



## NEAT STREETS MIAMI MEETING SUMMARY December 10, 2015

### **NSM Members Present**

William Anderson, GMCVB  
Lina Blanco, City of Miami  
David Cardenas, MDPROS  
Vice Mayor Patricia Cohen, Bal Harbour  
Miami-Dade League of Cities  
Jeffrey Dawson, Miami-Dade Aviation  
Marcus L. Dixon, MDC, District 2  
Tabitha Fazzino, Miami-Dade Public Schools  
Jack Haime, Designee,  
MDC Commission, District 4  
Cesar Garcia-Pons, Perkins + Will/ At Large  
Patricia Harris, Private Citizen  
Ramiro Inguanzo, Miami Dade College  
Rick Johnson, MDX  
Penny Lambeth, Town of Miami Lakes  
Gianni Lodi, MDC Planning & Zoning  
Robert McClellan, MDT  
Maria Mitchell, Designee,  
MDC Commission, District 6  
Commissioner Dennis C. Moss,  
MDC District 9  
Teresa Olczyk, UF, IFAS,  
MDC Cooperation Extension  
Alyce Robertson, Miami DDA  
Susan Schreiber, MPO  
Councilwoman Phyllis Smith,  
City of North Miami Beach  
Peter Trupia, Designee,  
MDC Commission, District 3  
Karen Tynes, Miami Herald  
Rick Vasquez, FPL, MDC Designee, District 5

### **Participants Present**

Stuart Kennedy, Miami Foundation  
Graylyn Swilley-Woods, GMCVB  
William Talbert, GMCVB  
George Navarrete, MDPROS  
Natasha Alexander, City of Miami Gardens  
Osdell Larrea, City of Miami Gardens  
Mayor Oliver Gilbert, City of Miami Gardens  
Thamara Labrouse, City of Miami Gardens  
Natasha Alexander, City of Miami Gardens  
Ginny Gutierrez, GMCVB  
Kirk Hoosac, FDOT  
Hector Soliman-Valdez, Town of Miami Lakes  
Stephanie Romero, EAC Consulting, Inc.  
Tewari Edmondson, MPO  
Patrice Gillespie-Smith, NSM  
Wanda Torres, NSM  
Shaneeva Yassin, GMCVB

### **Welcome and Introduction**

- a. Patrice Gillespie-Smith opened the meeting by thanking the Greater Miami Convention and Visitor Bureau (GMCVB) for their continued support of Neat Streets Miami and complimented them on the new improved Tony Goldman Board Room.
- b. William Anderson with the GMCVB reported leisure and hospitality employment:
  - Over a 70 month period there has been continuous growth

- Leader in employment by rate of growth for the past 7 months
- Generated the largest amount of jobs per month for the past 3 months
- Occupancy is at 78.2%, even with where they were a year ago; despite the additional 3.7% rooms that have been added
- Average hotel rate \$192.64--up 6.5% and ranked 4<sup>th</sup> with the top 25 hotel markets
- Growth of 6.5% over the past 6 months in domestic and international. The largest growth was in the domestic market

Ginny Gutiérrez, GMCVB added despite the rainy weather, Art-Basel was a success. December is Miami Heritage Month. Ms. Gutiérrez invited everyone to participate in the many activities going on this month. She also reported many of the hotels are sold out through New Year's. Following New Year's, starts Cruise Month she encouraged everyone to go to their website and see what's happening.

Chairman Moss recognized the GMCVB for also being great host and great supporters to the Neat Streets Miami Board meetings.

Chairman Moss presented Board member Susan Schreiber who will retire in January from Miami- Dade County MPO with a Certificate of Appreciation. He thanked her for her many years of service and dedication to the Board.

Susan Schreiber thanked everyone for their team-work and Chairman Moss for his leadership.

Ms. Gillespie-Smith thanked Susan for being such a resourceful Neat Streets Miami member.

Chairman Moss asked other members and participants to introduce themselves.

## **II. Action Item - Recognition of the Street Smarts Winner**

Ms. Gillespie-Smith gave a background of the Street Smarts contest. Neat Streets Miami teamed up with the Miami Foundation and Miami DDA to put on a Complete Streets Forum in April. Consequently, they announced the Street Smarts Competition to encourage cities to take bold steps that advance Complete Streets. Chairman Moss announced the winner, City of Miami Gardens. Mayor Oliver Gilbert was delayed therefore staff members were there to receive the \$10,000 award. Chairman Moss recognized the City of Miami Gardens to be wonderful partners with Neat Streets Miami. Stuart Kennedy commended the City of Miami Gardens for taking the extra steps in bettering their community and he was happy Neat Streets Miami and the Miami Foundation was able to assist them. Ms. Gillespie-Smith added, after the city's transportation plan was implemented, the City established a free transit circulator called the Miami Gardens Express, which links residents to major destinations and Miami Dade Transit, Tri-Rail and Broward County Transit services. The service is also used to advance the Live Healthy Miami Gardens Initiative. With the award funds, Miami Gardens will increase promotions of the circulator service and linking it to walking and bicycling, this is what Complete Streets is all about—balancing all modes of our streets. We will work with Miami Gardens' staff to design attractive signs to be fabricated and installed in 2016 at their trolley stops. Chairman Moss asked for another round of applause for the City of Miami Gardens.

### **III. Reports**

Susan Schreiber introduced Stephanie Romero of EAC Consulting. She reminded the Board and guest, Chairman Moss had requested in September this presentation to show our underpasses could be treated to eliminate the debris and degradation of these dark areas.

Before Ms. Romero presented, Chairman Moss wanted to allow others who joined the meeting to introduce themselves. Karen Tynes introduced herself. Chairman Moss recognized and thanked Ms. Tynes as being an asset to the Clean-Up and Green-Up Poster Contest. Chairman Moss recognized Alyce Robertson and her organization for everything they've done to help Neat Streets Miami.

#### **A. Treatment Examples of Underpasses – Stephanie Romero, PE (EAC Consulting)**

Ms. Romero presented treatment examples of underpasses. She reported underpass bridges separates communities rather than enhance them. The retrofit technique improves the look of the community. The benefits of retrofits are as follows:

- It covers the underpass beams
- Hides stains and cracks
- Deters vagrancy
- Sound bearing walls to block noise pollution
- Provides a landscape area (will make the bridge environmentally friendly)

The panels have hatches which blend in with the lateral walls. These hatches are to provide easy access to maintenance.

Ms. Romero presented a picture of a bridge before and after retrofit. She then offered the benefits of LED fixture lighting.

#### **Old lighting:**

- Old lighting were high pressured lights
- Average light 24,000 hours
- 6 years durability
- Cost is about \$600 per bridge

#### **LED lighting:**

- LED lighting average 100,000 hours
- 23 years durability
- Cost is about \$900 per bridge

There is approximately a \$2000 difference in cost per bridge for lighting. LED lighting provides more light and maximizes the coverage. LED lights are tested for vibration based on car traffic and doesn't give a tunnel effect.

Before Chairman Moss offered questions, Mayor Oliver Gilbert of Miami Gardens arrived. Chairman Moss congratulated Mayor Gilbert and asked if he would like to say a few words. Mayor Gilbert praised the City Manager of Miami Gardens for hiring great staff. He also stated the City of Miami Gardens will keep moving forward. Ms. Gillespie-Smith commented on Mayor Gilbert's leadership at his Council meetings and congratulated him on running efficient meetings.

Chairman Moss asked Ms. Romero, where the bridges presented in her presentation state bridges were located. Ms. Romero responded, they're Central Florida Expressways (CFX) bridges. Chairman Moss

asked if retrofit covers regular slope and embankment bridges. Ms. Romero responded it constructs a little housing. Chairman Moss asked Ms. Romero if she could offer a comparative cost of these upgrades. Ms. Romero responded she didn't know the exact cost of the project. She said what she did know it was \$35-\$55 per square foot. Chairman Moss explained to Ms. Romero in Miami-Dade County we have slopes on our bridges. Therefore, what would it cost for outside cladding and squaring it up? Mr. George Navarrete asked Ms. Romero if she knew the total cost. Ms. Romero's responded that she didn't.

#### **Action Item**

Chairman Moss asked Ms. Romero to look into the total cost of the project.

Mr. Rick Johnson commented MDX pushed the effort on the 836 project. They are still researching to see if retrofit would be feasible.

Someone commented with concerns of the retrofits reducing the vegetated areas. Ms. Romero responded there would be a space for plants.

#### **Action Item**

Chairman Moss commented FDOT needs to speak with Secretary Pego regarding the aesthetics and what would be the initial cost to go in and retrofit.

Chairman Moss commented he would like to see all of Miami-Dade County bridges retrofitted. Kirk Hoosac said he would find out the reason why and get the information to Chairman Moss.

#### **Action Item**

Chairman Moss wants to meet with the District Secretary regarding: why retrofit is allowed for other areas (i.e. Orlando) and not Miami-Dade County.

Vice Mayor Phyllis Smith commented the most important thing would be the lighting for pedestrians. She asked that LED lighting be considered for the underpasses rather than the old lighting. Chairman Moss responded that he agrees and this would be an issue to be taken up with District.

Mr. Rick Johnson mentioned on SR836 between (Red Road and 27<sup>th</sup> Avenue) will be installing LED lighting. The capital cost is about the same but it will have a long term saving of about 40%. LED lighting will be installed at Red Road and 27<sup>th</sup> Avenue for pedestrian lighting.

Chairman Moss explained that FPL has a program along with Honeywell for retrofitting lighting and air conditioning. This is being done up front and the vendor is paid from the savings.

Chairman Moss acknowledged Vice Mayor Smith's concerns with the lighting under the bridges. He said the bridges look dangerous and unwelcoming.

Mr. Navarrete commented on one of the bridges in the presentation it was dark even in the day time. Ms. Romero's pointed out that particular bridge was lit with old lighting.

Rick Johnson reported Milam Dairy Road and 836 will have LED lighting. They will also install an Intelligent Lighting System (ILS). The LED lights will communicate with the ILS. The system will know when lights are low and collect data. The cost is minimal.

Chairman Moss wanted to recognize Bill Talbert before more questions were asked. He thanked the GMCVB for allowing Neat Streets Miami to utilize their newly renovated facility and the Board appreciates their continued support. Mr. Talbert reported the domestic and international market is growing. He announced Heritage Month and Art Black Miami. Mr. Talbert mentioned the City of Miami Beach is looking to build a new hotel—The Convention Headquarter Hotel. This would not be funded by tax payers but by private funding. Also, the GMCVB is working on an upcoming Super Bowl bid.

Chairman Moss asked Mayor Gilbert what are the plans for the large hotel in Miami Gardens on 27<sup>th</sup> Avenue near Dolphin Stadium? Mayor Gilbert responded they've done some renovations to the hotel but they are working with Calder Race Track. Their plan is to build a better hotel in that area. Chairman Moss said he's happy to hear their plans because he knows the potential of having a nice hotel in that location.

Vice Mayor Patricia Cohen asked what about using solar lighting? Rick Johnson responded solar lighting can be costly to maintain; higher maintenance and you would need a lot of paneling.

A copy of Ms. Romero's presentation can be found on the NSM website.

Chairman Moss asked for a motion to approve the minutes for October 28, 2015. There was a motion. It was seconded and approved by the Chair.

Chairman Moss thanked Mayor Gilbert for attending the meeting.

#### **B. Neat Streets Miami Budget**

Chairman Moss shared with the Board and participants it was important to disclose Neat Streets Miami budget. Ms. Gillespie-Smith gave an overview. The operational budget was approximately \$270,000. She then referenced Miami DDA support of a downtown Neat Team. Chairman Moss thanked Ms. Robertson for supporting Neat Streets Miami. Ms. Robertson said she has been supporting the Neat Team for approximately 7 years. Also, she mentioned with thanks to Chairman Moss and Mayor Gimenez there is \$500,000 for Street Tree planting. There is also a tree matching grant for \$50,000 which was envisioned to be used for communities and organizations. Thanks to Chairman Moss there is \$100,000 for UF to finish the Urban Tree Canopy study. American Forrest covered the first portion of the northern part of the county. This money would inform the Neat Streets planning decisions and identify where trees are needed. Ms. Gillespie-Smith reported the secured and pending grant funding that designates the office's operations.

Kirk Hoosac announced another secured grant for \$100,000 from FDOT. Ms. Gillespie-Smith thanked Mr. Hoosac and reminded everyone that the grant was for the beautification of A1A adjacent to Haulover Park. Also, thanked the Village of Bal Harbour for their letter of support. Ms. Gillespie-Smith thanked the LA Team for putting together beautiful renderings. Chairman Moss thanked Mr. Inganzo for his great work. Vice Mayor Patricia Cohen voiced her concerns for maintaining the plants. She suggested a plan to

be implemented for maintaining the plants. Chairman Moss assured Vice Mayor Cohen the Board was with her one hundred percent.

Kirk Hoosac mentioned FDOT will be receiving funding for upcoming projects.

Vice Mayor Smith mentioned the new luxury Ipic Theater in North Miami Beach is in close proximity to Haulover and she says this improvement couldn't have come at a better time but the project needs to be totally done. Also, she mentioned a new project for a thirty-two story building in North Miami Beach has been approved and they have ten upcoming projects.

Vice Mayor Cohen suggested Jack Kardys present the Haulover Master Plan at an upcoming Board meeting. There are concerns with issues in the park which needs to be addressed in order to move on with improvements. Vice Mayor Cohen added, she's gotten feedback of concerns from residents.

Chairman Moss inquired about the unincorporated portion of Biscayne Boulevard. Ms. Gillespie-Smith responded she and David Cardenas are working on it.

Ms. Gillespie-Smith announced Neat Streets Miami should be receiving another \$10,000 in private donations also; \$3,000 was raised on Give Miami Day. Ms. Gillespie-Smith mentioned we are getting closer to our \$10,000. Ms. Gillespie-Smith asked if there were any more questions.

Chairman Moss moved on to Social Media Training. He thanked Bill Talbert for setting up the Social Media training. Mr. Talbert shared Social Media is the way to speak to the world. Mr. Talbert introduced Ms. Shaneeva Yassin, Social Media Manager. Ms. Yassin shared at the GMCVB they are able to sell their brand through social media. The marketing aspect of social media is to bring attention and awareness. The GMCVB uses social media to direct people to their website. Ms. Yassin shared how the GMCVB used different social media to bring tourist and locals to their website. Ms. Yassin also stated social media is a listening and sharing tool. Chairman Moss asked what would be the recommendation to make Neat Streets Miami profile more profound through social media. Ms. Yassin asked, "What's your brand?" "What do you want people to know about Neat Streets Miami?" Someone suggested we reach out to the GMCVB for assistance to post events. Chairman Moss asked who has the most followers. Chairman Moss suggested if there is an organization that has a large follower base, we could piggyback to get Neat Streets Miami out there to get support with all the civic things we're doing in the community. Ms. Yassin responded that is a great strategy. Vice Mayor Cohen suggested maybe there could be an incentive to be given when someone likes our page. Chairman Moss thanked Ms. Yassin for coming out to help everyone understand social media.

A copy of Ms. Yassin's presentation can be found on the Neat Streets Miami website

## **IV. Updates**

### **A. Office of Neat Streets Miami**

Ms. Gillespie-Smith updated everyone on what has happened the past two months: The Kirk Monroe sign was installed thanks to Bill McClellan. Billy the Marlin partnered with Neat Streets Miami to promote

Give Miami Day. The Marlins removed invasive plants and mangroves with Parks Disability Service Group at Greynolds Park. Ms. Gillespie-Smith thanked everyone who joined the Pre-Art Basel Tour. She discussed there were different areas of concern with illegal dumping and graffiti; a lot of the graffiti was on private property which is very difficult to enforce; under I-395 there was waste dumping; FEC worked on some of the issue but are still continuing to improve those areas. Ms. Gillespie-Smith thanked MDT for their work. She also thanked Dr. Carnegie, Ramiro Inganzo, and Cesar Garcia-Pons for their service on the Local Action Team for Safer People and Safer Streets and announced a Public Officials breakfast on January 14, 2016.

Chairman Moss asked the other committees if there were any issues which needed to be addressed. Rick Johnson announced that Citizens for a Better South Florida has secured a grant to offer technical assistance to cities wanting to earn the Tree City USA designation. Lina Blanco reminded everyone of the Clean-Up Green-Up poster contest.

#### **V. Recap of Action Items 12/10/15**

There was no Action Items recap

#### **VI. Closing Remarks**

Chairman Moss thanked everyone for attending the meeting and wished all a wonderful holiday.

Meeting was adjourned at 12:00 pm.