



NEAT STREETS MIAMI
MEETING SUMMARY
February 24, 2016
DRAFT

NSM Members Present

William Anderson, GMCVB
Lina Blanco, City of Miami
David Cardenas, MDPROS
Dr. Claudius Carnegie, CTAC
Vice Mayor Patricia Cohen, Bal Harbour,
Miami-Dade League of Cities
Jeffrey Dawson, Miami-Dade Aviation
Tabitha Fazzino, Miami-Dade Public Schools
Kenneth E. Gardner, TARC
Juan C. Garrido, Designee/MDC-Commission,
Dist.7
Patricia Harris, Private Citizen
Ramiro Inguanzo, Miami Dade College
Rick Johnson, MDX
Jack Kardys, MDPROS
Penny Lambeth, Town of Miami Lakes
Robert McClellan, MDT
Maria Mitchell, Designee/MDC-Commission, Dist.6
Commissioner Dennis C. Moss, MDC Dist. 9
Alyce Robertson, Miami DDA
Vice Mayor Phyllis Smith, City of N. Miami Beach
Rick Vasquez, FPL, MDC Designee, Dist. 5
Lynda Westin, South Florida
Regional Transportation Authority
Mark Williams, City of Miami Beach

Participants Present

Kirk Hoosac, FDOT
Ginny Gutiérrez, GMCVB
Diana Amaya, District 9
Susannah Troner, RER
Patrice Gillespie Smith, NSM
Wanda Torres, NSM
Quatisha Oguntinyinbo-Rashad, City of Miami,
Environmental Resources
Héctor Solimán-Valdez
William Talbert, III, GMCVB

I. Welcome and Introduction

Chairman Moss opened the meeting. He asked everyone to introduce themselves. He thanked the GMCVB for hosting and supporting NSM Board meetings.

Bill Anderson with GMCVB reported:

- Hotel occupancy for 1/2016—at 81% down 2%
- Ranked 25th in the world
- 1.2% more rooms sold this year than last year
- Room rate average \$238.06

Bill Talbert added that construction of the 800 room hotel that will be connected to the Miami Beach Convention Center commenced in December 2015. Also, the GMCVB is celebrating Black History Month. On February 5th, they hosted the Lyric All Star Event. They were co-sponsors of the Women of the Tribe Exhibit on display at the Government Center. Also, they had their 3rd Annual Black Heritage Month Neighborhood Tour on February 26th. Mr. Talbert shared that the GMCVB celebration of Black History Month was recognized in USA Today.

Ginny Gutiérrez shared that another visitor center has opened through the Dade Heritage Trust.

Alyce Robertson shared the DDA contributed \$25,000 to help fund the Dade Heritage Trust.

Chairman Moss asked Ms. Gutiérrez for the total number of visitor centers. She responded there were five opened within the past year and a half.

Ms. Gutiérrez reminded everyone that March was Shop Miami Month.

II. Action Item – Approval of 01/28/16 Minutes

Chairman Moss asked for a motion to approve the minutes. Ms. Gillespie Smith mentioned there was a correction in the minutes; Dr. Claudius Carnegie's name was omitted from the Member Attendees list. Chairman Moss approved as amended.

Action Item – Appointment of new Neat Streets Miami Beach Member

Chairman Moss introduced and welcomed Mark Williams' newly nominated board member from the City of Miami Beach.

Ms. Gillespie Smith shared Mr. William's brief bio with members and participants. Mr. Williams has been the Urban Forester for the City of Miami Beach since August 2012. A copy of his bio was included with the meeting agenda. Ms. Gillespie Smith also added, Mr. Williams would be a great asset to the Board.

Chairman Moss asked for a motion. David Cardenas motioned and Dr. Carnegie seconded the motion. Mr. Williams' appointment was approved. Chairman Moss welcomed him to the Neat Streets Miami Board.

Mr. Williams said he's looking forward to working with everyone.

III. Reports

a. Neat Streets Miami Retreat Follow-Up/2016 Priorities

Ms. Gillespie Smith gave a follow-up presentation on the retreat requested by Chairman Moss. She shared the vision was to become a world-class community through beautification, well maintained transportation corridors, gateways and connections. The objectives are to increase

beautification and maintenance funding; elevate Million Trees Miami and create ambassadors. A full copy of her presentation can be found on the Neat Streets Miami website.

Ms. Gillespie Smith's presentation was an overview of the retreat. At the retreat, each committee was asked; what was their purpose and how to achieve that purpose. Each committee had an area of prioritization that focused on strategies.

The purpose of the Landscape Committee was to beautify gateways to create a world-class community. Ms. Gillespie Smith mentioned Kirk Hoosac had recommended members get grant training so they can take advantage of available resources.

The Marketing Committee said its purpose was to promote to ensure public knowledge and participation. The strategy they believed was most important was to buy a website (Neat Streets Miami.com). Ms. Gillespie Smith mentioned due to county restrictions NSM can't have a ".com" but it can be linked. She thanked Bill Talbert for purchasing the website. It would give NSM a broader appeal.

Ms. Gillespie Smith said there was an open discussion on "defining success." Some questions NSM would like to ask tourists on their thoughts about Miami are: what are their first impressions; do they feel it's clean and green. Furthermore, NSM is seriously looking for a Million Trees Miami champion.

The retreat feedback suggested NSM Board members need to share with others that, they are on the NSM Board. The board stressed instead of asking for resources, we need to ask, "What could we offer?" Other ideas were suggested that could help get NSM out to the public. Active municipality representation on the NSM Board was also mentioned; and Port of Miami beautification was discussed.

After the retreat, Ms. Gillespie Smith met with Tabitha Fazzino with Miami-Dade Public Schools. She has some great ideas for partnering and aligning our efforts.

Each committee chair took votes and prioritized them. The committee chair has a spreadsheet to track their priorities.

The Transportation Corridors and Gateways Committee indicated its highest priority was transportation gateways improvement. Ms. Gillespie Smith mentioned the committee will be working closely with Kirk Hoosac and Harold Desdune at FDOT to ensure investment in 3 gateways. Ms. Gillespie Smith mentioned the underpass retrofit was quoted to be approximately \$1 Million per bridge.

Ms. Gillespie Smith then provided an overview of the retreat feedback and said that the areas of improvement in the future are increasing the diversity of speakers and ensuring everyone has adequate resources during the retreat.

Ms. Gillespie Smith thanked the committees for their participation and feedback.

Dr. Carnegie asked was there a possibility of enhancing the website's SEO (Search Engine Option) for better visibility so Neat Streets Miami can raise to the top in searches.

Ms. Gillespie Smith responded she could speak to her IT department to see how they can improve the website.

Maria Mitchell thanked Chairman Moss for his great leadership.

Chairman Moss asked Ms. Gillespie Smith what is going to happen with the road map and do the committees have a check list.

Ms. Gillespie Smiths responded, committee meetings are held every month. She reports to each Chair with issues that need to be addressed and asks for suggestions on how to rectify them.

Ms. Robertson asked Chairman Moss, if there were plans to present the NSM plans to the Board of County Commissioners. She also asked if his colleagues knew the accomplishments of the NSM Board.

Chairman Moss responded yes, he could schedule a presentation.

Ms. Robertson stated the NSM Board is one of the few boards that gets things done and resolves issues in the community.

Action Item

Ms. Gillespie Smith will provide a Retreat Report to Chairman Moss to present to the Board of Commissioners at a convenient time.

Chairman Moss mentioned he challenged the MPO to support NSM in the beautification of the community and asked them to work together with NSM to maintain transportation corridors and gateways. Chairman Moss stressed not only do we have to plant a million trees and have a 30 percent canopy, we have to maintain our corridors and gateways. This is an area which needs to be prioritized.

Chairman Moss mentioned there will be a new Secretary at FDOT and he will discuss with them a need for their support to do something with the 1.5 percent which is designated for maintenance. Chairman Moss asked for the Board's support with this issue.

Kirk Hoosac clarified the 1.5 percent was for the planting of trees and landscaping, and did not include maintenance. He stated the grass is not cut frequent enough to control the weeds. He suggested maybe using more sod in FDOT projects.

Ms. Robertson mentioned it is hard to keep up maintenance. She said, DDA has the Homeless and Neat Team doing maintenance and it's still hard to maintain. She mentioned one issue they've encountered, is determining who maintains what road. One thing she admires about the NSM Board is that it's cross jurisdictional.

Vice Mayor Smith shared that the City of North Miami Beach has made arrangements with the County to maintain their roads. The Board applauded Vice Mayor for taking the initiative to help maintain the beautification of her city. She mentioned that the City of North Miami Beach received many letters from residents thanking them for cleaning up their community after the storm because the county couldn't get to it right away. She also mentioned they have a department that is in place for maintaining landscaping.

Vice Mayor Cohen mentioned Bal Harbour is maintaining the beautification of their city. They hired a private entity to clean their streets every day.

Ms. Mitchell mentioned there needs to be a way for residents to report findings in the community to 311—regardless of the jurisdiction within which the problem is being reported.

Action Item

Ms. Gillespie Smith will follow-up with 311 to inquire about the protocol for responding to concerns in various jurisdictions.

Mr. Johnson said, based on Ms. Gillespie Smith's report card, he thinks it's a "needs" list not a "must do" list. If NSM doesn't have the proper funding and support, it will never reach its goal. He agrees to get in touch with MPO and share their concerns with the maintenance of the community. He stated the "needs" have already been identified; they just need the resources.

Mr. Kardys mentioned the score card brings about competitiveness. He suggested to utilize Sparkle Tours and to develop a report to raise the issue of lack of maintenance in our community.

Chairman Moss said this is a joint effort. There needs to be a plan in a methodical way. Action steps are required to come up with an outcome. This technique will hold you accountable.

Ms. Harris suggested having a presentation from 311.

Ms. Gillespie Smith announced NSM hired a Special Projects Administrator. She will create metrics on the value of aesthetics.

Chairman Moss thanked Mr. Talbert for attending the meeting.

b. Town of Miami Lakes Transportation Master Plan - Héctor Solimán-Valdez

Héctor Solimán-Valdez with the Town Of Miami Lakes presented on the community's transportation audiences. Miami Lakes is a Master Plan community with over 101 parks. Even before Complete Streets came about their Master Plan was going in that direction.

Their Strategic Plan is focusing on relieving congestion in the community. The Town Council has put this in the strategic plan for 2015-2025; Complete Streets has been added as a priority; hiring more staff to research. They've partnered with FDOT, Dade Schools and others to come up with a solution to help solve the congestion in the community. Their solution: build up sidewalks; extend avenues (especially in the west); technology (Smart Signalization) and pedestrian

crossings. Town Center Zoning District (Ludlum), improves urban design standards and their mission is to have more vertical growth.

The town has a Transportation Demand Management Program--the goal is to:

- reduce dependence on single occupancy vehicles;
- reduce peak hour congestion and offer transportation alternatives

The uses CITT funds for the "Moover," a Town circulator, providing connections to major locations, high schools and shopping; of transportation alternatives; increase in ridership. The Town of Miami Lakes is working with businesses to implement the Master Plan. Businesses offer incentives to riders who utilize public transportation. Their next steps are preparing for upcoming developments--new homes and shopping malls. A copy of the Miami Lakes presentation can be found on the Neat Streets Miami website

Ms. Gillespie Smith thanked Mr. Solimán-Valdez for his presentation.

Mr. Inganzo asked if the town tracked ridership. Mr. Solimán-Valdez responded yes.

There was a question how you track ridership. Mr. Solimán-Valdez responded on a monthly basis. They've seen a substantial increase in public transportation usage.

Mr. Kardys asked a question if other cities use this alternative system. Mr. Solimán-Valdez responded, the City of Kissimmee. The Town of Miami Lakes used a MPO grant to identify new successful funding.

Vice Mayor Smith shared that the City of North Miami Beach has a private bus service for residents, but most of them are displeased because it's not resident friendly. She asked what the Town of Miami Lakes is doing to promote the service.

Mr. Solimán-Valdez responded it's publicized in their community newspaper, social media, and tabling at events.

Vice Mayor Cohen asked were shade trees going to be on the greenway. Mr. Solomon responded that the town has an amazing tree canopy and that they will be planting more.

Ms. Lambeth announced the Town of Miami Lakes has a user friendly website and they were a Tree City USA.

c. Haulover Master Plan - Jack Kardys

They've been working on this project approximately seven months working with developers to help leverage funding.

Mr. Kardys said Haulover is a heritage park and one of PROS' original facilities. The property is valuable for boating and fishing as well as for access to open water. It is a 177 acre facility; predominately used by boaters, fishermen and picnickers. It has a rich history—but has had lack of funding to supply maintenance. There was a General Obligation Bond passed years ago which generated \$11M for the park. The Master Plan calls for \$94-95 Million in improvements. There

is a marina and a dry storage being constructed. As the Master Plan was developed, the community was surveyed they were asked what would they like to see in the park.

Aesthetics is the main focus in the first phase. The key to P3 is future revenue that will be available: potential existing leverage \$2-3 Million/per year; dry storage will generate approximately \$1 Million by year six; Haulover is a revenue positive park by more than \$2 Million; 50 year investors to defer or pay off leases. Its build take 5 years to complete the vision. There are at least five viable team of investors. A copy of Mr. Kardys presentation is available on the Neat Streets Miami website.

Ms. Gillespie Smith thanked Mr. Kardys for his presentation.

Ms. Mitchell asked, do you expect changes in the sand to affect the boating area? Mr. Kardys responded, it is not cost effective to remove the sand.

Vice Mayor Smith asked will the nude beach and dog park remain. She also asked Mr. Kardys, did he think the restaurants would be able to remain in business? Mr. Kardys responded, he thinks this change will attract more boats. The dock will have the capability to hoist 39ft boats.

Mr. Inguanzo asked where the Lighthouse Restaurant will be located.

Mr. Kardys responded, on the westside of the ocean wall.

Mr. Inguanzo asked, what type of restaurant will it be? Mr. Kardys responded, it will be more of an upscale restaurant.

Dr. Carnegie asked, if we need to provide support to approve the plan.

Mr. Kardys responded, it's already approved. But the support from the Board would help move it forward.

There was a motion by Dr. Carnegie for approval and a second by Vice Mayor Smith. There was a correction by Ms. Robertson there can't be an approval. Dr. Carnegie amended the motion to support, the P3 concept as prescribed. It was seconded by Vice Mayor Smith.

Mr. Inguanzo thanked Mr. Kardys for providing them updated information. He asked if there was consideration for the former golf course.

Mr. Kardys responded that at 10,000 rounds per year, the golf course couldn't sustain itself. Tennis courts weren't being used. There was no support. People requested a Central Park motif and dog park.

Vice Mayor Cohen stressed when you take away amenities you have to replace it with something for kids.

IV. Update

a. Office of Neat Streets Miami – Patrice Gillespie Smith

- Congratulations to Karen Tynes; she will be recognized for her leadership in Education at the “In the Company of Women” presentation.
- March 4 is Bike to Work Day. Ms. Gillespie Smith asked if you want to participate, contact her.
- Million Trees Miami won a \$20,000 grant from TD Bank to plant trees along SW 168th as a demonstration how to plant the “right trees in the right place.” FPL will advise us on this effort and we will be partner with IFAS on the education portion.
- There was a special invitation to the Mayor’s Reception of the Great Park Summit on 4/14. They were by invite only and non-transferable. We hope you can make it.
- Neat Streets Miami hired its new Special Projects Administrator, Jennifer Korth Llorente, who has represented S. Miami on the Board for more than a year. Jennifer is an AICP certified planner, LEED certified and has a lot of sustainability experience. She beat out some very stiff competition and I believe it’s because of her intimate knowledge of who we are and what we do. She is going to bring a great technical dimension to our team. I’ve already spoken to her about elevating the Adopt a Road Program, about reviving the County’s Aesthetics Master Plan and identifying quantifiable ways to measure the impacts of aesthetics on our community.
- In March, Commissioner Moss and Jack Kardys will join the Knight Foundation and Dave Lawrence in a benchmarking tour for Million Trees Miami. This is part of our effort to identify a champion for Million Trees Miami. We will report on the outcomes next month.
- She also announced that the [Miami-Dade Tourist Development Council Is Seeking Nominations to Fill Board Vacancies](#) and encouraged interested board members to apply.

Ms. Robertson announced on Friday, February 26th at Miami Center of Architect and Design, The DDA is sponsoring a futurist, Jack Uldrich—all are invited to attend.

b. Marketing Committee – Lina Blanco

Ms. Blanco reported more than 1500 Clean-Up Green-Up posters had been received. She thanked Ginny Gutierrez, Bill Talbert III, Tabitha Fazzino, and Juliet Chambers. In March, she will report the outcome of the contest. The judging will take place March 11th at the Women's Park in West Flagler.

c. Street Trees Sub-Committee – Rick Johnson

Mr. Johnson reported they’re still waiting on the inventory of trees planted in 2015; Urban Forest grants up to \$30,000 are due March 31st; The theme for 2016 Earth Day is Plant a Tree; currently,

taking nomination for candidates for 2016 Crown Canopy Award; The winner will be announced at the Great Park Summit, April 15th: Commissioner Moss introduced legislation that would direct some funds to Neat Streets Miami from the Tree Trust.

d. Gateway/Corridor Subcommittee – Dr. Claudius Carnegie

Dr. Carnegie reported March 4th was Bike to Work Day. On March 14th, the Local Action Team for Safer People, Safer Streets will meet to prepare the Action Plan to be presented to NSM Board, MPO and Board of Commissioners. Dr. Carnegie announced that applications are now being accepted for the Gateway Award. The deadline is April 1st.

Ms. Gillespie Smith thanked Dr. Carnegie for his report.

Vice Mayor Cohen shared she would like to explore having a committee for tree maintenance.

Mr. Johnson invited Vice Mayor Cohen to attend a Landscape/Tree Committee meeting.

Mr. Dawson shared there is already guidelines in place for maintenance of trees.

e. Landscape Projects Subcommittee- Jeffrey Dawson

Mr. Dawson mentioned, the committee didn't meet in February due to several member conflicts. He mentioned the 2016 Corridor Maintenance Award will be issued on March 7th. The applications need to be submitted by April 1st. The subcommittee will have Gianni Lodi from RER attend their March meeting to share landscaping code changes. The City of Miami represented by City Manager Danny Alfonso will present the City's opportunities for gateways.

V. Recap of Action Items 2/24/16 Meeting

Due to time constraints, no Action Items were recapped.

VI. Closing Remarks

Alyce Robertson motioned to adjourn the meeting. Dr. Carnegie seconded it.

Meeting was adjourned at 11:58am