



NEAT STREETS MIAMI/
COMMUNITY IMAGE ADVISORY BOARD
MEETING SUMMARY
December 11, 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
Aneisha Daniel, PWWM
Jeffrey Dawson, MDC Aviation
Harold Desdune, FDOT
Cesar Garcia-Pons, City of Miami
Juan C. Garrido, Designee/MDC
Commission, District 7
Patricia A. Harris, Citizen
Ramiro Inguanzo, Miami-Dade College
Jack Kardys, MD Parks, Recreation
And Open Spaces
Rick Johnson, MDX
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MD Planning & Zoning
Robert McClellan, MDT
Maria Mitchell, Designee/MDC District 6
Dennis C. Moss, Miami-Dade County
Commissioner, District 9
Teresa Olczyk, University of Florida
MDC Cooperation Extension/IFAS
Gerard Philippeaux, Designee/MDC
Commission, District 2
Susan Schreiber, MD Metropolitan
Planning Organization (MPO)
Councilwoman Phyllis Smith,
North Miami Beach
Peter Trupia, Designee, MD District 3
Lynda Westin, South Florida
Regional Transportation Authority

Participants Present

Javier Betancourt, DDA
Debbie Penha Cumbermack, PWWM
Armando Fernandez, FPL
Justin Freedman, E-Sciences
Jack Illes, Miami Wilds
Patrice Gillespie Smith, CIAB
Jorge Gomez, CIAO
Ginny Gutierrez, GMCVB
Mavi Haime, BioPlanet
Kirk Hoosac, FDOT
Claudelle Joseph, City of Miami Gardens
Paul Lambert, Miami Wilds
Ian Leahy, American Forests
Nadia Locke, E-Sciences
Diana Perez, District 9
Rena Ragin, CIAB
Tom Ruiz, City of Miami Gardens
William Talbert, GMCVB

I. Welcome and Introductions

Chairman Moss welcomed everyone to the meeting and thanked Mr. William Talbert, Greater Miami Convention & Visitors Bureau for hosting Neat Streets Miami, formerly known as the Community Image Advisory Board.

Greater Miami Convention Visitors Bureau

Mr. Talbert introduced the new Vice President for the Multicultural Tourism Department, Graylin Swilley Woods.

December is Miami Heritage month. He showed a recent Miami Times cover featuring a picture of the launch of the Big Bus tour visiting Overtown. Mr. Talbert also stated that the GMCVB has launched the first Art Black Miami during Art Basel.

Thanks to Art Basel and related activities, Miami Beach experienced the second and third highest REVPAR nights. It is the top 15 in the region--alongside ULTRA. Mr. Talbert stated that December business is also looking up.

II. Action Items

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

B. Vote on CIAB Candidates

Ms. Gillespie Smith announced that she is honored to have an impressive list of candidates for the Board's consideration, including: Ms. Aneisha Daniel, PWWM Assistant Director for Administration; Ms. Lynda Westin, South Florida Regional Transportation Authority Planning Manager, Real Estate; and Ms. Tabitha Fazzino, Miami-Dade County Public Schools Administrative Director, Office of the Superintendent. Additionally, Dr. Carnegie has graciously offered to fill the Citizens Transportation Advisory Committee Chairman (CTAC) seat.

Councilwoman Phyllis Smith motioned to approve the slated candidates. Chairman Moss seconded the motion. The appointments were unanimously approved.

Chairman Moss welcomed all new members, and he stated he was impressed with the caliber of the new members and that he appreciates all involved in Neat Streets Miami.

C. Vote on Sunshine Review

Ms. Gillespie Smith explained that every two years the County reviews all boards to see if they should be sunset. Staff is preparing a report on the Board's accomplishments, operations, members and budget. The report cannot be finalized until the December Board minutes reflect a vote by the Board on the CIAB's continuance.

Councilwoman Phyllis Smith motioned that the CIAB continue and Chairman Moss seconded. The motion was unanimously approved by the Board.

Ms. Gillespie Smith said she will share the Sunset Review package once it is complete.

III. Reports

A. Tracking Miami-Dade's Tree Canopy

Mr. Tom Ruiz, Public Works Director for the City of Miami Gardens, presented on recording and growing Miami Gardens' Tree Canopy.

Ms. Claudelle Joseph, Director of Keep Miami Gardens Beautiful, stated that she is involved in increasing the tree canopy. After completing its tree canopy assessment this year, the City set the goal of increasing its tree canopy to 35%. The focus will be near schools. Tree giveaways will be conducted once annually.

Ms. Gillespie Smith stated that the City of Miami Gardens does an excellent job in maintaining its facilities and grounds.

Chairman Moss stated that he likes that the City of Miami Gardens requires property owners maintain their property. He asked if there is a plan to work with owners, and hold them accountable for their vegetation. Is there an ordinance? Ms. Joseph indicated she will send a copy to Ms. Gillespie Smith.

Mr. Justin Freedman, E-Sciences, provided an overview of the tree canopy and tree inventory work his firm conducts in South Florida. A copy of his presentation can be found on the CIAB Website. There are two kinds of projects: 1) tree inventory, which looks at trees in the public right-of-way by their species, location, size, and condition. And 2) tree canopy analysis, which looks at the big picture to include the coverage as a whole, and involves an overview of species diversity, health, age and condition, etc. Quite a few studies have been done in South Florida including: Miami Beach, Palmetto Bay, homeowners' associations, Coconut Creek, Lake Worth, etc., totaling 50,000 trees. There are lots of species and diversity in Miami-Dade County, due to its sub-tropical climate.

E-Sciences can also identify where the trees can be planted. The tree study performed in Miami Beach shows that there is limited available space. Using aerial photography, E-Sciences also reviewed Lake Worth's tree canopy, prior to 2004's hurricanes. This analysis indicated there is space available for planting.

Mr. Freedman stated that adding diversity, and incorporating salt water tolerant trees is important.

Mr. Dawson stated that a tree study should be made for every city.

Ms. Maria Mitchell, District 6, asked where should assessments be done on swales and public property? Mr. Freedman replied wherever you want it to be done, and it depends on a city's needs.

Ms. Gloria Antia stated that when doing the study on quality of the canopy, replacement plantings should be considered.

Dr. Carnegie asked how S.O.A.P. (Staff, Ordinance Advocacy Plan) works? Mr. Freedman replied that S.O.A.P. is a plan for managing community forests.

Chairman Moss asked which city or cities have fully implemented S.O.A.P.? Mr. Freedman responded that he has not seen any city implement the entire approach.

Chairman Moss asked where does the 30% tree canopy goal come from? Mr. Leahy stated that it is considered the rate of a healthy urban forest.

Ms. Teresa Olczyk, IFAS, asked if the utilities are included in observation? Mr. Freedman indicated anything can be included in an assessment.

Mr. Rick Johnson, MDX, asked of the 27% tree canopy in West Palm, how much is invasive, and what part of the plan is to be replaced? Mr. Freedman stated that the City of West Palm Beach does have a one-to-one replacement plan and did include an analysis of species.

Mr. Leahy, Director of Urban Forests for American Forests, provided an overview of best practices across the country. A copy of his presentation is available on the CIAB Website. He said that American Forests is proud to partner with Neat Streets Miami. American Forests is the oldest conservation group in the county.

Funded by Bank of America, the Community ReLeaf Program is aiming to fund 20 cities by 2020. Miami was added last year. Mr. Leahy talked about the Community ReLeaf Program in Detroit and Atlanta. He also illustrated the tree canopy assessment that American Forests will conduct with the University of Florida in Miami-Dade. It will incorporate LIDAR technology and show where trees can be planted.

Ms. Patty Harris, Citizen, asked can we borrow the name “Community ReLeaf”?

Chairman Moss asked how did Washington, D. C. receive the \$50M endowment? Mr. Leahy stated that the department’s budget was \$12 to \$15M a year. Inspired by a 1995 Washington Post article about DC’s loss of tree canopy, Ms. Casey responded by setting up an endowment for trees. He said when Ms. Casey launched her campaign, the tree canopy was 37%. There were back logs of requests. Positive feedback was given and the City’s budget increased.

Chairman Moss asked did someone go after Ms. Casey, or did she decide on her own? Mr. Leahy replied that it was more of the latter.

B. Miami Wilds Development

Mr. Paul Lambert and Mr. Jack Illes, of Miami Wilds, presented an overview of the theme park proposed for Zoo Miami. Please see the Board’s website for the presentation.

The Miami Wilds planning began after Hurricane Andrew. In 2006, the project went to voters. It passed by 2/3 votes under two measures. In 2008, the County Commission updated the land use code.

Mr. Lambert stated that Miami Wilds will not be copying the look of Orlando, but will have its own identity. Miami has one of the top ten Zoos in the world. It will be a gateway of cultures. The Zoo will have significant hotels. It will be a \$930M project, and \$800M will be privately funded.

Mr. Lambert stated that it is expected that the Board of County Commissioners will vote on the project within the first quarter of 2015 and that by 2018, the project will be complete. In 2020, the theme park will be up and running.

The Zoo will attract 2.4M visitors yearly. Over half of the visitors will be from outside of Miami. There will be over 27,758 jobs created. The total year benefit will be approximately \$441M.

Mr. Dawson asked for the breakdown of the visitors outside the community to Miami Wilds. How many will be new visits? Mr. Lambert responded that they have not thoroughly studied that breakdown yet.

Mr. Javier Betancourt, DDA, stated that Miami is long overdue for something like this. He stated that all this development increases the case for more transit.

Mr. Gerard Philippeaux, District 2, asked if we could make better use of CSX line? He stated that with this project, the bus will not be able to accommodate all going to the Zoo. Is there a way to partner with the private sector for transportation? Mr. Lambert stated that the CSX line could be an opportunity.

Ms. Lynda Westin, SFRTA, stated that they have partnered with the MPO to conduct a rail convertibility study. Furthermore, Tri-Rail is in expansion mode. They recently acquired 12 new trains.

Councilwoman Smith stated that she is excited by the opportunities of the Miami Wilds project. The Gold Coast railroad museum is neglected, financially. She asked if there are any funds to update these areas? Mr. Lambert stated in 2007, a plan including the Gold Coast Museum was completed. Eventually they hope to incorporate this into their new plan.

As a reminder, Mr. William Talbert, GMCVB, stated that Pit Bull will be in Miami for the New Year's event. Thousands of people will be downtown.

Chairman Moss stated that we would like this project to be Miami's version of Universal Studios. Just like Schnebly is our version of Napa. We want Miami to be very unique.

Mr. Lambert stated that he spoke with Schnebly Farms to ensure Miami Wilds features real local businesses.

C. CIAB Retreat Follow-up

Ms. Gillespie Smith provided a presentation regarding the CIAB retreat and how the member feedback was incorporated into the 2015 business plan. A copy of the presentation is available on the CIAB Website.

Mr. Philippeaux stated that funding is different for CRA's. He asked can we have them as members? He asked if CIAB can find out what they can bring to the table.

Chairman Moss stated that Neat Streets Miami will reach out to them. Perhaps the CRA's can focus on dedicating more resources to maintenance.

Councilwoman Smith stated that the CRA made a difference with the City of North Miami.

Councilwoman Smith asked if the next retreat could be held north? Dr. Carnegie stated that North Miami Beach is a good venue. Councilwoman Smith said the contact person is Ms. Paulette Murphy.

IV. Update

A. Office of Community Image (CIAB Reports)

Ms. Gillespie Smith informed the Board that the Complete Streets resolution passed in November and that staff is inviting FDOT Secretary Billy Hattaway to speak to the CIAB about the opportunities Complete Streets will provide.

Ms. Gillespie Smith thanked Mr. Dawson, for his participation in the design of the Red Dot landscaping.

She asked members to read the front page Miami Herald article regarding Million Trees Miami.

Ms. Mavi Haime, BioPlanet, stated that on February 1st, 2015, WIZO will hold the 4th annual tree planting at Haulover Park. Commissioners Moss and Heyman will be taking part in the tree planting.

Ms. Gillespie Smith announced that through a scholarship she attended a Community Forest Partners conference, where she was proud to see so many Miami representatives. She is working to bring more resources for trees to Miami-Dade.

B. Street Tree Subcommittee

Mr. Johnson stated that the Tree Subcommittee met on November 19th to brainstorm on how to elevate Million Trees Miami. We need to work with other partners to better count the trees being planted. Staff has set up several meetings with Miami leaders to discuss partnerships.

Mr. Johnson stated that the next meeting will be held December 17th at 10:00 a.m.

C. Gateway/Corridor Subcommittee

- Dr. Carnegie stated that the Pre Art-Basel Tour was held on November 17th. All of the jurisdictions responded to the identified short-term issues and that Ms. Gillespie Smith will be tracking the longer-term issues.
- Dr. Carnegie stated the November meeting also included a discussion regarding FDOT's work on SW 7th/SW 8th and Krome Avenue.
- The sub-committee is working vigorously on trying to set up a workshop regarding financing of aesthetics and maintenance.

D. Landscape Projects Subcommittee

- Mr. Dawson stated that on "November 19th the committee focused on updating and aligning Miami-Dade's landscape code.
- Mr. Gianni Lodi stated that the County has done the landscape framework has begun and drafting the amendment. The updates will mainly focus on:
 - Right-sizing trees and uniformity among the regulations
 - Bringing native trees to a higher standard
 - Promoting strengthened landscape standards
 - Promoting more training of landscaping professionals

Mr. Lodi stated that the tree canopy is directed by the type of development in the urban core. He said he will keep the Board apprised of activity on this important step.

E. Marketing and Education Subcommittee

Ms. Lina Blanco, City of Miami, stated that the 2015 Clean Up Green Up Poster and Video has officially launched. She thanked Mr. Talbert and Ms. Gutierrez of GMCVB for sponsoring the contest. She encouraged everyone to send the flyer announcing the contest to friends and family. Call or email for more copies to be sent to you. The contest will run through February 13, 2015. Madelyn Rodriguez is visiting schools to ensure robust participation in the Clean Up and Green Up Contest.

Ms. Blanco stated that she is soliciting sponsors for Board member golf shirts. She is happy to have new member, Mr. Ramiro Inganzo, of Miami-Dade College, to participate in the Marketing Subcommittee.

Recap of Action Items 12/11/2014

- Chairman Moss requested to get a copy of the City of Miami Gardens commercial tree ordinance.
- Staff should research roles CRA's can play in achieving the CIAB goals.

V. Closing Remarks

- Chairman Moss thanked everyone, including the new members, for attending the meeting.
- Chairman Moss wished everyone Happy Holidays!!
- We will reconvene on January 28, 2015.
- The meeting was adjourned at 12:11 p.m.