



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
April 24, 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)
Tsahai Codner, City of Miami Gardens
Jeff Dawson, Miami-Dade Aviation
Kenneth Eric Gardner (TARC)
Rick Johnson, Miami-Dade Expressway
Authority (MDX)
Penny Lambeth, Town of Miami Lakes
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
John Oldenburg, City of Miami Beach
Debora Rivera, Florida Department of
Transportation (FDOT)
Alyce Robertson, Miami Downtown
Development (DDA)
Susan Schreiber, Metropolitan Planning
Organization (MPO)
Marie Steril, League of Cities
Peter Trupia, MD Designee
Commission (Dist 3)

Participants Present

Gloria Anita, Citizen for a Better S.FL
Christina Casado, MD Community Image
Rasha Cameau, City of North Miami Beach
Steve Duncan, MD Parks & Open Spaces
J.C. Garrido, MD Commission (Dist 7)
Ginny Gutierrez, Greater Miami Convention
And Visitors Bureau
Regina Hagger, City of Miami
Patricia Harris, Citizen
Christopher Heid, City of North Miami Beach
Kirk Hoosac, FDOT
Jack Kardys, MDPROS
Doris Mejia-Gomez, MD Public Works &
Waste Management
Robert McClellan, MD Transit
Debbie Penha-Cumbermack, MD Public
Works & Waste Management
Diana C. Perez, MD Commission (Dist 9)
Jason Smith, MD (Dist 2)
Andrew Seibel, Florida Turnpike (FDOT)
Jason T. Smith, MD Commission (Dist 2)
Phyllis Smith, Councilwoman, City of North Miami
Beach
Bill Talbert, Greater Miami Convention
And Visitors Bureau
Eric Wardle, City of North Miami Beach

I. Welcome and Introductions

Chairman Dennis C. Moss, Miami-Dade County Commissioner (District 9) welcomed Councilwomen Phyllis Smith, City of North Miami Beach, CIAB members and participants present. He thanked Bill Talbert and Bill Anderson with the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the Community Image Advisory Board (CIAB) meetings.

Introductions began.

Greater Miami Convention Visitors Bureau (GMCVB) Bill Talbert welcomed Councilwomen Phyllis Smith and welcomed everyone at the meeting. Mr. Talbert asked Mr. Anderson to provide the board with an update. Mr. Anderson was happy to announce that for the month March 2013, record demand for travel to Greater Miami & The Beaches – Destinations ranked #1 in revenue, #1 in average daily room rates (ADR) and #1 in hotel room occupancy among the top 25 US Markets.

Ginny Gutierrez informed the CIAB about the 22nd Annual H.O.T Challenge Hospitality Golf Tournament to benefit the Black Hospitality initiative and invited the board to attend the event on Friday, May 3rd 2013 at the Doral Golf Resort & Spa.

Mr. Talbert briefed the board on the Ultra Concert and how well attended the event was. He mentioned progress on the Brazil visa waiver initiative.

II. Action Items

Approval of Minutes from 04/24/13 Board Meeting: Chairman Dennis C. Moss requested a motion to approve the minutes. Dr. Claudius Carnegie, Designee for Miami-Dade County Commission (District 5) moved to approve the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were unanimously approved.

(Agenda out of order)

IV. Reports

North Miami Beach Aesthetics Councilwoman Phyllis Smith, City of Miami Beach thanked Chairman Moss and Mr. Talbert for allowing the City to present at the meeting. She then introduced staff from the planning and code enforcement section that had come with her. Councilwomen Smith began her presentation by advising the board on the importance of partnership between the City of North Miami Beach and Miami-Dade County. Councilwoman Smith advised Commissioner Moss and the board members that she comes before the board (CIAB) with two objectives in mind. One of the objectives was to have a commitment from the board (CIAB) to work together in partnership for “beautifying” SR826 Corridor. As she spoke to the board her staff showed slides of the areas along the south side of SR 826/167th Street (the County side) which showed graffiti and broken signs. She expressed her ideas about how it would be most beneficial to both the City and the County to improve the SR826 gateway. Councilwomen Smith discussed various issues of concern between the Golden Glades exit onto NW 167th/163rd Street and 8th Avenue centering on illegal signage and billboard compliance, unattractive paint colors, and general appearance.

Councilwomen Smith ask that Commissioner Moss and the board make a commitment to work together with the City of North Miami Beach to form a committee. She suggested that FDOT, GMCVB, Miami-Dade County Planning Department, and staff from Miami-Dade County Mayor’s Office be involved as part of the committee.

Lisa Martinez, Mayor’s Office expressed to the City of North Miami Beach that she liked the “partnership” idea. Ms. Martinez advised Councilwomen Smith that she would like to

have a better understanding and asked her about what steps has the City taken with the current administration and who has the City been working with on the County side?

Ms. Martinez informed that she will personally take responsibility and make sure the County takes the follow-up steps and begin discussion regarding County rules and responsibilities in expediting a partnership. She advised Commissioner Moss that she would like to come back to the CIAB and provide an update on where the County stands.

Gianni Lodi, Miami-Dade County Planning and Zoning added his comments about the corridor issues and made some suggestions. Mr. Lodi suggested for the City and County to coordinate an effort with all the players involved (City and County) take a look at the gateways and “tour” the areas to discuss ways to find solutions. Mr. Lodi gave some examples such as 27th Avenue project.

Councilwomen Smith concluded the presentation and informed the board that she and her staff would be more than happy to participate and be part of the committee.

Christina Casado, Community Image Manager proposed that CIAB Transportation/Transit subcommittee which is Chair by Dr. Claudius Carnegie take upon the project to coordinate and bring on board all the “key players” to the table.

Commissioner Moss expressed that he was in support on the gateways improvement initiative. He stated that’s the reason why the CIAB exists. He then suggested to the City of North Miami Beach to have a representative appointed to the CIAB.

Chairman Dennis C. Moss requested a motion to approve and support the initiative regarding the enhancement of the gateways. Alyce Robertson, Miami Downtown Development Authority moved to approve the motion. Susan Schreiber, Metropolitan Planning Organization (MPO) seconded the motion. The vote was unanimously approved.

Commissioner Moss then asked Ms. Martinez, Ms. Casado and Dr. Carnegie to get together and focus on a structured plan to move forward in finding solutions to this particular gateway.

III. Updates

CIAB Work Plan FY 2012-2013

Christina Casado, Community Image Manager, presented the 2012-2013 CIAB Work Plan for board approval. Ms. Casado explained the CIAB Work Plan identifies the board’s top priorities projects. She suggested the board review the matrix which details each project. Ms. Casado presented pictures of the new Adopt-a-Road sign. She discussed the CIAB Work Plan and goals. Ms. Casado briefly outlined different goals in the Work Plan such as: Million Trees Miami Implementation Campaign; Adopt-A-Road Program; Gateway Aesthetic Enhancement Projects; Litter reduction; Landscape Enhancements along Gateways and Roadways; Neat Team-Downtown Miami; Improve Maintenance along Gateways.

Ms. Casado explained the new Adopt-a-Road pilot program and the different levels of sponsorships for participants. Ms. Casado reported that the first sign will go up in District

9 with a volunteer organization which will pick up litter on SW 107th Avenue near their church.

Ms. Casado concluded her report to the board. Discussion by the board members took place. Commissioner Moss suggested the board take the opportunity to more closely review the CIAB Work Plan, include any board suggestions, and place the item for approval on the agenda of the May CIAB meeting.

Landscape Projects Subcommittee Jeff Dawson, Miami International Airport informed that the committee has recently completed the landscaping by the Turnpike exit in Florida City. Mr. Dawson reported that the Central Boulevard project at MIA is ongoing. Completion date is expected in 2014.

Commissioner Moss asked Mr. Dawson to update the CIAB on the Central Boulevard project at the next meeting to have an idea on how the end product will look like once the project is completed.

Marketing and Education Subcommittee Lina Blanco, City of Miami was happy to report that the Herald received 478 Posters entries. Most of the entries were Elementary and Middle School. Ms. Blanco took the opportunity and thanked the Miami Herald for assisting and as they have done in the past in receiving all the posters. Ms. Blanco thanked Mr. Talbert and the Convention Visitors Bureau for the generosity and contribution of the prizes and gift certificates for the teachers. Ms. Blanco extended an invitation to the board and asked everyone to join and participate in the Poster Contest Award Ceremony on Tuesday, May 7th at 9:00 a.m. at the Board of County Commission Chambers. Ms. Blanco also invited the CIAB to attend the Art Exhibit and reception on Friday, May 31st at 5:30 p.m. at the Women's Park Visitor Center located on West Flagler at 5:30 p.m. Ms. Blanco concluded her report and presented pictures of all winners.

Commissioner Moss thanked Ms. Blanco and the Marketing and Education Subcommittee for a great job.

Street Tree Subcommittee John Oldenburg, City of Miami Beach reported that the Seventh Annual CIAB Tree Summit was held on Wednesday, March 27th at FIU at the Modesto Campus. It was very well attended (average of 130 to 150 attendees). Mr. Oldenburg reported on the programs and presentation of the Tree Summit. He reported on the break-out sessions (Arborist, Landscape Architecture, Engineering and Business Planning Tracks). Mr. Oldenburg thanked Commissioner Moss, Jack Kardys, Jack Haime, David Cardenas, Dr. Carnegie, Buck Reilly, Rick Johnson, Lina Blanco, Henry Mayer, Gloria Anita, Regina Hagger, Steve Duncan, Penny Lambeth, Jack Patricia Harris, Christina Casado, Diana Perez and Doris Mejia-Gomez. With that Mr. Oldenburg thanked everyone for their assistance and participation.

Commissioner Moss thanked Mr. Oldenburg, Ms. Casado and the Committee. He said he is aware of all the work and logistics that is involved putting together such event and he appreciates all the hard work.

Alyce Robertson (DDA) spoke about the "Get it done Team" Miami

Transportation/Transit Subcommittee Dr. Claudius Carnegie delegated the transit details report to Robert McClellan (MDT). Mr. McClellan reported on some of the station improvements projects. He presented photos and showed the new Schindler escalators and canopies (Government Center). Mr. McClellan spoke about the repair of stairs, step-plates, and the replacement of Plexiglas on pedestals signs. He presented pictures of the existing prototype train signs installed at College Bayside, and discussed the transformation of the First Street station with new paint and landscaping.

David Cardenas (MDPR) commented on the new landscaping changes and progress at the train stations. He used the First Street Station as an example for other station beautification efforts and recommended it as a model (photo presented).

IV. Reports

2012 Tree Plantings Update David Cardenas, Parks, Recreation and Open Spaces expressed to the CIAB that 2013 year has been a very successful year for planting. Mr. Cardenas reported that they planted approximately 1.6 Million dollars worth of landscaping on County roads, replacements of fallen trees, traffic circles, CIAB projects, MDT stations, CDBG sites, Special Taxing Districts for PWWM, Citizen for a Better South Florida volunteer events, and other planting projects. Mr. Cardenas reported that a total of 2,687 trees had been planted and added to the Million Trees Miami count list. Mr. Cardenas showed pictures of some of the sites - SW 27th Avenue, Venetian Causeway, and the Biscayne Bay to US-1 connection between the two National Parks. Additional enhancement projects were reported at: Medical Mile at Miami Children's Hospital, Marva Bannerman neighborhood planting, Melrose, and the Homestead Bayfront Park enhancement project. Mr. Cardenas reported on the state road projects on 79th Street, NW 27th Avenue, NW 119th Street, NW 103th Street and SW 72nd Avenue through the JPA with FDOT. Mr. Cardenas concluded his report with pictures of the Earlington Heights Metrorail (MDT Airport Link).

Commissioner Moss thanked and commended Mr. Cardenas on a well job done.

V. Recap of Action Items from 04/24/13

- CIAB 163rd Street gateway coordination (Ms. Martinez, Ms. Casado, Dr. Carnegie, Chair for the Transportation/Transit Subcommittee)
- CIAB Work Plan Approval (CIAB May 29th)
- May 7th BCC Poster Contest Ceremony
- Brickell Center Update
- MIA/Central Blvd. update report
- Broward Tour report

VI. Additional Closing Remarks:

Commissioner Moss requested that a report be presented at the next CIAB meeting on the Broward County tour done in March.

The meeting was adjourned.