



NEAT STREETS MIAMI/
COMMUNITY IMAGE ADVISORY BOARD
MEETING SUMMARY
January 28, 2015



CIAB Members Present

William Anderson, Greater Miami
Convention & Visitors Bureau
Gloria Antia, A Better South Florida
Lina Blanco, City of Miami
David Cardenas, MD Parks, Recreation
and Open Spaces
Dr. Claudius A. Carnegie, Designee MD
Commission (CTAC)
Aneisha Daniel, PWWM
Jeffrey Dawson, MDC Aviation
Tabitha Fazzino, Miami-Dade
County Public Schools
Kenneth Eric Gardner, TARC
Patricia A. Harris, Citizen
Jack Kardys, MD Parks, Recreation
And Open Spaces
Jennifer Korth, City of South Miami
Rick Johnson, MDX
Robert McClellan, MDT
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
Lynda Westin, South Florida
Regional Transportation Authority

Participants Present

Pieter Bockweg, OMNI/
Midtown CRA
Petra Brennan, GMCVB
Patrice Gillespie Smith, CIAB
H. Bert Gonzalez, Omni/Midtown, CRA
Ginny Gutierrez, GMCVB
Kirk Hoosac, FDOT
Richard Lorber, City of
North Miami Beach
Dulce Pantaleon, City of Doral
Diana Perez, District 9
Rena Ragin, CIAB
Jennifer Roderio, DDA
Ajani Stewart, Miami-Dade Office
of Sustainability
William Talbert, GMCVB

I. **Welcome and Introductions**

Chairman Moss welcomed everyone and wished all a Happy New Year. He thanked Mr. William Talbert, Greater Miami Convention & Visitors Bureau for hosting Neat Streets Miami, formerly known as the Community Image Advisory Board.

Chairman Moss welcomed new member, Ms. Tabitha Fazzino, of Miami-Dade County Public Schools.

Greater Miami Convention Visitors Bureau

Mr. William Anderson, GMCVB, stated that Miami has shown 60 months of consecutive growth in hospitality and employment. December's occupancy rate was 78.2%, an increase over last year, and # 3 of 25 markets. The average rate was \$230.89, an increase of 9% and, #3 in the nation. REVPAR was \$180.45, #3 top 25 markets.

Mr. Talbert made the following announcements: Miami's airport is the first and only airport served by 100 airlines. Florida Trend's January magazine featured Miami as the "Floridian of the Year." The magazine states that Miami is the most exciting city in the world. SKIFT, a hospitality global group, lists Miami among the 20 most visited cities in the world. The top journalist from China and Qatar recently visited the Redland and Miami-Dade Parks. In March, Miami Beach will celebrate its 100th birthday.

II. Action Items

Approval of Minutes from December 11, 2014 Board Meeting: Dr. Claudius Carnegie moved to approve the minutes. Chairman Moss seconded the motion. The minutes were unanimously approved.

III. Reports

A. North Miami Beach Rezoning

Mr. Richard Lober, Assistant City Manager of North Miami Beach, presented on the mixed-use strategic plan for the next 20 years. Please see the Board's website for the presentation.

The City of North Miami Beach will be pursuing zoning upgrades and increased density on major corridors. The City began outreach in 2014 and will continue through 2015. The City seeking more amenities, updating and upzoning. A transit network will be established. Public/private partnerships are encouraged. There will be a heavy emphasis on pedestrian and transit improvements.

Development will focus on:

- Downtown core and 163rd Street
- Lorenzo's Italian Market
- Tri-Rail will be linked between Aventura, North Miami, Mid-Town, 79th Street
- Residential units along the bay and canal waterfront
- Old TECO Gas Plant
- Corridor along Biscayne Boulevard
- Eastern Shores. The Intercoastal Mall will be totally redone

The goal is to complete the rezoning effort by March 17, 2015.

Questions:

- Chairman Moss asked what are FPL's efforts to screen the property? Mr. Lorber stated that FPL owns two locations: one on the east side surrounded by parcels, and the other near the Golden Glades. The City of North Miami Beach is hoping the nearby developers will take major steps to screen this infrastructure.

- Dr. Carnegie asked to what extent will the landscaping rules and regulations encourage developers to invest in streetscapes in the areas? Mr. Lorber stated that the new zoning and master plan emphasize landscaping and streetscaping.
- Dr. Carnegie asked how traffic will be impacted and accommodated? Mr. Lorber stated that this development is dependent upon investments in transit and hope to take advantage of the Coastal Link project, which proposes a station in North Miami Beach. FDOT will have a role because traffic will be the number one obstacle.
- Councilwoman Phyllis Smith stated that she is thankful for the opportunity to share North Miami Beach's plans.

B. Miami-Dade Community Recreation Needs Assessment

Mr. Jack Kardys, Director, Miami-Dade Parks Recreation and Open Spaces, presented on the Recreation and Needs assessment for Miami-Dade's Parks. There were 8,000 people (70 neighborhoods) polled one year ago, using an innovative approach to find out what people would like to do for their community, their perceptions of greenways, and the importance of open space in communities.

The study reviewed Parks benefits, barriers, facility use, business opportunities and communication. Among the highlights: 77% surveyed stated that walking and running is important; 51% wanted more playgrounds; 29% enjoyed facilities.

Mr. Kardys stated that the lack of funding takes a toll on existing facilities. Furthermore, respondents stressed they would like their community to be safe.

The next step of this assessment would be to bring the results to the public to discuss priorities for future, and to find strategies to address these priorities.

Questions:

- Mr. Rick Johnson, MDX, stated there are shortfalls in maintenance. Additional maintenance and infrastructure need to be addressed. He asked if Parks could benefit from additional impact fees?
- Mr. Kardys stated that the department does not share any impact fees, and that there is no new money expected at this time.
- Mr. Gerard Philippeaux, District 2, stated that we have to find a way to encourage young people to come to Gwen Cherry Park. A discussion should be open as to how the word can be put out?
- Chairman Moss asked, of the 8,000 people surveyed, how many were from Unincorporated Dade? Were all of the parks considered?
- Mr. Kardys stated that the respondents were from all parts of the County. Mr. Kardys will follow up with a breakdown of UMSA versus incorporated areas.
- Chairman Moss also requested an analysis why people feel the way that they do. For example, if answering a security question, are people looking for more police? The survey should include that information. Mr. Kardys stated that the survey is done every 7 to 10 years about greenspace.
- Councilwoman Smith asked how can we get our parks more modernized? Mr. Kardys stated that, there are currently very no funds to bring the old parks up to date.

- Mr. Kardys stated that the data from the assessment will be used to determine where facilities are.
- Councilwoman Smith stated that Aventura modernized their original parks and received a strong return on investment.

C. Omni and Midtown CRA Overview

Mr. Pieter Bockweg, OMNI/Midtown CRA, presented on the Omni and Midtown major projects, including: the tunnel, Adrienne Arsht Center, and Museum Park. Upgrades to include 2nd Avenue to the other side of the railroad track, and Overtown. Please see the Board's website for the presentation.

Mr. Bockweg stated that the improvement will revitalize the community, promote job creation, historic, and housing.

The TIF (Tax Increment Financing) portion of the agreement offers a tax rebate for one year for 17th Street, and NE 1st Avenue.

Police protection has been doubled, giving residents and visitors a sense of security.

The Omni CRA is the only CRA in the state that generates revenue outside of its TIF.

The Miami Entertainment Complex (MEC) will be up and operational by August 2015. Included in the MEC, the Florida Film and TV Center will give Miami film incentives of \$60M.

The breakdown of jobs can be found in Exhibit A of the Business Plan. There will be an average of 100 jobs per film.

Questions:

- Ms. Gillespie Smith asked about the CRA's requirements for streetscapes? Mr. Bockweg stated that he negotiates with developers to ensure streetscapes are improved.
- Chairman Moss asked who will perform maintenance? Mr. Bockweg stated that maintenance will be done by the City of Miami, and that part of 17th and 14th Streets is already maintained by the City. The City and County have maintained the areas.
- Chairman Moss stated that maintenance needs be factored into streetscape investments. Perhaps the CRA could negotiate an agreement when developers come in that ensures some kind of responsibility?
- Ms. Lina Blanco, City of Miami, asked what will take place of the old Miami Arena? Mr. Bockweg stated that the project is in another CRA, but that there are plans in the works to build an 1800 room hotel.
- Ms. Susan Schreiber, MPO, asked what is the residential population within CRA? Are there plans to make sure residents are not priced out of the area? Mr. Bockweg stated that he cannot regulate what people will do with their properties and that he does not control tax credits. The housing is focused on live-work pricing, which means professional such as teachers and police officers can live in the area. Mr. Bockweg stated that he is sensitive to the fact

that development may cause some to relocate to other places. However, by improving the neighborhood, he hopes to retain and attract residents.

- Dr. Carnegie asked if the CRA model can be replicated east of the airport.
- Chairman Moss stated that the property belongs to MDX and that the area will be developed and grown, and there are lots of opportunities there.

IV. Updates

A. Office of Community Image/Neat Streets Miami Report

- Ms. Gillespie Smith informed the Board that on February 1st, the WIZO tree planting will be hosted by Mavi and Jack Haime of BioPlanet, at Haulover. Everyone is invited.
- Ms. Teresa Olczyk, IFAS, will conduct an Ag Tour on February 5th in Homestead. Please RSVP.
- Ms. Gillespie Smith thanked Ms. Dulce Pantaleon for her work on the Adopt-a-Road program.
- Ms. Gillespie Smith informed the Board to complete the Advisory Training Forms and plan to attend the training.
- Ms. Gillespie Smith thanked Mr. Rick Johnson for attending the Bike Friendly Community presentation. She said that the one takeaway she received was that in order for people to bike, they need to experience a welcoming environment—something Neat Streets Miami strives for every day.
- The Neat Streets Miami’s annual “Clean Up and Green Up Poster and Video Contest” will be closed within two weeks. Thanks to Ms. Tabitha Fazzino, who helped promote the contest, and thank you to the GMCVB for donations for the poster and video contest.
- She also encouraged members to participate in the MPO’s Call for ideas, which is due January 30, 2015.

Chairman Moss mentioned Denver’s presentation of their transportation system at the Transportation Summit. He would like a group of dignitaries to go to Denver to understand how the package was put together. Stakeholders should attend from each City to look at the developing regional transportation plans for the future.

V. Recap of Action Items 1/28/2015

- Breakdown for Unincorporated Dade and Incorporated areas for Recreational Assessment Needs Survey
- Prepare follow-up on Transportation Summit
- Ensure time for Committee Reports in February
- Ensure Board has ability to receive Board Member training

VI. Closing Remarks

- Chairman Moss thanked everyone for attending the meeting.
- The meeting was adjourned at 12:17 p.m.