



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



**CIAB Members Present**

Bill Anderson, Greater Miami Convention  
And Visitors Bureau  
David Cardenas, MD Parks & Open Spaces  
Dr. Claudius Carnegie, MD Designee  
Commission (Dist 5)  
Rick Johnson, Miami-Dade Expressway  
Authority (MDX)  
Gianni Lodi, MD Sustainability, Planning  
and Economic Enhancement  
Dennis C. Moss, MD Commissioner (Dist 9)  
Commission (Dist 6)  
John Oldenburg, City of Miami Beach  
Gerard Philippeaux, MD Designee  
Commission (Dist 2)  
Buck Reilly, City of South Miami  
Susan Schreiber, Metropolitan Planning  
Organization (MPO)  
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  
Javier Betancourt, Downtown Development  
Authority (DDA)  
Christina Casado, MD Community Image  
Stephanie Cornejo, City of South Miami  
Regina Hagger, City of Miami  
Jack Haime, BioPlanet  
Patricia A. Harris, Citizen  
David Henderson, Miami-Dade MPO  
Melody Jones, Greater Miami Convention  
and Visitors Bureau  
Jack Kardys, MD Parks & Open Spaces  
Jess Linn, MD Sustainability, Planning  
And Economic Enhancement  
Doris Mejia-Gomez, MD Public Works &  
Waste Management  
Robert McClellan, MD Transit  
George Navarrete, MD Parks Recreation  
& Open Spaces  
Diana C. Perez, MD Commission (Dist 9)  
G. Read, South Miami Green Task Force  
Eric Silva, MD Sustainability, Planning  
and Economic Enhancement  
Philip Stoddard, Mayor, City of South 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 all the board members and participants. And thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings.

Chairman Moss welcomed special guest Phillip Stoddard, Mayor, City of South Miami. Introduction began.

**II. Action Items**

**Approval of Minutes from 03/28/12 Board Meeting:** Chairman Dennis C. Moss requested a motion to approve the minutes. Dr. Claudius Carnegie, Miami-Dade County

Designee for District 5 moved to approve the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were unanimously approved.

#### **IV. Reports (Agenda out of order)**

**City of South Miami Sustainability Projects** Mayor Phillip Stoddard with the City of Miami thanked Commissioner Moss and the CIAB. Mayor Stoddard said it was an honor to be at the meeting. Mayor Stoddard added that he was very pleased to have Buck Reilly representing the City of Miami. Mayor Stoddard spoke about his career and on how he began as a biology professor at (FIU). He spoke about South Miami's sustainable projects. Mayor Stoddard informed the board on the City's the creation of a Green Task Force and the Citizen's committee. He reported on how the citizen's committee formed the Green Master Plan. And how the City has a Farmer's Market, an Urban Gardens Committee, and a Community Garden Committee, promoting greening of the City. Mayor Stoddard praised the City of South Miami's Urban Landscape Committee. He informed the board about the Tree Trust Fund and reported on how the City of South Miami has benefitted by working together in partnership with the CIAB. Mayor Stoddard spent some time discussing the PACE Project in Cutler Bay. Mayor Stoddard concluded his presentation and added that the City of South Miami is a City of people that like their urban environment and green spaces.

#### **Greater Miami Convention Visitors Bureau (GMCVB)**

Bill Talbert welcomed Mayor Stoddard and the board. Mr. Talbert reported that he had attended Pow-Wow which is the number one international tourism show in the United States. Mr. Talbert reported on the release of the 2011 records. Mr. Talbert explained that the GMCVB had twelve records, one of which was "Most number of international visitors and domestic occupancy." Mr. Talbert informed about the meeting between President Obama and the President from Brazil. And reported that among other things the Brazil visa waiver process has begun and is a top priority. Mr. Talbert informed that one of the agreements between the two presidents was the United States opening two new offices in Brazil. And reported there are currently four offices and two more will be added. Mr. Talbert reported that the Bureau has presently offices in two cities in Brazil and will soon open a third one. Mr. Talbert informed that he attended a press conference in LA and gave updates on the arrival of the U.S. Travel Association Boat Travel Bus on South Beach, Monday, April 30<sup>th</sup> 11:00 a.m. and asked everyone to mark their calendars.

#### **III. Updates**

##### **Adopt/Sponsor-a-Road Resolution**

Christina Casado, Community Image Office: Handed out a proposed Adopt-A-Road report and recommendations resolution R-872-11 dated April 9<sup>th</sup> 2012 RCA/Agenda item 7(E). Ms. Casado reported that the resolution had passed the Recreation and Cultural Advisory Committee. And explained that the resolution was a report in response to a resolution proposed six months ago Commissioner Lynda Bell to investigate bringing back the Adopt-A-Road Program. Ms. Casado explained the functions of the Adopt-A-Road Program and services which includes litter clean-up, landscaping maintenance and landscaping installation.. She explained the proposed sponsorship levels for thenproposed

program were listed on page 2 of the report. She asked the CIAB to please review the it and concluded the report by adding that she hopes the resolution is supported and funds are allocated for it.

### **Marketing and Education Subcommittee**

**2012 CIAB Poster Contest Award Ceremony** Christina Casado, Office of Community Image reported on behalf of Lina Blanco, City of Miami and Chair of the Marketing and Education Subcommittee who asked to be excused. Ms. Casado informed the CIAB and invited everyone to attend the Award Ceremony for the Poster Contest winners at Board of County Commission (BCC) Chambers on Tuesday, May 15<sup>th</sup> at 9:30 a.m.

### **MIC/Palmer lakes Area Update**

Commissioner Moss addressed the concerns about the need of focusing on particular areas in the vicinity by (MIA) Airport. Commissioner Moss mentioned NW 36<sup>th</sup> Street from LeJeune Road to 37<sup>th</sup> Avenue, hotels and routes near SR 112. He addressed the need to reach out to all partners and agencies (responsible for the areas) to get together, to focus on coming up with a redevelopment plan to make a difference.

Gianni Lodi, Miami-Dade Sustainability, Planning, and Economic Enhancement provided an update on as requested by Commissioner Moss on the MIC/Palmer lakes area. Mr. Lodi advised the board that the report presented was to be considered as a first phase of the project. Mr. Lodi informed that Commissioner Monestime will be approached for his support on the north side portion. Mr. Lodi reported that the department was working on an ordinance. Mr. Lodi advised the board that the report being presented was based on the project portion of the un-incorporated Miami-Dade of the MIC land between LeJeune Road, 37<sup>th</sup> Ave, east side of the MIC all the way down to the canal into the Miami River.

Jess Linn, Project manager with Miami-Dade Sustainability, Planning, and Economic Enhancement Department briefed the CIAB on the Palmer Lake area. And reported to the board about the results and planning process (which began 2009). Mr. Linn reported that the BCC had passed a resolution requesting for the Palmer Lake area to be looked at. He reported the Palmer report will be presented to the BCC on May 1<sup>st</sup>. If project is approved implementations phase will then begin. Mr. Linn reported the area in which study was done was located east of the Airport (MIA) and the intermodal (MIC) and presented the overview of the MIC/Palmer Lakes Area. He informed the board about the new central station under construction; pedestrian Concourse that will connect to the rental car center the new Metrorail station and Tri-rail. He also briefed the board on the joint development areas and locations currently owned by FDOT and about the areas past 37<sup>th</sup> Avenue which are privately owned and expected to be redeveloped. Mr. Linn spoke to the CIAB about the existing rental car operations at the (MIC) and new rental development opportunities. He spoke about property owned by FDOT (view to downtown Miami and access to lake). Mr. Linn reported that one of the recommendations on the plan is for FDOT to give the property to Miami-Dade County Parks Department. Another topic he spoke about was Pedestrian & Bicycle connections to the MIC, sidewalks and bike lane recommendations. In wrapping up the presentation he advised the CIAB on the Departments implementation/recommendations. He informed that one of the recommendations was to establish a CRA and zoning code changes to regulate the uses in the area which are not mixed residential and retail. He concluded presentation with a short animated video of conceptual renderings of the plan for the Palmer Lakes area.

### **Landscape Projects Subcommittee Deferred**

**Street Tree Subcommittee** John Oldenburg, City of Miami Beach provided updates on the upcoming Sixth Annual Tree Summit on May 10, 2012. Mr. Oldenburg reported that the Keynote Speaker this year was Dr. Kathleen Wolf, from University of Washington College of the Environment. Mr. Oldenburg informed that the topic Dr. Wolf would be presenting on is recent research results on the economic relationship between urban forests and healthy communities. Mr. Oldenburg said the Tree Committee was very excited to have Dr. Wolf at the Tree Summit. Mr. Oldenburg reported there would be other speakers. Carrie Gallagher, Executive Director, Alliance for Community Trees and Xavier Cortada, Director and Artist-in-Residence from FIU. He informed that Chairman Moss would be the host. Mr. Oldenburg concluded his update by inviting all CIAB members and partners to attend and also to bring someone to the Tree Summit, on Thursday, May 10<sup>th</sup> at 9:00 a.m. to 4:00 p.m. at the Florida International University (FIU) Modesto A. Maidique Campus, Graham Center Ballroom.

**Miami-Dade County Zoo** Commissioner Moss commented and express to the board about the idea on the creation of a conservation facility plan at Miami-Dade County Zoo.

Jack Kardys, PROS provided the board with some updates. Mr. Kardys commented that the idea of this plan was educational to have multiple universities involved on the conservation plan for the zoo. Mr. Kardys spoke about having a field lab at the zoo facility. He reported that the zoo presently has a magnet program from Miami-Dade Public School system and other partners from FIU, UM and Barry. Mr. Kardys also spoke about the Florida City Exhibits, kiosks, and tours at the zoo facilities.

**Sustainable Stormwater Management Strategies:** Buck Reilly, City of South Miami recognized and thanked Phillip Stoddard, Mayor with the City of South Miami. Mr. Reilly presented a PowerPoint presentation on information regarding sustainable stormwater management strategies and how to incorporate the strategies into the design of our streets and public spaces. Mr. Reilly information how maintenance demands to Cities could be reduced and better support wild life. He showed photos on some of the advantages of the use of stormwater and how it would make streets more beautiful and reduce reliance on infrastructure and to deal with small scale flood events. Mr. Reilly gave examples of Cities like (LA, Washington DC and Florida). And reported that the Sustainable Stormwater Management Strategies resource information had been created by the Make it Right Foundation. For which was prepared for implementing the strategies for the rebuilding process of New Orleans. Mr. Reilly briefed the board on some of the strategies (i.e. Rain Gardens, Vegetated Swales, Native Landscapes, etc.) and informed the CIAB that he could the sustainable stormwater strategies document would be sent to them via email for their review.

Commissioner Moss thanked Mr. Reilly and also commended Mayor Stoddard for selecting Mr. Reilly as the CIAB member representing the City of South Miami.

**The Complete Community Image/Designing Streets to Include Bicycles**

David Henderson, Bicycle Pedestrian Coordinator, Miami-Dade County (MPO) and Stephanie Cornejo, Member of the Bicycle Pedestrian Advisory Committee presented to the board a brief overview on how streets can be designed to include bicyclists. Ms.

Cornejo reported on how the CIAB Program and Goals supported bicycling facilities; street designs to accommodate bicyclist; streetscapes and streets-landscaping. Ms. Cornejo reported on how bicycle facilities promote street users-safety and that it produces zero carbon emission. Ms. Cornejo spoke about good examples and aesthetic elements in non-motorized paths and corridors. She also shared some bad examples such as, trees cut down for road expansion, root damage on trails, trees blocking sidewalk, palm debris on the road, visual screens create safety problems.

**Greenways Committee Legislative Update** Eric Silva, Miami-Dade Sustainability, Planning, and Economic Enhancement distributed copies of the Draft Resolution pertaining to developing “Complete the Streets” standards to promote safe, attractive transportation corridors including pedestrian, bicyclist, public transportation riders and drivers for Miami-Dade County; incorporating said standards in all planning, design, approval and implementation process for any construction, reconstruction, retrofit, maintenance, alteration, or repair of streets, bridges or other portions of the transportation network, and signalization operations if the safety and convenience of users can be improved within the scope of the work.

Commissioner Moss asked the board to forward any comments to be considered in the draft Resolution to please forward to Christina Casado.

Ms. Casado added, that in trying to get legislative support, it would be a good idea to have CIAB representation when resolution goes before the BCC.

Regina Hagger, announced that City of Miami will be hosting an “Arbor Day” tree planting event on Friday, April 27<sup>th</sup> Ms. Hagger reported that one hundred trees will be planted and invited the CIAB to attend. Event will take place at City of Miami between NW 12 Ave and NW 7<sup>th</sup> Avenue.

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

## **V. Closing Remarks**

Commissioner Moss thanked Mayor Phillip Stoddard again, Mayor City of South Miami for his participation.

### **Recap of Action Items 04/25/12**

None

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

The meeting was adjourned.