



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
September 24, 2014



CIAB Members Present

William Anderson, Greater Miami
Convention & Visitors Bureau
Gloria Antia, Citizens for a Better
South Florida
Lina Blanco, City of Miami
David Cardenas, MD Parks, Recreation
and Open Spaces
Dr. Claudius A. Carnegie, Designee MD
Commission (District 5)
Antonio Cotarelo, PWWM
Harold Desdunes, FDOT
Steven Ferreiro, PR Concepts, Inc.
Cesar Garcia-Pons, City of Miami
Kenneth Gardner, TARC
Juan C. Garrido, Designee/MDC
Commission, District 7
Patricia A. Harris, Citizen
Ramiro Inguanzo, Miami-Dade College
Rick Johnson, Miami-Dade Expressway
Authority (MDX)
Jack Kardys, Miami-Dade Parks, Recreation
And Open Spaces
Jennifer Korth, City of South Miami
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Planning & Zoning
Councilman Elvis Maldonado,
City of Homestead
Robert McClellan, MDT
Maria Mitchell, Designee/
MD Commission District 6
Dennis C. Moss, Miami-Dade County
Commissioner, District 9
Teresa Olczyk, University of Florida
MDC Cooperation Extension/IFAS

CIAB Members Present (Continued)

Alyce Robertson, Miami DDA
Susan Schreiber, MD Metropolitan
Planning Organization (MPO)
Councilwoman Phyllis Smith,
North Miami Beach
Councilwoman Marie Steril, League of
Cities and City of North Miami
Peter Trupia, Designee/
MDC Commission, District 3

Participants Present

Rolando Aedo, GMCVB
Debbie Penha Cumbermack, MD
Public Works and Waste Management
Jose Gonzalez, FECI/ All Aboard Florida
Ginny Gutierrez, GMCVB
Mavi Haime, BioPlanet U.S.A.
Maria Hernandez, City of Miami Beach
Kirk Hoosac, FDOT
Ken Jeffries, FDOT
Jimmy Morales, City of Miami Beach
Dulce Pantaleon, City of Doral
Eric Penfield, RS&H
Diana C. Perez, MD Commission, District 9
Rena Ragin, CIAB
Patrice Gillespie Smith, CIAB
Mark Williams, City of Miami Beach

I. **Welcome and Introductions**

Chairman Dennis C. Moss welcomed members, participants and guests.

Chairman Moss gave a special welcome to City Manager Jimmy Morales, of Miami Beach, a former County Commissioner.

Chairman Moss thanked the Greater Miami Convention & Visitors Bureau for its hospitality.

Members and participants introduced themselves and their respective organizations.

Greater Miami Convention Visitors Bureau

Mr. Rolando Aedo, GMCVB, stated that he appreciated all that CIAB is doing for South Florida. Mr. William Talbert is in West Palm Beach attending the Governor's conference regarding tourism. The GMCVB is establishing more visitors' centers. With 22 existing centers, Mr. Aedo encouraged attendees interested in opening a visitor's center to reach out to the GMCVB. Presently, the GMCVB is targeting West Grove, Little Havana and Little Haiti for new visitor centers. GMCVB continues to be involved with the Miami Beach convention center project.

Mr. William Anderson informed the group of the record hotel achievements. For the first eight months, occupancy is 80%, which ranked # 5 in top 25 markets. Room rate averaged \$188.86, ranked # 4. Greater Miami is also # 4 in Revenue Per Available Room (REVPAR). Ranked #5 in hotel room occupancy among the top 25 U. S. markets. Hospitality related jobs are up for the 56th consecutive month.

Dr. Carnegie wished Mr. Talbert and Mr. Gerard Philippeaux a Happy Birthday.

II. **Action Items**

Approval of Minutes from June 25, 2014 Board Meeting: Dr. Carnegie moved to approve the minutes. The motion was seconded by Chairman Moss. The minutes were unanimously approved.

Community Image Advisory Board New Member Candidates:

Ms. Gillespie Smith stated that the Board of County Commissioners recently approved legislation that facilitated changes to the way that CIAB appoints some of its new members. As a result, the CIAB can appoint certain members. Today two candidates will be considered to serve on the Board: City of Homestead Councilman Elvis Maldonado and Mr. Harold Desdunes, FDOT.

The motion to approve the candidates was moved by Dr. Carnegie and seconded by Chairman Moss. The motion was unanimously approved.

III. **Reports**

Miami Beach: Major Projects and Future Agenda

Mr. Jimmy Morales, City of Miami Beach City Manager, stated that while he has 21 years in public service, today marked his first appearance at a CIAB meeting. A copy of his PowerPoint is available on the CIAB website.

Mr. Morales stated that the second reading for the tree ordinance for the City of Miami Beach will be October 22nd. The ordinance will be modeled after Miami-Dade County's ordinance to promote the greening of public and private spaces. Additionally, he stated

that green space responsibilities have been moved into the Public Works Department to stress that it is a community-wide issue.

The CIP projects will focus on improving streetscape, resurfacing streets, and reducing stormwater runoff. There will be 58 pump stations installed within the next five years. Beachfront projects will facilitate bicycle and pedestrian use. The old parking lots will be landscaped. Neighborhood drainage improvements are being made. Swales will be introduced. The Convention Center should reach 30% design by November or December 2014. There are two phases, the RFQ, and the proposal. The timeline is to break ground after Art Basel in 2017.

Mr. Morales stated that some of the convention parking will be turned into a park which will facilitate connections to nearby neighborhoods. The goal is to activate the space.

Furthermore, Mr. Morales stated that the City will work to realize the Master Plan for North Shore Open Space Park.

Mr. Morales stated that the City has a strong partnership with Miami-Dade County in the care of the beaches.

Ms. Lina Blanco, City of Miami, asked about trolleys to explore growing trolley service. Mr. Morales stated that the City of Miami Beach is working with the County.

Mr. Jack Kardys, PROS, stated that he visited South Pointe Park three weeks ago and that the City of Miami Beach's has set the bar high for activating open spaces.

Ms. Maria Mitchell, District 6 Designee, stated that she enjoyed the Wallcasts and that the New World Symphony Park is a beautiful corner. Mr. Morales stated that the City is looking at activities to program the Park during the day.

Chairman Moss asked if there will be sufficient parking in the new Convention Center? Mr. Morales stated that 800 plus spaces will be incorporated into the building. Additional parking will be available at nearby hotels.

Ms. Alyce Robertson, DDA, stated that pedestrian priority zones can increase safety. She stated that Commissioner Michael Grieco has interest in establishing these in Miami Beach.

All Aboard Florida Corridor and Terminal Plans

Mr. Jose Gonzalez, Senior Vice President of Florida East Coast Industries, presented on the All Aboard Florida plans. A copy of his presentation is available on the CIAB Website. He stated that the Miami to Jacksonville rail extends 350 miles and is 195 miles from Miami to Cocoa.

In 2012, a study was performed and the express intercity passenger rail service connecting Florida's two regions was deemed viable. All Aboard Florida will include transit oriented developments. This new project will have economic vibrancy and its significance will

attract tourism. Approximately 100M passengers per year will use the train, (74% leisure travelers and 26% business travelers).

The trains will be built in the United States. The travel time will be three and a half hours from Miami to Orlando. There will be 32 round trips daily. Wi-Fi network will be on board. The project will be an initial investment. The project is 100% privately funded and is slated to create 100,000 jobs. An office will be located in West Palm Beach totaling 60,000 sq. ft., near apartments, hotels and retail stores. The Fort Lauderdale station will connect bus and rail. The Downtown Miami segment will elevate trains. No streets will be closed.

Mr. Gonzalez suggested that CIAB should make contact with Tri Rail to make a presentation because their service will still be necessary after AAF's service is complete.

Mr. Gonzalez stated that the 70 story tower in Downtown Miami will be like a Four Seasons, which will transform the west section of downtown. This will include an eleven acre multimodal hub, near NW 6th street.

Ms. Robertson, DDA, asks if there will be a connection from AAF to the airport. Mr. Gonzalez answered not yet; however, passengers can transfer at the Government Center and take Metrorail to the airport.

Dr. Carnegie asked about estimated cost to Miami-Dade County. Mr. Gonzalez stated that statewide the rail improvements are approximately \$500M. The total project is \$4B investment.

The rail project is planned to be operational in 2017.

Mr. Ramiro Inguanzo, Miami-Dade College, asked if rail will go over the Metromover? Mr. Gonzalez said not at this time.

Councilwoman Smith, City of North Miami Beach, asked about noise control. Mr. Gonzalez stated that safety improvement crossings will be quiet zones. Trains will not blow horns in those areas. Councilwoman Smith said that since the trains will be elevated, the CIAB should consider the visuals that passengers will encounter as they arrive to downtown Miami. Furthermore, they should look into green roofs.

Mr. Steven Ferreiro, P. R. Concepts, Inc., asked if there will be transit to the Zoo and West Kendall? Mr. Gonzalez responded not at this time.

NW 36th Street Improvements and Possibilities

Mr. Ken Jeffries, FDOT, introduced Mr. Eric Penfield, consultant, RS&H, to speak on NW 36th street. A copy of Mr. Penfield's presentation is on the CIAB Website.

Mr. Penfield gave an overview of the project and said that the perception of the area is unsafe and has a very limited right-of-way. While Complete Streets may accomplish

some of the CIAB goals, FDOT has determined that lane reduction is not a viable option at this time.

Chairman Moss asked Mr. Gianni Lodi about the 36th street corridor zoning overlay and how should CIAB help to proceed with it.

Mr. Lodi stated that it is a multi-jurisdictional issue. He stated that the right-of-way will always be problematic.

Chairman Moss asked if it was possible to begin looking at rezoning the corridor to allow larger setbacks in future development.

Mr. Lodi stated that he will work with the CIAB manager regarding the project.

Chairman Moss suggested a sunshine meeting with Chairwoman Sosa and Commissioner Monestime to further explore the zoning options on the corridor.

Mr. Rick Johnson, MDX asked if the types of traffic on the corridor were analyzed? Mr. Penfield stated that a traffic origin and destination study has not been conducted, but that there is heavy truck travel through the corridor.

Mr. Johnson stated that MDX has looked at the corridor and that there may be a possibility to create express lanes and to make NW 36th street pedestrian friendly.

Mr. Tony Cotarelo, PWWM, stated that FDOT indicated the project is impossible, and that it needs a right-of-way for green areas. Complete Streets would be the ideal, but to have Complete Streets the area needs to be rezoned.

Ms. Mitchell stated that one block north of 36th street is used for pedestrians and lighter traffic to go through because it feels more comfortable.

Mr. Lodi stated that the right-of-way for planning and zoning is very difficult and that other solutions should be explored. He stated that a pending resolution calls for staff to conduct a report on Complete Streets by January 2015.

Dr. Carnegie asked if there has been any accident statistics gathered along the corridor? Mr. Penfield responded that this corridor is not in the top 5% of accident corridors.

Dr. Carnegie suggested that there is a high percentage of heavy truck traffic. He suggested elevating SR 112 and converting the lower one to a Complete Street.

Mr. Penfield stated that Mr. Jeffries is looking at the local traffic needs. He indicated that other studies that have been recommended and perhaps this could be considered in future studies.

Chairman Moss suggested that a discussion should be facilitated with the entire county regarding NW 36th street.

IV. Updates

A. Office of Community Image (CIAB Reports)

Rebranding: Bruce Turkel

Ms. Gillespie Smith thanked the Greater Miami Convention & Visitors Bureau for their contribution of Bruce Turkel and his team's efforts to develop several brand proposals for the CIAB. She gave the floor to Mr. Rolando Aedo, GMCVB.

Mr. Aedo introduced Mr. Bruce Turkel, President of Turkel.

Mr. Turkel complimented CIAB on its awesome job performance, but stated that no one really knows who the Community Image Advisory Board is. Mr. Turkel said we need to capture the essence of CIAB, but also to create a user friendly name: "Neat Streets Miami". Mr. Turkel stated that Neat Streets says what CIAB is and what it does. People will remember it. The graphics were shown to all attendees. (The proposals are posted online.)

Chairman Moss stated that branding has been an ongoing struggle for CIAB. The discussion has come up often in the past and that now is the time for the Board to decide how to go forward.

Chairman Moss stated that it is important that people know what we are about.

Chairman Moss requested Ms. Gillespie Smith to send emails to members requesting feedback on branding.

Ms. Mavi Haime, BioPlanet, suggested realtors donate a tree for every property they close. This effort would address our impact on the carbon print.

Mr. Kirk Hoosac, FDOT, indicated that FDOT's new logo has a curved road under the name.

Chairman Moss thanked the GMCVB.

Ms. Susan Schreiber, Metropolitan Planning Organization (MPO), thanked the GMCVB for their effort in branding.

Ms. Gillespie Smith stated that a review of the required process and budget will be put together for rebranding and presented to the Marketing Committee.

Ms. Robertson said she agreed that no one knows what the CIAB is.

Ms. Mitchell thanked Mr. Turkel for his presentation.

Chairman Moss encouraged all attendees to review the proposed branding for CIAB and to send Patrice comments.

Ms. Gillespie Smith encouraged all attendees to think about the applications while driving and taking transit in Miami-Dade.

Ms. Haime stated that branding would be like a seal.

The meeting was concluded due to time restraints. The updates from each committee will be discussed in the October meeting.

V. **Recap of Action Items 09/24/2014 Meeting:**

- Mr. Lodi to work with Ms. Gillespie Smith to arrange meetings with district commissioners for the NW 36th Street corridor.
- Ms. Gillespie Smith to email all attendees regarding branding information and to request feedback.
- Commissioner Moss requested a copy of the proposed Complete Street resolution.
- Chairman Moss requested information on new logo for FDOT.
- Mr. Gonzalez suggested having CIAB have Tri Rail present.

VI. **Closing Remarks**

Chairman Moss thanked everyone for attending the meeting.

The meeting was adjourned at 12:07 p.m.