



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
January 25, 2012**



**CIAB Members Present**

Bill Anderson, Greater Miami Convention  
And Visitors Bureau  
Lina Blanco, City of Miami  
David Cardenas, MD Parks & Open Spaces  
Dr. Claudius Carnegie, MD Public Schools  
Jeff Dawson, MD Aviation  
Kenneth E. Gardner, TARC  
Rick Johnson, Miami-Dade Expressway  
Authority (MDX)  
Gianni Lodi, MD Planning and Zoning  
Dennis C. Moss, MD Commissioner (Dist 9)  
Maria Mitchell, MD Designee  
Commission (Dist 6)  
Elizabeth Ogden, MD Seaport  
Alyce Robertson, Downtown Development  
Authority (DDA)  
Gerard Philippeaux, MD Designee  
Commission (Dist 2)  
Buck Reilly, City of South Miami  
Susan Schreiber, Metropolitan Planning  
Organization (MPO)  
Michelle Simmons, MD Transit  
Marie Steril, League of Cities  
Peter Trupia, MD Designee  
Commission (Dist 3)  
Kathleen Woods-Richardson, MD Public  
Works and Waste Management

**Participants Present**

Gloria Anita, Citizens for a Better  
South Florida  
Christina Casado, MD Community Image  
Wilma Croft, FDOT  
Richard de Villiers, Port of Miami  
Joe Gomez. TY Lin Int.  
Marietta Gutierrez, MD Community Image  
Regina Hagger, City of Miami  
Jack Haime, BioPlanet  
Patricia A. Harris, Citizen  
Bill Johnson, Port of Miami  
Melody Jones, Miami Convention and  
Visitors Bureau  
Doris Mejia-Gomez, MD Public Works &  
Waste Management  
Jean Monestime, MD Commissioner (Dist2 )  
George Navarrete, MD Parks Recreation  
& Open Spaces  
Debbie Penha-Cumbermack, MD Public  
Works and Waste Management  
Diana C. Perez, MD Commission (Dist 9)  
Miguel Seco, City of North Miami  
Bill Talbert, Greater Miami Convention and  
Visitors Bureau  
Beverly Washington, MD Public Works  
And Waste Management

**I. Welcome and Introductions**

Chairman Dennis C. Moss, Miami-Dade County Commissioner District 9, welcomed and thanked everyone for being present. Introductions began.

Chairman Moss extended a special thanks to Miami-Dade County Commissioner Monestime (District 2), and thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings.

**II. Action Items**

**Approval of Minutes from 11/30/11 Board Meeting:** Chairman Dennis C. Moss requested a motion to approve the minutes. Dr. Claudius Carnegie, Miami-Dade County Public Schools moved to approve the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were unanimously approved.

### **III. Updates**

#### **Office of Community Image (CIAB Reports)**

Christina Casado, Community Image Manager reported that she had two short announcements to share. One of the announcements was to extend an invitation to the next tree planting event at the City of Miami Beach, North Shore Open Space Park on February 5<sup>th</sup> 2012. Ms. Casado asked Jack Haime from BioPlanet to brief the CIAB on the event which was in conjunction with the Miami Million Tree initiative and in partnership with BioPlanet USA to generate the WIZO “Tree of Life Forest” project for the Women’s International Zionist Organization (WIZO) USA.

Mr. Haime spoke about the WIZO Foundation, which is composed of a group of Jewish women which’s mission is to help women and children in Israel. The event would generate a forest in benefit of Million Trees Miami. With every tree that is planted in Miami a native “seed” will be planted in one of the WIZO centers in Israel. Like in Miami, the trees planted in Israel will contribute to the center’s prosperity and health. The WIZO Foundation mailed more than 2500 invitations out to Jewish homes in hope that everyone Jewish family plants a tree. On behalf of the WIZO organization and BioPlanet USA Mr. Haime cordially invited the CIAB members and Participants to be part of the planting event for Million Trees Miami. Mr. Haime informed that many community leaders from the Jewish community will be there and mentioned the Ambassador, General Consulate of Israel and members of the Embassy.

Ms. Casado reported that the tree planting event February 5<sup>th</sup> would add another hundred (100) trees to the Million Tree Miami count. And announced the CIAB Tree Summit would take place Thursday, May 10<sup>th</sup> 2012.

Commissioner Moss announced that Dr. Carnegie CIAB representative for Miami-Dade Public Schools would be retiring from the school board. Commissioner Moss recognized Dr. Carnegie. Commissioner Moss expressed how valuable Dr. Carnegie’s input had been to CIAB over the years and said he would be reaching out to his colleagues at the Board of County Commissioners whom did not have an appointee in the CIAB.

#### **CIAB Subcommittees updates were deferred to February 2012**

**Landscape Subcommittee:** Deferred

**Marketing & Education Subcommittee:** Deferred

**Street Tree Subcommittee:** Deferred

**Transportation and Transit Subcommittee:** Deferred

#### **IV. Reports**

**District 2 Aesthetics and NW 7<sup>th</sup> Avenue** Miami-Dade County Commissioner Jean Monestime (District 2) thanked Chairman Moss, the CIAB Board members and participants for the opportunity of presenting to the CIAB. Commissioner Monestime presented photos of the areas of concerns in District 2. He showed pictures of how the aesthetics part of the District 2 corridors look now. Showed pictures of the new library and “Ice” Building on the corridor on NW 7<sup>th</sup> Avenue, pictures showed how some of the areas are in need of landscaping improvements. He expressed his concerns and ideas about the importance of image. Commissioner Monestime said if the corridors are cleaner and greener they will be more presentable and bring business to the area. Safety was another issues discussed in NW 7<sup>th</sup> Avenue and 119<sup>th</sup> Street. Commissioner Monestime informed that he has spoken to with the Director of Public Works & Waste Management about it. Commissioner Monestime informed that he has met with state people FDOT and the MPO Department.

Recommendations were made by Commissioner Moss to Commissioner Monestime. His recommendation was to present the issues and the presentation to the MPO.

Gianni Lodi, Miami-Dade Planning and Zoning gave his comments, recommendations and advice. He spoke about the re-zoning regulations for NW 7<sup>th</sup> Avenue. And said there are opportunities for the corridor NW 7<sup>th</sup> Avenue.

CIAB Board members Kathleen Woods-Richardson, Director for Public Works & Waste Management Department and David Cardenas, Miami-Dade Parks, Recreation and Open Spaces gave their comments and recommendations to Commissioner Monestime in regards to the aesthetics and landscaping improvements at the corridor.

**Port of Miami Master Plan 2035 Update:** Bill Johnson, Director Port of Miami thanked the Community Image Advisory Board members and participants for the opportunity of being able to present and brief the CIAB on the Port of Miami Master Plan 2035 which was recently finished. Mr. Johnson acknowledged and thanked Commissioner Moss publicly for his leadership and support. Mr. Johnson informed that every couple of years the Port of Miami gets branded and explained the reason for the branding. Mr. Johnson spoke about partnership, and mentioned the Downtown Development Authority (DDA) and the Greater Miami Convention & Visitors Bureau. He spoke about open communication and understanding. Mr. Johnson said that the Master Plan 2035 was a blue print, a vision and that it was about the potentials and opportunities for the Port of Miami. He reported that the Port is doing very well as far as passenger and cargo flow. He was glad to report that the Port of Miami has been the only Port (in the world) to exceed in the numbers of passengers. During the last four (4) years the Port of Miami has exceeded in numbers of passengers with over four (4) million passengers. Mr. Johnson then proceeded in presenting the six (6) minutes video. Mr. Johnson informed the Port of Miami being a “clean and environmentally sound” Port. Mr. Johnson made a couple of announcements. He spoke about the Cruise Lines. He reported that MC Cruise, one of the largest in the world, corporate office will be moving to Miami. The Disney Cruise lines made head news that will be relocating from Los Angeles to Miami. Mr. Johnson reported on the Cargo area side for the Port and the Port’s new contracts. Mr. Johnson spoke about growing jobs, Federal EPA grants. Mr. Johnson talked about how the Port will be

intergraded (connectivity) in the day to day activity and talked about the Port Tunnel, expanding for future growth for the Port of the Future. Mr. Johnson informed the board that outside of the grants monies received from Washington and Tallahassee the Port fully depends on the revenues generated by the Ports tenants. Mr. Johnson informed for that the video is posted on the Port of Miami website.

**Greater Miami Convention & Visitors Bureau:** Bill Talbert, President and CEO for the Convention Visitors Bureau updated the board on a couple of issues which related to the tourism industries. Mr. Talbert informed that he had been invited to the white house at Washington, D.C. a week ago to attend the President's announcement. One of the announcements made was related to tourism destination and the US being number in the world. Another topic was speeding up the process and Visas applications from Brazil by 40% and move aggressively on visa waivers for Brazil and other destinations. Mr. Talbert spoke about the Miami-Dade County Resolution and informed that HR 959 is being amended some due to the legislation on the on the Visa waiver. The President announced that he has directed Commerce to come up with the first ever Travel and Tourism strategic plan for the USA. Mr. Talbert informed that the Greater Miami Convention & Visitors Bureau will be involved in the development of the plan. Mr. Talbert concluded his report by commenting on an article in USA today which related to (jobs) travel and tourism industries. Mr. Talbert thanked Commissioner Moss and the CIAB for the continued support.

**City of North Miami/Community Gardens Presentation** Councilwoman Marie Steril (City of North Miami) began her introduction by speaking about the importance of education. Councilwoman Steril informed that for the past two years the City of North Miami has been focused on education. Councilwoman Steril spoke about some of the scholarship programs which help students continue their education. One of the programs is in partnership with FIU.

Miguel Seco, City of North Miami continued updating the CIAB on some of the recent projects done at the City. Mr. Seco reported on the Community Center/Park project. He spoke on how the Community Center/Park was renovated, the landscaping and how it was transformed. Mr. Seco spoke about the project's partnership with BioPlanet and did a planting event. Mr. Seco reported on the People's Garden project and how the City of North Miami was nominated. Mr. Seco presented to the board the People's Garden award commendation given to the City of North Miami in recognition of their efforts by Secretary of Agriculture. Mr. Seco concluded the presentation recognizing Councilwoman Steril her vision and all the support that she provides to the City of North Miami.

Commissioner Moss recognized Councilwomen Steril and Miguel Seco and the City of North Miami.

**I-395 FDOT Project Briefing** Vilma Croft, FDOT Project Manager thanked the board for the opportunity to update the CIAB on the pre-construction project of the I-395. Ms. Croft introduced Joe Gomez, Consultant for TYLIN International who would be conducting the presentation. Mr. Gomez began providing some of the background information about the

project. Mr. Gomez informed that the I-395 project has been a project development environment study for many years. He reported I-395 being one of the most important and principal arterial road. Mr. Gomez presented photos of the project. Spoke about the design and pre-construction of the project. Mr. Gomez presented photos of other projects e.g. on 836 connecting to I-395. Spoke about two major expressways projects on 826 and 836 interchange which are expected to be completed in 2014. Mr. Gomez updated the board on the public involvement, right of way acquisition component and the preliminary Design. Mr. Gomez informed about the Project website for anyone who wished to see the progress or updates. [www.fdotmiami.com/i395design](http://www.fdotmiami.com/i395design). He informed the board about the schedules of the Advisory Board meetings. He reported that the survey, traffic analysis and soil testing should be completed by end of Feb 2012. Mr. Gomez presented photos of the visual quality process and bridge alternatives. Mr. Gomez reported on the aesthetics phase of the project. He and reported that preliminary design 30% project plans should be completed by fall of 2012. He advised the board on the procurement phase. Mr. Gomez said the procurement development process is expected to be completed by December 2013.

Mr. Gomez concluded the presentation. Commissioner Moss and some of the board members had some questions in regards to the I-395 project.

Commissioner Moss addressed some of the issues regarding the project e.g. (lighting issue and ramp problem). Commissioner Moss expressed that there was opportunity in the reconstruction to do something extremely special in the area (referring to the potential million park area). He also expressed the concerns and interest that the CIAB has with the project. Commissioner Moss then invited Mr. Gomez to come back to another meeting to update the CIAB on the process and progress of the I-395 Project.

**All presentations are available on the CIAB website [www.miamidade.gov/image](http://www.miamidade.gov/image)**

## **V. Closing Remarks**

Commissioner Moss thanked everyone especially all the presenters for their participation.

### **Recap of Action Items 01/25/12**

## **VI. Additional Closing Remarks:**

**The meeting was adjourned.**