



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
May 29, 2013**



CIAB Members Present

Bill Anderson, Greater Miami Convention
And Visitors Bureau
Dr. Claudius A. Carnegie, MD Designee
Commission (District 5)
Tsahai Codner, City of Miami Gardens
Rick Johnson, Miami-Dade Expressway
Authority (MDX)
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MD Sustainability, Planning
and Economic Enhancement
Dennis C. Moss, Miami-Dade County
Commission, District 9
John Oldenburg, City of Miami Beach
Alyce Robertson, Miami Downtown
Development (DDA)
Susan Schreiber, Metropolitan Planning
Organization (MPO)

Participants Present

Gloria A. Antia, Citizen for a Better S.FL
Christina Casado, MD Community Image
J.C. Garrido, MD Commission (District 7)
Ginny Gutierrez, Greater Miami Convention
And Visitors Bureau
Regina Hagger, City of Miami Public Works
Kirk Hoosac, FDOT
George Navarrete, MDPROS
Rose M. Grand-Pierre, MDPROS
Robert McClellan, MD Transit
Diana C. Perez, MD Commission (District 9)
Gerard Philippeaux, MD (District 2)
Andrew Seibel, Florida Turnpike (FDOT)
Pam Wai, Florida Turnpike (FDOT)
Adenola Adelekan, Florida Turnpike (FDOT)
Phyllis Smith, Councilwoman, City of North Miami
Beach
Bill Talbert, Greater Miami Convention
And Visitors Bureau

I. Welcome and Thanks

Miami-Dade County Commissioner Dennis C. Moss from District 9 and Chairman of CIAB welcomed all attendees and thanked them for being present after a Memorial Day weekend. He is proud of and thankful for those who made the ultimate sacrifice for us to enjoy freedom in this country.

Introductions

Members and participants introduced themselves and their respective organizations. Commissioner Dennis C. Moss requested a round of applause for Rose Grand-Pierre, the temporary note taker.

Acknowledgement of Correction on the April 24th Minutes

- Middle initial of Dr. Carnegie to show “A” instead of “C”
- City of Miami Beach, first line under Reports, Item IV, to show City of North Miami Beach

II. Action Items

Approval of the April 24, 2013 Board Meeting minutes: Chairman Dennis C. Moss requested a motion to approve the minutes. Dr. Carnegie moved the motion and Chairman Moss seconded it. The minutes were unanimously approved.

Chairman Moss thanked Bill Talbert and Bill Anderson of Greater Miami Convention and Visitors Bureau for their support in hosting one more time the CIAB meetings. Bill Anderson reported that the first four months of this year, they were ranked #1 in the country among the top 25 hotel markets, which means that their hotels generated more revenue per available room than in any other US cities. They were second in room rate and second in occupancy.

Gerard Philippeaux inquired about the urban weekend. Bill reported the numbers were not as high as the previous years because other activities occurred all throughout the County. For the past two years, the numbers have been dropping to 75-76% range but the room rates are still at good level and the report is positive.

Ginny Gutierrez of GMCVB reported that for 40th consecutive weeks the employment rate in the hospitality industry has been increasing. She was pleased with it. She reminded everyone of new programs coming up for enrollments and to check the website for great offers.

III. Updates

- A. CIAB Work Plan** – Christina Casado distributed copies of the current fiscal year core fundamental work plan and went over the program, goals (six of them), and objectives. She suggested going over the matrix for a better understanding of the roster of projects.

Commissioner Moss said that it is a fluid work plan. But, he wanted to add to the matrix a landscape enhancement along the gateways and roadways and suggested a co-ordination with municipalities and other partners, such as MDX and FDOT in order to improve maintenance and replacement of trees along their gateways. He also wanted to add a separate objective on facilities improvement as Dr. Carnegie's group works so hard on a constant basis. CIAB will make the necessary adjustments and bring the work plan back next month for approval.

- B. Landscape Projects Subcommittee** – In response to the monitoring of the 1.5% landscape funding, Christina deferred the question to Kirk Hoosac asking him for a way that the CIAB subcommittee could get a quarterly status report on the funding that has been allocated to Miami-Dade County. Kirk to respond that central office got him an automated report that calculates many stand-alone jobs for the whole district. The MPO is looking at how the money is being spent and where the resources are going as each district has a different percentage.

Jeff Dawson, whose absence was excused, was supposed to present on the concept of landscaping at the Central Boulevard. He had already provided some updates. The presentation will be a monitoring of that project.

C. Marketing and Education Subcommittee – Of behalf of Lina Blanco who was absent, Christina Casado made two announcements. One was the poster contest reception at the Women's Park on May 31st with the kids who won the contest, and the other one was the School Board presentation to the winning students, the final acknowledgement to their accomplishment on June 19th at the School Board Chambers located at 1450 NE 2nd Ave.

Christina acknowledged the participation of all partners, such as the Greater Miami Convention and Visitors Bureau that offered the first prizes; to MDPROS for their support in offering Women's Park for the exhibit of the winning posters and reception; to Miami Herald for their hospitality and generosity in receiving and sorting the posters in addition to airing the results, which will encourage other participants and competitors; to all members of the committee for their involvement; to the dedicated teachers for their encouragement and for providing the necessary resources.

Dr. Carnegie suggested making the *Green Up Clean Up* event a special one for its 10th anniversary. Councilwoman Phyllis reinforced the idea by suggesting bringing back the first nine winners and filming a video of them to be posted.

D. Street Tree Subcommittee – John Oldenburg reported that in an effort to accommodate a lot of members of the Landscape and the Street Subcommittees, it was decided to have both meetings on the same day. He started discussing on different educational groups, a multi-day event where the focus will mainly be on trees and the next year summit, which will be part of the Great Summit organized by MDPROS. As a result, the subcommittee meetings will be shorter because they will not have to worry about logistics.

The Subcommittee will be having a tree planting event of June 8th at Miami Country Club (CD 13) along the roadway where they will plant 58 trees. Flyers will be sent to members and participants.

E. Transportation/Transit Subcommittee – Dr. Carnegie invited Christina to give a summary of the staff meetings she had with City of North Miami Beach in reference to the gateway project.

Three meetings were held in order to coordinate activities and look for opportunities on how to beautify the gateway corridor that leads from the Golden Glade interchange into the entrance of the City of North Miami Beach, the north side of 167th that becomes 163th, an unincorporated in the city of North Miami Beach and the south side of the street, unincorporated of Miami-Dade County. The following issues were addressed:

a) The options to seek for an agreement with FDOT and to identify areas for planting trees and adding landscape along the roadway. As for the median, a resolution will be written before the end of the week to support the City in a grant application for the Florida Highway Beautification Council before October 1st.

b) Regarding the pedestal sign permit, Gianni Lodi reported that the County and the City will continue their coordination effort on the code enforcement. He also has been looking for a potential code amendment regarding painting violation and other issues, which will be tracked over the next few months.

c) Regarding the permit for the corridor study, Gianni Lodi suggested that the City planners coordinate with the City Council on how to pursue the request.

To follow up with the last month discussion on landscaping at the first Metrorail station, Robert McClellan reported that DDA, PROS and Transit staff gathered last Tuesday to discuss the next phase of the improvement planning, which is to do similar landscaping work at Bayfront, College North, and College Bayside stations. Overtown landscaping was completed last week while phase I of the LED lighting is in process and specifications are being done for four remaining stations. By mid-June of next year, all the Metro mover stations will have LED lights. At the next meeting David Cardenas will come up with the plan of aesthetic improvement and opening for the Bicentennial Park / Museum Park station to address Christina Casado's concerns.

Diana Perez reported how dark the First, Second, Third and Fourth Station parking lots are in Dadeland North. She had asked that they are looked into for lights. Commissioner Dennis C. Moss will take a look as well and Robert McClellan will submit a report.

Bill Talbert announced a semi-final and final football game on August 6th and 7th with international players at Sun Life Stadium. This event might be a yearly one to be aired on Fox TV and GMCVB pledged to promote it.

Tsahai Codner, City of Miami Gardens, was given a token of appreciation by Commissioner and Chairman Dennis C. Moss in recognition to her valuable contribution to the community. She is going to relocate and pursue a Doctorate's degree. Tsahai presented her thanks and announced that in the fall, SR441 will be landscaped. This was her last CIAB meeting.

IV. Reports

Andrew Seibel, Florida Turnpike, FDOT made a presentation on Turnpike Enterprise, the Wildflower program that started seven years ago and, which consisted of the guiding principles, the protection, the establishment or site condition, and the management of the program. He showed how wildflowers could transform the landscape. Several questions on budget, seed types, blooming period, color of the seeds, eco-type flowers, price, canvas at Turnpike, availability of the seeds on a timely basis, mowing contract, identification of new areas and invitation to universities that could benefit from this program were answered respectively by Andrew, Pam, and Adenola of Florida Turnpike, FDOT.

Commissioner Moss wants to look at possibilities of having the landfills covered with wildflowers through this program.

V. Recap of Action Items 05/29/2013 meeting

- CIAB Work Plan
 - Add landscape enhancement along gateways and roadways and coordination with municipalities and other partners to improve maintenance and replacement of trees along their particular gateways – Focus on the gateways
 - Add a separate objective for facilities, such as Metrorail and Metromover stations improvement
 - Report on the 1.5% landscape funding from monitoring standpoint to better control the funds allocated and distributed for the benefit of the County
 - Make all necessary adjustments and bring the work plan back for approval at the June 26th meeting
- Million Trees
 - Focus on tracking the number of trees planted so far in terms of the system that was to be put in place and add a report to show accomplishments and results. Also send an update of the projects that have been completed to Council woman Phyllis Smith
- Poster Contest
 - Reminder of the May 31st reception at the Women's Park at 5:30 pm
 - Special thanks to Miami Herald for securing the posters and to Greater Miami Convention and Visitors Bureau for the prizes.
- Dadeland North
 - CIAB and Chairman Moss to take a look at Dadeland north station regarding lights.
 - Robert McClellan to submit a report at the June 26th meeting on the museum
- Wildflower Presentation.
 - Commissioner Moss is interested in alternatives to cover the landfills and to look at Homestead, Florida City and US-1 extension, down the keys gateway for beautification purpose.

VI. Closing Remarks

Phyllis suggested to do all the gateways and the cities will pick up since all visitors need a memory. Commissioner Moss thanked everyone and adjourned the meeting.

12:00 pm the meeting was adjourned.