



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
February 26, 2014



CIAB Members Present

Bill Anderson, Greater Miami Convention and Visitors Bureau (GMCVB)
Dr. Claudius A. Carnegie, Designee MD Commission (District 5)
Juan Carlos Garrido
Designee, MD Commission, District 7
Rick Johnson, the Miami-Dade Expressway Authority (MDX)
Jack Kardys, MDPROS
Penny Lambeth, Town of Miami Lakes
Amy Lauer Goldin, Designee, MD Commission (District 8)
Gianni Lodi, MD RER
Planning and Economic Enhancement
Dennis C. Moss, MD Board of County Commission (District 9)
John Oldenburg, Citizen
Susan Schreiber, Metropolitan Planning Organization (MPO)

Participants Present

Javier Betancourt, Miami Downtown Development Authority
Patrice Gillespie Smith, MD CIAB
Miguel A. Gonzalez, MD County Attorney's Office
Ginny Gutierrez, GMCVB
Robert McClellan, MDC Transit
Teresa Olczyk, UF/IFAS Extension
Diana C. Perez, MD Commission (District 9)
Rena Ragin, MD CIAB
Eric Riel, Jr., DDA
Councilwoman Phyllis Smith, North Miami Beach
Susannah Troner, MD Office of Sustainability

I. **Welcome and Introductions**

Miami-Dade County Commissioner and Chairman of CIAB, Dennis C. Moss, welcomed CIAB members, participants and guests. He thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for accommodating the change of the meeting and for the great support they have shown CIAB. Commissioner apologized for having to change the time of the meeting due to the Mayor's State of the County address held earlier.

Members and participants introduced themselves and their respective organizations.

Greater Miami Convention Visitors Bureau

Mr. William Anderson, GMCVB, informed everyone that Mr. William Talbert, is out of town. Mr. Anderson turned the meeting to Ms. Ginny Gutierrez, GMCVB to provide attendees with updates.

Ms. Gutierrez, referenced Mayor Gimenez's State of the County's Address, where the Mayor stated that last year Miami saw 14.2M overnight visitors, totaling \$22.8B in revenue. Miami has held the fourth year record level in tourism. Employment has increased the last 48 months. January 2014 occupancy reached, 81.7% which is the second highest rate within the top 25 markets. Room rate and Revenue Per Available Room (REVPAR) averaged \$180.99. The GMCVB expects to see this trend continue into 2014.

Chairman Moss recognized Mr. John Oldenburg with a Certificate of Appreciation with the Tree Subcommittee and his participants for his leadership representing the City of Miami Beach. Mr. Oldenburg thanked Chairman Moss and everyone that worked with him. Mr. Oldenburg informed Chairman Moss, the members and participants that Mr. Rick Johnson, MDX will assume the Chair position of the Tree Subcommittee.

Chairman Moss gave recognition to Ms. Regina Hagger, City of Miami who has moved to Orlando. In Ms. Hagger's absence, she will be presented with a Certificate of Appreciation via U. S. mail. Also Ms. Lisa Martinez, Chief of Staff, of the Mayor's office will be recognized in the March meeting due to her support of the CIAB.

II. Action Items

Approval of Minutes from January 29, 2014 Board Meeting: Dr. Carnegie moved to approve the minutes. Chairman Moss seconded the motion. The minutes were unanimously approved.

Chairman Moss discussed the revisions to the CIAB Ordinance. Chairman Moss invited feedback from the Board. Some revisions were realigned within the ordinance to address the organization's structure and appointments of members. For a complete list of revisions, please see the attached red lined version.

Dr. Carnegie spoke regarding on Item 1K – MDX, asking if it should be written to reflect the entire name. Ms. Gillespie Smith replied that the County Attorney, Mr. Gonzalez had already amended the ordinance.

Ms. Teresa Olczyk, UF/IFAS Extension, requested that the name of all of the partners of the Florida Miami Dade County Corporation Extension be reflected and requested IFAS be added to the legislation.

Chairman Moss asked if everyone in attendance was happy with the changes and recommendations to the Ordinance. Everyone agreed to the changes and recommendations. Chairman Moss encouraged members to reach out to Ms. Smith or Ms. Diana Perez, from his office, regarding any changes to the Ordinance.

III. Reports

Flagler Street Improvements Pedestrian Priority Zones

Javier Betancourt, Miami Downtown Development Authority, presented an overview of the recently introduced Pedestrian Priority Zones. On a daily basis, approximately 200,000 people work, live and visit downtown. There are approximately 80,000 residents. The DDA is working with the Miami-Dade MPO to create a pedestrian and bicycle friendly downtown which will be a branded effort to place the person over the car. Mr. Eric Reil, Senior Manager, DDA presented in the absence of Ms. Alyce Robertson. Mr. Reil stated that ten elements were created as part of the Pedestrian Priority Zones (please see attached for details). He cautioned that some items may be controversial, such as the proposed 25 mph speed limit and no right turns on red.

Mr. Betancourt presented the DDA's plans for Flagler Street. The \$12M proposal includes removing parallel parking, centralizing valet parking, shade trees, lighting, and creating a maintainable aesthetic area that can be closed for street festivals, expanded sidewalks. These improvements will encourage more street cafes, and more dining destinations. The City of Miami has identified half of the funding for the project. Project will go to the Board in March, 2014.

Ms. Penny Lambeth, Town of Miami Lakes, asked if there will be parking on the streets. Mr. Betancourt replied that there will be bays for valets and deliveries. Dr. Carnegie inquired about the proposed speed limit change to 25 mph. Mr. Betancourt replied that FDOT has not accepted the change of speed limit, but DDA will continue to work with them on this issue. Dr. Carnegie asked about bicycles and walking. Mr. Betancourt replied that friendly recommendations will be posted and DDA is working with the City of Miami.

Mr. Rick Johnson, Miami-Dade Expressway authority (MDX) asked about retractable bollards instead of the gates. Mr. Betancourt stated that bollards were not embraced as a change option by the County. Mr. John Oldenburg, private citizen, stated that the embedded rail is a great idea and that the 25 mph speed limit is a reality. He also suggested keeping corners as clear as possible. Mr. Betancourt agreed that the simple concept works on Flagler.

Mr. Betancourt stated that the DDA is pursuing alternative modes of transportation since parking is limited. Flagler is accessible by a Metromover, Trolley, Car2Go, and soon to come DecoBike. Flagler provides numerous pedestrian connections to the Bay and Miami River.

Ms. Gillespie Smith asked if the design for the project considered a formal gateway? Mr. Betancourt replied that the railroad crossing is an identifiable landmark that is considered a gateway.

Councilwoman Smith praised the project is merits and about the cost of the project. Mr. Betancourt stated that the project is estimated to cost \$10 to \$12M. This would include the cost of underground utility work. So far, the City of Miami is supporting the project with \$6M, and property owners have committed to assessing themselves approximately \$1M.

Councilwoman Smith questioned the timeline of the project. Mr. Betancourt stated that the project should begin around summer 2014. Once all of the funding is secured, the project will go out to bid. The project will take approximately one year to eighteen months to complete.

Councilwoman Smith asked about sustainable lighting options. Mr. Betancourt replied that the project includes LED's.

Mr. Gianni Lodi, MDC RER, asked about the reviewers for the project. Mr. Betancourt stated that everyone is involved, including, FDOT, County and City Public Works. Mr. Betancourt stated that the recommendations require more discussion with FDOT regarding

the speed reduction to 25 mph and the no right turn on red recommendation needs reviewing.

Chairman Moss stated in a project as significant as this one, everything has to be reviewed thoroughly due to context. Streets are different.

Councilwoman Smith asked regarding ramifications for turning right on red. Mr. Lodi stated that “no turn on red signs will be posted downtown.” Additionally, Mr. Betancourt stated that signs will be posted to say “downtown is a pedestrian friendly zone”.

Dr. Carnegie asked what kind of public outreach has been conducted for businesses, public and residents. Mr. Betancourt replied that DDA along with the City have conducted several meetings. Councilwoman Smith stated that if Miami would look into one or two key restaurants of a well-known name, then businesses would follow into the downtown area. She also advised that parking has to be easy; otherwise people will not want to visit the area.

Mr. Oldenburg suggested introducing the idea of street closures by closing the streets on Sundays for Farmers Markets.

Everyone thanked Mr. Betancourt for his presentation.

Chairman Moss requested that Ms. Gillespie Smith research the Old Cutler Road improvement is from 87th avenue to 97th Avenue, SW. The project is beginning to take on character of the main street. He asked that a presentation on the project be provided to the CIAB.

Additionally, Chairman Moss requested that Ms. Gillespie Smith approach more municipalities to present to CIAB to discuss projects underway. Ms. Smith stated that a list has already been prepared of all of the cities that have presented to CIAB in the last three years.

IV. **Updates**

A. Office of Community Image (CIAB Reports)

Ms. Gillespie Smith thanked Chairman Moss for his leadership helping pass the Adopt-a-Road. She also thanked Mr. Gonzalez who helped draft the amendments. We can now enter into an agreement with volunteer groups who want to pick up litter on County roads.

Ms. Gillespie Smith stated that there were at least 600 entries for the poster contest, 15 videos. She thanked all the CIAB members, Commission District offices and partners for helping promote the contest

Ms. Gillespie Smith thanked MDT for facilitating the MetroRail Hot Spot Tour and all who participated in the Tour.

Ms. Gillespie Smith stated that the CIAB Beautification and Maintenance Awards Nominations are out and encouraged all members to help spread the word about this opportunity.

Ms. Gillespie Smith thanked Teresa Olczyk, UF/IFAS Extension, for coordinating the 51st Annual Ag Tour of Miami Dade Chairman Moss requested that a similar tour be arranged for the CIAB members. .

Ms. Gillespie Smith said other dates to put in your calendar include:

April 4th Great Park Summit

April 5th bike ride with Heat.

She also distributed the new Million Trees Miami Pocket Card for members to use or distribute.

V. **Reports**

B. **Landscape Projects Subcommittee** (Mr. Jeffrey Dawson absent)

C. **Marketing and Education Subcommittee** (Ms. Lina Blanco absent)

D. **Street Tree Subcommittee**

Mr. John Oldenburg encouraged all CIAB members to forward their tree planting numbers to Ms. Gillespie Smith. He said that the committee is in the process of coordinating the tree give away for the Great Park Summit.

E. **Gateway/Corridor Subcommittee**

Dr. Carnegie thanked Mr. Robert McClellan and the participants in the MDT Hot Spot Tour for the tour held on February 6th. The next Gateway/Corridor Subcommittee will be held on March 13th.

Mr. McClellan presented on the maintenance of the MetroRail stations from Government Center to Dadeland South. He also provided the improvements scheduled over the next year. For more details, the presentation may be accessed on the CIAB web page).

VI. **Recap of Action Items 02/26/2014 Meeting:**

- Chairman Moss requested Ms. Smith to contact the Village of Cutler Bay and related staff to present to the CIAB on the Old Cutler Road improvements.
- Chairman Moss requested Ms. Smith to contact municipalities that have not presented to CIAB and encourage them to share projects underway.

- Discuss coordinating a Miami-Dade Ag Tour with Ms. Olczyk.
- Mr. Oldenburg will continue working on the 2013 tree planting numbers.

Dates to Remember:

- April 4th Great Park Summit
- April 5th Bike Ride with Heat.
- Future 163rd street discussion.

VII. **Closing Remarks**

The meeting was adjourned at 3:42 p.m.