



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
October 29, 2014



CIAB Members Present

William Anderson, Greater Miami
Convention & Visitors Bureau
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
Jeffrey Dawson, MDC Aviation
Steven Ferreiro, PR Concepts, Inc.
Cesar Garcia-Pons, City of Miami
Juan C. Garrido, Designee/MDC
Commission, District 7
Patricia A. Harris, Citizen
Jack Kardys, MD Parks, Recreation
And Open Spaces
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MD Planning & Zoning
Robert McClellan, MDT
Dennis C. Moss, Miami-Dade County
Commissioner, District 9
Teresa Olczyk, University of Florida
MDC Cooperation Extension/IFAS
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

Participants Present

Miguel Claro, CIAB
Patrice Gillespie Smith, CIAB
Jorge Gomez, CIAO
Ginny Gutierrez, GMCVB
Marietta Gutierrez, PROS
Debbie Penha Cumbermack, PWWM
Mike Sarasti, CIAO
Henry F. Sori, CIAO
Ajani Stewart, RER
Susannah Troner, MD OOS
Mark Williams, City of Miami Beach
Tanya Wilson Sejour, North Miami

I. **Welcome and Introductions**

Ms. Gillespie Smith welcomed everyone to the meeting and announced that Chairman Moss would be late due to a conflict.

Ms. Gillespie Smith congratulated the Greater Miami Convention and Visitors Bureau on its annual meeting and subsequent media coverage.

Members and participants introduced themselves and their respective organizations.

Ms. Gillespie Smith thanked Ms. Ginny Gutierrez and Mr. William Anderson of the GMCVB for their hospitality.

Greater Miami Convention Visitors Bureau

Ms. Gutierrez announced that Mr. William Talbert, GMCVB, is out sick today. Ms. Gutierrez, GMCVB, stated that South Florida is transitioning from Attractions Month to Miami Live Month beginning November 1st. There will be opportunities to feature live music and entertainment venues. She encouraged everyone to check GMCVB's website for its new webpage on Heritage Neighborhoods--the fabulous historic neighborhoods throughout the county. She distributed their new brochure. Overtown will be the first of many Heritage Neighborhoods to have a visitor's center. As a result, Overtown will be added to the Big Bus Tours on the Uptown loop.

Ms. Gutierrez stated that 2014 has been a good year. The GMCVB has a new Chair; Mr. Bruce Orosz, with ACT Productions. She invited everyone to participate in next year's annual meeting festivities.

Ms. Gutierrez stated that the annual meeting included announcements about activity for the next five years.

Mr. William Anderson said we can anticipate 45 new hotels in Miami-Dade County with over 8,000 rooms. The largest will be the new Marriott which will be located downtown Miami with 1,800 rooms. It will be part of the Miami World Center.

Mr. Anderson reported that we had 9.8 million overnight visitors within the first eight months, up 1.3%. We've had 14 million airport arrivals, up 1%. Jobs grew in the first nine months, 115,000, up 2.8%, marking 57 months of continuous growth.

Mr. Anderson reported that Miami had 80% occupancy year round, up 1.6%. The average Room Rate \$183, 4th among top 25 markets and up 5%. REVPAR at \$145.10, Rank # 4th, up 6.8%. The goal is to have another record year in 2014.

II. Updates

A. Office of Community Image (CIAB Reports)

Ms. Gillespie Smith stated that Sweet Home Missionary Baptist Church is the first organization to sign on to the Adopt-a-Road Program. She stated that Mr. Miguel Claro, CIAB, picked up two truckloads of trash after the first day of cleaning. The church volunteers coordinated two pickups within two months.

Ms. Gillespie Smith thanked Ms. Robertson for renewing the Downtown Development Authority's Memorandum of Agreement with the CIAB to engage another year with Mr. Claro, Mr. Palacio and the NEAT Team. The team will continue to make sure downtown remains beautiful and has lovely plantings, as well as cleaned up for all major events.

Ms. Gillespie Smith stated that the Board of County Commissioners will be voting on Complete Streets November 5th. Complete Streets are streets designed for all modes, all

ages and all abilities; driving, biking, transit, and walking. Commissioner Moss is a co-sponsor of the legislation. Ms. Gillespie Smith stated that Mr. Gianni Lodi, MDC Planning & Zoning, and staff, are working on an action plan to incorporate Complete Streets into all of the County's policies, practices and projects. Mr. Tony Cotarelo, Public Works Waste Management has done a good job trying to incorporate the needs of cyclist and pedestrian into PWWM projects.

Grant Updates

Ms. Gillespie Smith reported that Million Trees Miami received a \$100,000 grant from Partners for Places and the Health Foundation of South Florida. This is an exciting project and it is the first time the trees will be incorporated into a healthy community formula. This project is with Little Havana and the City of Miami Gardens.

Ms. Gillespie Smith said it was her honor to celebrate her one-year anniversary as the CIAB Manager and thanked everyone for giving their time and resources to the growth of the organization.

B. Street Tree Subcommittee

Ms. Gillespie Smith stated that Mr. Johnson, Miami-Dade Expressway Authority, is out sick today. She reported that Million Trees Miami and expanding Miami-Dade's tree canopy will be the focus of a presentation at the next board meeting. In the meantime, the Tree Subcommittee will meet on November 19th to brainstorm should anyone want to join us.

C. Gateway/Corridor Subcommittee

Dr. Carnegie Claudius thanked Ms. Gillespie Smith, and staff for coming up with the strategic plan for the next years. He commented that it is excellent work.

Dr. Carnegie stated that all CIAB Committee Chairs have received a copy of the strategies, which have been integrated and aligned with one another to express the overall vision and mission of CIAB.

Dr. Carnegie stated that there are six strategic pieces that must be addressed in short and long term.

- Selecting three priority gateways per year for landscape improvement and aesthetic features. This project needs to be worked on with partners, Public Works, MDX, FDOT and MDT.
- Exploring the express lane revenues, and to determine what extent they can be used for landscape projects.
- Promoting special taxing districts. These districts have revenue streams.
- Encourage public/private partnerships as a revenues stream to deal with other issues.
- Leveraging Complete Streets.

- Implementing performance contracting processes with MDX, relying on Mr. Johnson's insight. Scheduling of workshops to include partners.

Ms. Gillespie Smith stated that the Federal Railroad Administration's public meeting regarding the All Aboard Florida (AAF) project had a big turnout. There was no finding of significant impact for the first phase of the AAF project, which includes the Miami to West Palm Beach leg, but it is anticipated that there may be challenges going north.

The Transportation Gateway and Corridors subcommittee's next telephone conference will be held on November 12th at 2 p.m.

Mr. McClellan stated that in response to a rundown Bay Front Metromover station, DDA generously funded two-thirds of the landscape upgrades. These partnerships are very valuable. Mr. McClellan thanked Mr. Claro of the CIAB and Jennifer Roderer of the DDA.

Mr. Claro stated that a total face-lift of the station was initially done approximately three to four years ago and it held up pretty well, but it needed an update.

Mr. Claro stated that the project has reduced maintenance needs by incorporating xeriscape, and simple features.

Mr. McClellan stated that there will be additional projects in Kendall, and that Mr. Eric Katz's team, meets on the 3rd Sunday of every month to improve the Mpath.

Mr. McClellan thanked Mr. David Cardenas for helping out with the design and execution of the Bay Front Park Metromover station upgrades.

Dr. Carnegie asked if the new landscaping will address the issue with the homeless population.

Mr. McClellan stated that the landscape used in the project helps to deter loitering. In 2010, LED lights were installed to brighten up the area.

Dr. Carnegie asked will there be a template for most stations? Ms. Gillespie Smith stated that it would be wonderful if the sharing of costs was the funding model for other improvements.

Mr. Jack Kardys, Miami Dade Parks and Recreation, acknowledged the challenge that broken irrigation systems can cause and complimented Mr. Claro for his efforts.

Ms. Susannah Troner, Miami-Dade County, RER, asked whether the thickness of the rocks will reduce weeds, or are other methods used?

Mr. Claro stated that he and his team put down a screen to deter weeds.

Mr. Claro thanked Mr. McClellan for the recognition, but credited Ms. Robertson and Ms. Roderer, and staff for their efforts.

Councilwoman Steril asked if parking in downtown be discussed at a future meeting? She stated that a campaign is needed on this issue.

Ms. Gillespie Smith stated that the CIAB submitted a proposal to explore Innovative Parking last year to the Miami-Dade MPO. While the project was selected to be funded, the MPO is in the process of awarding the contract. It is not necessarily a capacity issue, but informational one. At times there is parking available, but many people do not know how to access it.

Councilwoman Steril asked about signage. Ms. Gillespie Smith stated that the Innovative Parking Study could address signage as well.

D. Landscape Projects Subcommittee

Mr. Dawson stated that the Subcommittee met on October 15th and discussed the priority strategy items from the retreat. The Subcommittee's 2015 priorities are:

- Select priority gateways; (US 1, Krome and 8th Street, NW 27th Avenue at the Broward County Border, State Road 7, and Flagler)
- Enhance enforcement. Mr. Dawson will get with Mr. Lodi to arrange a meeting.
- Engage communities in low maintenance solutions. Testing on plant material will be provided. Miami International Airport is in the process of conducting tests.
- Connect IFAS Extension office to help understand roles and their responsibilities to identify their knowledge.
- Change landscape code.

Mr. Dawson stated that there was a presentation by Green on Grey. This arts organization is focused on educating people and making them conscious of the environment. The strategy is to plant 6,000 trees in the shape of a thumb print. They are seeking private funding at this time and trying to identify public lands that can accommodate this installation.

Mr. Dawson stated that Friday is Halloween Spooktacular Improvement project at Vizcaya Station. He encouraged everyone to come between 8 to 10:30 a.m.

Ms. Gillespie Smith stated that Mr. Houle (MDPROS) and Mr. Dawson did a great job with design.

Mr. Dawson thanked Mr. Kardys for providing the Landscape Architect, Michael Houle. Mr. Houle saved time and came up with a clever way to reduce cost.

Mr. Dawson stated that the City of North Miami Beach has plans for 163rd Street. The project looks good.

Councilwoman Smith stated that 163rd Street was not the only priority corridor in North Miami Beach. One of the main corridors is on 17th and that DOT will be conducting a meeting regarding the archway, North Miami Beach, Sunny Isles, Aventura and coming out of Broward.

Other Projects

- LeJeune and State Road 836: Spec development. Proceed in June.
- Palmetto: 62nd to 42nd Avenue. 85% complete.
- New project I-75: 80% design build.
- Palmetto US 1: Sunset almost complete.
- Palmetto to Sunset: To 32nd Street. Almost complete.
- Dadeland on Mpath Park for MDX: Architect is moving on to design for review.
- Vizcaya project: PROS has out for bid now. Will bring contractor to finish.

E. Marketing and Education Subcommittee

Ms. Blanco said that the Subcommittee met earlier in October to discuss its 2015 priorities and how to prepare for the rebranding of CIAB. Additionally, the group discussed the 2015 Clean Up and Green Up Poster and Video contest. The Board will be voting on the proposed name and logo. Stay tuned for more information regarding the poster and video contest.

Ms. Blanco said that the budget for the transition to Neat Streets is approximately \$2500: \$200 to create a new banner; \$500 for the truck decals; \$700 for staff uniforms; \$700 for collateral; and \$200 for office decals. Everything else will be in-house.

Ms. Blanco stated that this year CIAB is partnering with WASD in the marketing of the Clean Up and Green Up Poster and video contest.

Ms. Gillespie Smith stated that WASA will assign a person to help with outreach to the schools.

Ms. Blanco stated that a timeline has been established with a new date and given to the Marketing Committee.

Ms. Blanco stated the Marketing Committee's 2015 action items are:

- to advance a mission through CIAB municipalities
- use branding to increase corporate buy-in
- identify partners for better opportunities
- promote Million Trees Miami
- build on success of the video and poster contest

Dr. Carnegie asked whether WASA's involvement in the contest will be a competition and wanted to know what is the theme?

Ms. Gillespie Smith stated that the umbrella theme for both poster contests is to improve Miami-Dade. WASA will promote water conservation, and CIAB will focus on Clean Up and Green Up. Ms. Olczyk stated that water conservation and UF Extension are involved with WASA.

Ms. Lambeth stated that the Marketing Committee should reach out to TV and radio stations when the new name is approved for CIAB. Neat Streets will give opportunities to reach out and get publicity.

III. Reports

A. 311 Improvements for Accountability

Director Sori, Mike Sorasti and Jorge Gomez provided an overview of the new services available through 311. A copy of the presentation can be found online. After their presentation, the following questions were asked:

Ms. Robertson asked about the limitation on the number of problems that could be reported online? She asked why can't a constituent report a random problem?

Mr. Sarasti stated that a catch all option is needed. It will be queued up in the next couple months.

Chairman Moss stated that 311 was originally his initiative, and invited 311 back for another presentation.

Ms. Ginny Gutierrez thanked 311 and stated that during weather emergencies involving the EOC, 311 is very helpful to the Greater Miami Convention & Visitors Bureau. She stated that visitors are usually confused during emergency weather and 311 supports them.

Chairman Moss stated that due to time constraints, additional questions for 311 will have to wait until a time when they return.

B. City of North Miami Downtown Redevelopment Initiative

Ms. Tanya Sejour, Community Planning and Development Manager for the City of North Miami, presented an overview of the vision for revitalizing downtown North Miami. A copy of the presentation is available online. At the conclusion of her presentation, the following comments were made:

Mr. Kardys stated that he is pleased to see the renderings for the greenway from the 125th to 123rd Street. The project has promise.

Chairman Moss stated that the student from FAU who drafted all of the renderings has a tremendous amount of promise.

Chairman Moss then transitioned to a discussion of Million Trees Miami. He will give consideration to creating a separate committee to focus on Million Trees Miami. Another option would be for the group remains as the Tree Committee but with added emphasis on Million Trees Miami. Chairman Moss stated that this topic will be discussed in the future.

Ms. Gillespie Smith informed everyone that on November 19th a discussion will be held with the Tree Subcommittee on this issue.

IV. Action Items

- A. **Approval of Minutes from September 24, 2014 Board Meeting:** Ms. Alyce Robertson moved to approve the minutes. Chairman Moss seconded the motion. The minutes were unanimously approved.

B. **Votes on Neat Streets Miami Names and Logo's**

Ms. Gillespie Smith said that as discussed in September, she drafted a timeline and a budget for the transition from CIAB to Neat Streets Miami. Overall, the transition should take a few months with the hope of conducting a soft launch in January of 2015.

Dr. Carnegie asked why does it take a year for change of the CIAB's name?

Ms. Gillespie Smith said that it most likely won't take a year, but she needs to factor in changes to the website, to the CIAB ordinance and the identification of a project as a lever for the launching of the new name.

Commissioner Moss stated that CIAB would like to let people know what we are and what we do. For a decade people did not really know. Chairman Moss encouraged everyone to support the change because Neat Streets speaks for itself and people will know what the group is about. The name change will go back to the County Attorney and Chairman Moss does not foresee a problem.

Mr. Dawson stated that the Neat Streets design is nice and it is a good change. He asked if anyone considered using Miami-Dade instead of Miami?

Chairman Moss stated that Miami is our signature. He encouraged everyone to take advantage of the Miami brand because it is so recognizable...

Ms. Gillespie Smith stated that cities can tailor the change by putting their own tagline on Neat Streets Miami.

Ms. Robertson stated that she endorses the change and this will give the mission a great design.

Ms. Lambeth stated that the change is very good. She stated that she has long promoted the CIAB and this opportunity to rebrand is good. CIAB can look back over accomplishments and people will identify the group. With the name change, CIAB can get a lot of play of it. She encouraged the group to not dilute it.

Mr. Ferreiro asked is there a budget issue? He stated that he can identify a sponsor for the banner. He has the resources and can connect CIAB with his resources.

Ms. Lambeth stated that the project can be incorporated into the poster contest and that every school and every parent can take part in it.

Chairman Moss stated to have Marketing take a look at the details to have a sponsor. Get it structured because he is not sure about the lineup.

Ms. Robertson stated that Neat Streets can be placed on DDA's website stating that DDA is a proud member of Neat Streets Miami.

Ms. Gillespie Smith stated that the link can be placed on everybody's front page. This suggestion was brought up by the Marketing Committee.

Ms. Gillespie Smith reviewed the feedback she received from the Board and said that Turkel Brands modified the proposed logo to reflect the input from all of the members. Overall the theme from the feedback was to keep it simple and straight forward. She thanked the GMCVB for generously donating the services of Bruce Turkel and his team. She also thanked all of the Board members for their help in creating such a captivating new brand.

Chairman Moss indicated that since its inception, the CIAB has struggled with people understanding its mission and remembering its name and that he was encouraged to see that the Board was poised to make this change.

The name change for the CIAB to Neat Streets Miami was motioned by Councilwoman Steril and Chairman Moss seconded. The board unanimously approved the new name.

The logo change for CIAB was motioned by Councilwoman Steril and Chairman Moss seconded. The CIAB unanimously approved the new logo.

Chairman Moss stated that CIAB is now the Neat Streets Miami, but there will be an official announcement once all of the statutory requirements are met.

V. Recap of Action Items 10/29/2014

- Councilwoman Steril asked that in the future to have CIAB discuss parking in the downtown area.
- Chairman Moss requested Ms. Gillespie Smith to meet with Mr. Sori. CIAO's Director to discuss rebranding the network and how to keep track of tree plantings.
- Chairman Moss requested CIAO to return to a future CIAB meeting.
- Million Trees Miami will be discussed on November 19, 2014 at the Tree Subcommittee meeting.

VI. Closing Remarks

Chairman Moss thanked everyone for attending the meeting.

Ms. Gillespie Smith reminded everyone that our November Meeting was being pushed back to December 11th out of consideration for the Thanksgiving Holiday.