIAB Inspection Report: Deferred

Gateway Landscape Subcommittee: Jeff Dawson, Miami-Dade Aviation Department reported that the committee had met on September 15th, 2010. Jeff Dawson informed he had good news. Mr. Dawson reported positively on the following projects:

Florida City project: Mr. Dawson reported the project is a joint effort between FDOT and the Turnpike Authority. The committee has identified JPA funds from FDOT which can be used for the US1 median portion of the project. Mr. Dawson informed that the next step would be to develop a design and to meet with Debora Strelkow (Turnpike).

District 12 & 13: Jeff Dawson reported the committee has identified funding for this project. The landscape design has been developed and is ready now for permitting.

Hands on Miami: Mr. Dawson informed the board that the Hands of Miami project coming up soon will include landscape improvements on 395 Ramp and painting in front of the Metro mover station. He reiterated that the project is a volunteer project in partnership with the Mayor's "V" initiative which will take place on Saturday, November 6th, 2010 from 9:00 a.m. to 12:00 noon. Mr. Dawson thanked FDOT for the funds made available. Christina Casado thanked David Cardenas for the assistance with securing the FDOT JPA funds.

David Cardenas (PWD) announced that the BCC approved funds by resolution to the City of Miami Gardens. Mr. Cardenas thanked FDOT for funding our JPA to make this possible.

Marketing & Education Subcommittee:

Christina Casado announced that Lina Blanco (City of Miami) is leaving the City. Ms. Blanco last day at the City is September 30th 2010. Ms. Casado informed that Chairman Moss would be appointing a chairperson for the Marketing and Education Subcommittee. She asked the board if there are any interested in volunteering to chair the subcommittee to please let her know.

Poster Contest: Ms. Casado advised the board that the CIAB Poster Contest announcements would soon be going out (to be on the look out in November).

Street Tree Subcommittee: Deferred

Transportation/Transit Subcommittee: Deferred

IV. Reports

County Roadway Landscaping Project Updates: David Cardenas (Public Works Department) presented a power point presentation summarizing Miami-Dade Public Work's 2009/2010 Roadway Beautification Projects. Mr. Cardenas reported that they completed a total of 48 landscaping projects County-wide for an estimated cost of \$635,000. This included: 27 tree replacement projects; 7 JPA grant projects; 4 roadway improvement projects; 5 traffic circles; 4 neighborhood enhancements, the South Miami Station project; a Port of Miami project; the NW 97th Avenue neighborhood enhancement (included photos); the NW 87th Avenue/JPA Project (from Bird Road to Kendall Drive); 127th Avenue; SW 62 Avenue & Coral Way (roadway improvement); 137th Avenue, and several others that were listed on a slide, but not discussed.

(Presentation available on CIAB Website)

Closing Remarks

Christina Casado asked for action items

Recap of Action Items 09/29/10

Councilwomen Steril needs her question answered concerning the FDOT's ramp signaling system (entrance lights on I- 95 ramps used to slow traffic).

Additional Closing Remarks:

Christina Casado thanked everyone for attending the meeting.

The meeting was adjourned.



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
October 28, 2010



CIAB Members Present

David Cardenas, Miami-Dade Public Works Dept.
Jeff Dawson, Miami-Dade Aviation Dept.
Michael Gomez, Designee-Commission (Dist 11)
James Kay, City of Coral Gables
Penny Lambeth, Town Miami Lakes
Dennis C. Moss, MDC Commissioner (Dist 9)
John Oldenburg, City of Miami Beach
Alyce Robertson, Downtown Development (DDA)
Susan Schreiber, MPO
Kathleen Woods-Richardson, MDC Solid Waste

Participants Present

Douglas Bermudez, Miami-Dade Transit
Christina Casado, Community Image
Cesar Garcia Pons, Miami DDA
Ginny Gutierrez, GMC & Visitors Bureau
Marietta Gutierrez, Community Image
Regina Hagger, City of Miami
Rick Johnson, MDX
Doris Mejia-Gomez, Community Image
Debbie Penha-Cumbermack, MD Solid Waste
Buck Reilly, City of South Miami
Martin Sybblis, (CAO)
Bill Talbert, GMC & Visitors Bureau
Bann Williams, Community Image
Samuel E. Wilson, Office of the Chair

Greater Miami Convention & Visitors Bureau Update: Mr. Talbert welcomed the CIAB and updated the board members and participants present on this month's travel, marketing and tourism statistics. Mr. Talbert discussed recent events and press conferences held by the GMCVB (October 2010). He spoke about the bureau's annual meeting and presented a 5 second video clip of Roger J. Dow, the CBO for the US Travel Association, announcing that the bid to host International Pow Wow 2016 has been awarded to Miami. Mr. Talbert thanked Chairman Moss for his continued leadership. Mr. Talbert reported on increases in our foreign traveler visitors. Mr. Talbert shared the GMCVB's 2009/2010 Annual Report with the CIAB.

I. Welcome and Introductions

Chairman Dennis C. Moss, Miami-Dade County thanked Bill Talbert, the GMCVB for hosting the Community Image Advisory Board (CIAB) meeting. Chairman Moss thanked everyone for being present and making adjustments to their busy schedule.

Introductions began. Chairman Moss thanked the Christina Casado, the CIAB and the GMCVB for the support and for continuing to move forward with the CIAB's mission in his absence.

II. Action Items

Approval of Minutes from 09/29/10 Board Meeting: Motion to approve the minutes was requested by Chairman Moss. Kathleen Woods-Richardson, Miami-Dade Solid Waste Management, moved motion for approval of the minutes. Alyce Robertson, Miami Downtown Development Authority (DDA) seconded the motion. The minutes were unanimously approved.

III. Updates

A. Office of Community Image (CIAB Reports)

Projects Update:

Christina Casado updated the CIAB and (presented a power point) on some of the joint-beautification improvements projects completed during the month of October. Ms. Casado reported that CIAB has been working closely with Miami-Dade Transit. She thanked the DDA and Transit for the financial support to the CIAB over this last budget year. The DDA is the first partner to contribute funding directly to the CIAB, through the hiring of one of our NEAT team crews. Transit hired the CIAB this last year to perform maintenance of the Metro-mover station landscaping. Ms. Casado reported that all of the Metromovers have updated landscaping, mulch, soil amendments. She presented photos of recent events that were held at various Metro Rail stations with City Year and Marriot hotels where volunteers landscaped Dadeland, Brickell, Culmer and Bayfront Park stations.

Ms. Casado announced this year's Hands on Miami Day event on Saturday, November 6th 2010 where partners will be "revamping" the 395 ramps. The CIAB partners working on this event were FDOT, Mayor Carlos Alvarez's "V" initiative, PWD, and Transit. The project consists of planting trees and groundcovers on the beach entrance from downtown along south slope of 395 where it connects Biscayne Boulevard to the Causeway. Also, volunteers would be painting a "Vizcaya coral" color on the retaining wall along the outside of the currently closed Bicentennial Park station. In preparation for this event, Transit painted one of this more visible utility buildings a complementary pale yellow color, giving a fresh look to the areas seen from the street. Ms. Casado presented photos of the freshly painted building.

Julia Tuttle Statue "Mother of Miami" Ms. Casado informed on the past event (July 2010) of this summer in which the unveiling/installation ceremony took place at the Bayfront Park. Ms. Casado reminded the board that the CIAB was the first donor to support this historic statue and public art. Ms. Casado commented the Miami Downtown Development Authority's unveiling event at the park was excellent.

WASD Pump Station Ms. Casado informed that for over the last year the WASD pump station had been on "punch list" and reported WASD called American Airlines Arena got the color matched and repainted the building. The CIAB, CRA and DDA planted trees in front.

Transit Station/Earlington Heights Chairman Moss expressed interest in having the CIAB participate in the aesthetic component of the Earlington Heights Metrorail Station. Chairman commented that the station will be one of the first to experience tourists when using public transit to transfer to the Airport (link to MIA). Chairman Moss asked Ms. Casado to look into the task and work with Transit to ensure that the station, once completed, will be aesthetically pleasing.

CIAB Inspection Report: Deferred

Gateway Landscape Subcommittee: Jeff Dawson, Miami-Dade Aviation Department reported that the committee had met on October 20th, 2010. Jeff Dawson informed the board on the Hands on Miami Day event, on Saturday, November 6th (8:15 am to 12 Noon). Parking will be available at FDOT Lot (North of 395). Plant material for the project has been ordered and will be delivered. Mr. Dawson reported that funds for the project (\$30,000) came from JPA state funds. The committee estimates approximately 300 volunteers for the event.

Florida City project: Jeff Dawson reported that Bann Williams, Landscape Architect, was working on the design now that funds were available from the State's JPA (\$100,000) for the project. Mr. Dawson thanked FDOT. Mr. Dawson reported the committee plans to meet with FDOT to discuss the project.

District 12 & 13: Jeff Dawson reported the design was ready and approved and it's now awaiting permits approval. Project's location 183rd Street and 47th Avenue, budget funds for the projects are also from JPA in amount of \$80,000.

395 ramp lighting issue: Alyce Robertson (DDA) mentioned the 395 ramp lighting problem and asked the Landscape Committee if the committee could consider looking at it once again, as in the past. Ms. Robertson informed that the CRA has expanded boundary to include the 395 ramp area.

Christina Casado commented that there has been discussion on the lighting issue at the 395 ramps with FDOT in the past and the only lights there are based on state standards. Ms. Casado made recommendations that maybe FDOT would be willing to look at it again.

Chairman Moss asked Alyce Robertson (DDA) to lead the effort.

Alyce Robertson (DDA) accepted the responsibility and will set up a meeting to discuss the issue again. Ms. Robertson said the 395 ramp is a major gateway which affects the Performing Art Center and the Arena. Ms. Robertson added that lighting was also a part of the CIAB mission.

Ms. Casado recommended (thru the Chair) that Rick Johnson (MDX) would be the perfect expert to assist with the lighting task on the 395 ramp.

Chairman Moss asked David Cardenas to come back to the next CIAB meeting in November and give a report on the mowing and maintenance schedules issue underneath the turnpike area and also the maintenance and survival of planted trees.

Marketing & Education Subcommittee:

2010-2011 Poster Contest Christina Casado reported the Marketing and Education Subcommittee was Chair-less (for the moment) some of the members, Marietta Gutierrez, Community Image Office and Penny Lambeth, City of Miami Lakes had a Tele-conference call meeting and discussed the Poster Contest preparations. Ms. Casado informed the committee is moving forward with the Poster Contest. She distributed the proposed 2010-2011 CIAB Poster Contest schedule. Ms. Casado reported the committee will be meeting to determine what kind of prizes will be given to the winners (Elementary, Middle and High School, and Honorable mention). She informed that Karen Tynes, Miami Herald, has confirmed that the Herald will be sponsoring the 2011 Poster Contest once again. She advised the board to expect an email blast around during the holidays with the contest announcement. Penny Lambeth, Miami Lakes, gave her suggestions for

prizes. Ms. Casado mentioned the probability of having a pizza party for a winning school again that Ms. Lambeth had arranged for last year and having electronic certificates of participation for all students who participate in the contest.

Regina Hagger (City of Miami) informed the CIAB that Lina Blanco (City of Miami) has not retired from the City of Miami. Instead Ms. Blanco now is working with the Parks & Recreation Department at the City of Miami.

Chairman Moss asked Christina Casado to reach out to Lina Blanco (City of Miami) and find out if she is still interested in chairing the CIAB Marketing and Education Subcommittee.

Chairman Moss asked David Cardenas (PWD) and John Oldenburg (City of Miami Beach) get together to discuss, and then to come back to the board and present on maintenance issues that have been previously discussed. These include, but are not necessarily limited to impact to maintenance over the last few years, the idea of having coordinated scheduled across jurisdictions, and current maintenance conditions. and to come back and present at the next CIAB meeting.

Street Tree Subcommittee: John Oldenburg (City of Miami Beach) briefly reported on the updates of the Committee. Mr. Oldenburg presented a short power point presentation on the CIAB's Fourth Annual Tree Summit 2010. He thanked Christina Casado and the Community Image Office staff for all the assistance provided with the coordination of the Tree Summit (June 2010). He said the Summit was very well attended by over one hundred attendees. Florida International University (FIU) hosted this year and is interested in continuing the partnership. At the Summit, we announced the new "Million Tree Miami" Campaign which we expect to launch this year. Mr. Oldenburg presented photos of the "icon" for the Million Tree Campaign. Ms. Casado informed that the logo was produced by the Miami-Dade County's GIC. Mr. Oldenburg discussed the work of the keynote speaker, Dr. Francisco Escobedo from University of Florida School of Forest Resources and Conservation, who presented his research on the current state of tree canopy in Miami-Dade County. On behalf of the Street Tree Subcommittee Mr. Oldenburg thanked the CIAB and FIU for hosting the event and sponsors Rosenberg Gardner Design, and MWH. He also thanked Tremendous Miami, DERM and other partners. Mr. Oldenburg spoke about the Committee's 30% goal tree canopy target. We will need to plant approximately one million trees by 2020 to achieve this long term goal. Mr. Oldenburg showed photos of the first "Crown Leadership Award" which was presented to Miami-Dade Commissioner Katy Sorenson (District 8) who attended the Tree Summit. **(Presentation available on CIAB website)**

Street Tree Guide: With regards to the Tree Guide, Mr. Oldenburg reported that it was in final revision stage. He thanked the DDA for their assistance with the tree guide revisions and graphics. He announced that the Street Tree Subcommittee has vacancies open for anyone who wishes to join the committee. Mr. Oldenburg announced that Rick Johnson (MDX) has committed to join and will assist the Tree Committee.

Chairman Moss commented that he was exploring the idea of asking Miami-Dade County to look into the possibility of developing a sort of "Parking Authority" in order for the County to generate money for public works maintenance, plant more trees, etc... And if feasible, the idea would be presented to BCC for approval. Again, Chairman Moss informed that he was exploring the idea.

IV. Reports

AAA “Get it Done” Task Force Update: Alyce Robertson and Cesar Pons Garcia (DDA) updated the board on the Task Force that was put together by the DDA that included a variety of different agencies with a stake downtown. Ms. Robertson informed that the reason for the Task Force was to ensure that downtown looked its best for the beginning of the Miami Heat season and that meant addressing issues such as cleanliness, litter, graffiti, paint, safety-lighting, pedestrian signals, crosswalks, landscape, weeding, trees, groundcover, sidewalks, pavers, tree grates, clutter, signage, and abandoned objects. The power point presentation showed before and after photos of several issues addressed. Cesar Garcia-Pons reported the Task Force met twice and had a bus tour of downtown with all the agencies responsible for work downtown. All agencies responded quickly and effectively. Ms. Robertson read a “Thank You” note sent by Kim Stone, Vice President of the Miami Heat in charge of the Arena that highlighted the efforts of all the agencies. Ms. Robertson distributed handouts to the CIAB and “Got Game” campaign flyers, table tents, and mini basketballs encouraging everyone to enjoy this year’s Heat season downtown. **(Presentation on CIAB website)**

Chairman Moss commended Alyce Robertson (DDA) for a remarkable job done with the “AAA Get it Done Task Force”

All Presentations are available on the CIAB website www.miamidade.gov/image

Closing Remarks

Chairman Moss expressed his interest in the “Million Tree Project”. Said it would be an outstanding project for CIAB to pursue as a priority since it will be incredibly beneficial to the community.

Recap of Action Items 10/28/10

- **November 6th Hands on Miami Event**
- **Transit/Earlington Heights Station Improvements**
- **Joint Report by David Cardenas & John Oldenburg**
(Ref: Mowing, Maintenance & Trees issues)
- **DDA (395 Ramp Lighting Issue)**
- **White Fly Update (Henry Myer)**

Additional Closing Remarks:

Regina Hagger, City of Miami and John Oldenburg commented on the big problem we are now having with the white fly. Mr. Oldenburg reported that he had information and would be more than happy to share the link with Ms. Casado to post on the CIAB website.

Ms. Casado reported that FDOT had a presentation to discuss some of their completed and upcoming projects (November CIAB)

Ms. Robertson inquired about the FPL (USI) transmission lines issues.

Chairman Moss commented and said he was back and was looking forward to the next CIAB meeting. Chairman Moss thanked everyone for attending the meeting!

The meeting was adjourned.