



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 30, 2013**



CIAB Members Present

Bill Anderson, Greater Miami Convention
And Visitors Bureau
Lina Blanco, City of Miami
David Cardenas, MD Parks & Open Spaces
Dr. Claudius C. Carnegie, MD Designee
Commission (Dist 5)
Jeff Dawson, Miami-Dade Aviation
Rick Johnson, Miami-Dade Expressway
Authority (MDX)
Gianni Lodi, MD Sustainability, Planning
and Economic Enhancement
Lisa Martinez, Miami-Dade County
Office of the Mayor
Dennis C. Moss, Miami-Dade County
Commission, District 9
Elizabeth Ogden, Miami-Dade County
Seaport
John Oldenburg, City of Miami Beach
Gerard Philippeaux, MD Designee
Commission (Dist 2)
Buck Reilly, City of South Miami
Susan Schreiber, Metropolitan Planning
Organization (MPO)
Marie Steril, League of Cities
Peter Trupia, MD Designee
Commission (Dist 3)

Participants Present

Brett Bibeau, Miami River Commission
Christina Casado, MD Community Image
Ginny Gutierrez, Greater Miami Convention
And Visitors Bureau
Kirk Hoosac, FDOT
Jack Haime, BioPlanet
Patricia Harris, Citizen
Jack Kardys, MD Parks and Open Spaces
Doris Mejia-Gomez, MD Public Works &
Waste Management
McClellan, Robert, MD Transit
Jennifer Roderro, Miami DDA
Diana C. Perez, MD Commission (Dist 9)
Debbie Penha-Cumbermack, Public Works
& Waste Management
Bill Talbert, Greater Miami Convention
And Visitors Bureau

I. Welcome and Introductions

Chairman Dennis C. Moss, Miami-Dade County Commissioner District 9, welcomed the Community Image Advisory Board and thanked all participants for being present.

Commissioner Moss thanked Mr. Talbert and Mr. Anderson with the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the Community Image Advisory Board (CIAB) the meetings.

Introductions began.

Commissioner Moss expressed his concerns regarding Miami-Dade's canal systems and said he wants to take a look at the maintenance and appearance.

Greater Miami Convention Visitors Bureau (GMCVB) Bill Anderson updated the CIAB on how well Miami is doing in the tourism market. Mr. Anderson provided the numbers. He reported once again Miami broke records with the numbers in occupancy rate with 76.4% highest ever had in the community ranking Miami number four and room rates increased by six percent.

Ginny Gutierrez, GMCVB announced the upcoming events. Ms. Gutierrez informed about the Boat Show 61st anniversary and the Coconut Grove Art Festival celebrating their 50th anniversary. Ms. Gutierrez announced that the American Dermatology Association convention would be hosting the convention here, which would bring into Miami approximately twenty thousand attendees.

II. Action Items

Approval of Minutes from 11/28/12 Board Meeting: Chairman Dennis C. Moss requested a motion to approve the minutes. Susan Schreiber, Metropolitan Planning Organization (MPO) moved to approve the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were unanimously approved.

III. Updates

Christina Casado, Community Image Manager, reported that the month of January has been very busy. Ms. Casado briefed the board on some of the tree planting events held during the last couple of months. She reported that approximately 2,000 trees had been planted within the last two months. And said the projects are moving forward.

Ms. Casado reported that on the WIZO planting event that took place Sunday, January 27th The planting event was assisted by Jack Haime of BioPlanet USA. One hundred and fifty native trees (150) were planted at Miami-Dade Haulover Park. Ms. Casado thanked Mr. Haime for his collaboration with the Million Trees Miami Project.

Mr. Haime thanked Commissioner Moss for taking time out of his busy schedule to attend the event.

Commissioner Moss said the event was very well attended and that he was very impressed.

Ms. Casado announced that at the February CIAB meeting she would be presenting draft design for the new Adopt-A-Road Program. Ms. Casado reported they are working on securing the funding. However, clearance has been granted to get preliminary estimates for the activation on 10 County Roads. Ms. Casado reported the County roads will be available for sponsorships. She informed there is one church in District 9 who will serve a volunteer organization to start adopting our roads again. CIAB will be asked to design the logo. Ms. Casado informed the board about the website accessibility for information on the Adopt-A-Road Program. Said the web designer is working on a draft. Ms. Casado concluded and inviting the board to share any suggestions.

(Agenda out of Order)

Discussion took place in regards to Miami-Dade County corridors eye sores and legislation. Vice Mayor Marie Steril, City of North Miami expressed her concerns. Gianni Lodi, Miami-Dade County Planning & Zoning Dept. added his comments.

Commissioner Moss asked Mr. Lodi if he could bring a preliminary report to the next CIAB meeting of February about the corridors and municipalities discussion on what other municipalities are doing.

Landscape Projects Subcommittee Jeff Dawson, Miami International Airport reported that he had good news and updated the board on the Florida City Project. Mr. Dawson informed that at the February meeting he would share pictures of the completed portion of the project. He also reported on the US 1 Project. He reported that the maintenance agreement of this project was still pending review at Miami-Dade Parks and Recreation. Mr. Dawson informed that after the review it would then go to the Board of County Commission (BCC) for approval. And once approved FDOT would then issue notice to proceed.

Commissioner Moss asked FDOT to take a look at 248th Street. Commissioner Moss said the area has noticeable gaps due to trees that were never replaced.

David Cardenas, Miami-Dade Parks & Recreation provided updates on the landscape design plan for the Bicentennial Metro Mover Station.

Mr. Dawson informed that the committee is discussing planting trees on the sloped of I-395 downtown as another volunteer event. Mr. Dawson reported that the committee is currently working on two (2) other projects along the Palmetto. One at NW 46th Avenue and the second project is from US-1 to Sunset Drive.

Commissioner Moss asked what about the maintenance on the corridors on 826 once work was completed.

Vice Mayor Marie Steril commented on the need of improvements in many areas in North Miami, including NW 7th Avenue.

Gerald Philippeaux, Designee for District 2, expressed his concerns as well, especially along NW 7th Avenue.

Mr. Lodi spoke about the different kinds of needs and mechanism for these corridors.

Susan Schreiber (MPO) and John Oldenburg (City of Miami Beach) spoke about funds and allocations of funds.

Commissioner Moss asked the CIAB to continue discussion on the issue of the maintenance, sustainability and the landscaping of the corridors at the next CIAB meeting of February. Commissioner Moss then added that a resolution be drafted in supporting fund resources allocations for maintenance to be then presented to the Board of County Commission (BCC).

Lisa Martinez, Miami-Dade County, Office of the Mayor updated Commissioner Moss regarding the coordination of meeting to discuss some of the issues pertaining to the City of Miami and Miami-Dade County. Ms. Martinez indicated that the meeting was scheduled and that it was on the calendar for the month of January 2013 with Mayor Gimenez, Commissioner Moss and City of Miami Officials.

Marketing and Education Subcomittee Lina Blanco, City of Miami reported that the Committee had a TELCOM conference meeting. Ms. Blanco briefed the board on the upcoming 2013 Clean Up and Green Up Poster Contest. The committee discussed not to do the digital or video submittal this 2013. Ms. Blanco added however, the committee would not be posting on Face book. Ms. Casado informed that all the information is up loaded in the Community Image website. She reported that Vivian R. Digon-Greer, one of the representatives from the Parks Art and Cultural Programs, would be assisting with the coordination of volunteers and the judging in March 1st. Ms. Casado shared that a new event will be planned at the new Women's Park Art Gallery Exhibition Center for the Poster Contest. She said how excited the committee was since the winners would have an opportunity to have their poster on display at the Women's Park Art Gallery this year. Ms. Blanco informed that the Miami Herald will be involved and assisting as in the past years. Ms. Blanco thanked Bill Talbert (GMCVB) on behalf of the committee for their commitment and generosity to donate the gift certificates and iPads

Street Tree Subcommittee John Oldenburg, City of Miami Beach reported on the CIAB Tree Summit. He reported the Tree Summit this year happens to be on the date of the CIAB meeting Wednesday, March 27th at FIU at the Modesto Campus Mr. Oldenburg reminded everyone that the Tree Summit event will be a great kick off in observation of earth month which is in April. Mr. Oldenburg informed that Larry Perez, from FIU will be one of the key note speakers. The Crown Award will be presented at the Tree Summit. Mr. Oldenburg reported the committee will have four education blocks. The committee is also trying to get institution credits for advance learning (the ISA and ASLA). The committee is focusing on the students. Committee is using a different strategy to get students more involved in their social responsibilities.

Ms. Casado announced the Job Fair and the Expo at the upcoming Tree Summit. Ms. Casado reminded the board that is was an opportunity for companies/organizations to have a table and showcase as part of a career fair for your recruitment and also as part of an Expo for your projects.

Transportation/Transit Subcommittee Dr. Claudius Carnegie delegated the transit details to Robert McClellan (MDT). Mr. McClellan reported on the work being done in the Bicentennial Station. Work at the station will entail new lights, painting, replacement of elevators, escalators and the landscaping. In lighting renovations Mr. McClellan reported that phase I and Phase II was recently completed which involved Park West Station, Freedom Tower, 10th Street, College Bay Side and College North Station. All those stations have new LED lights. He reported that Phase III has just begun. Lights are ready to be installed at (Financial District, 8th Street, 5th Street and First Street Station). Mr. McClellan informed that it is estimated to be completed by mid March. When all is completed, fifteen (15) of the stations will be retrofit with new LED lights.

IV. Reports

Miami River Greenway Update Brett Bibeau, Managing Director for Miami River Commission distributed to the Miami River Commission Annual Report 2012 and the 9th Annual Miami River Map and Guide. Mr. Bibeau briefed the board on the history of when Miami River Commission was created. He then provided an updated on the projects in constructions and accomplished. He spoke about Greenway, public pedestrian and bicycle pathway, landscaping, decorative lights, way-finding signage and other amenities. Mr. Bibeau reported that in 2012 four sections of Greenway were constructed by private and public sectors. And in 2013 six fully funded and designed sections of the Greenway will be built, finished more than half of the planned 10-mile public Miami River Greenway. Mr. Bibeau reported that 5 of 10-miles are completed.

V. Recap of Action Items from 01/30/13

- Canals system maintenance and appearance
- Adopt-A-Road Program
- Preliminary report on corridors & municipalities
- CIAB planting reports (MDPR)
- CIAB resolution to BCC on state allocations for maintenance & sustainability
- CIAB tree summit – March 27th 2013
- Invite to CIAB SFWMD

VI. Additional Closing Remarks:

The meeting was adjourned.