



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
May 30, 2012**



**CIAB Members Present**

Bill Anderson, Greater Miami Convention  
And Visitors Bureau  
Lina Blanco, City of Miami  
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  
Lisa Martinez, Miami-Dade County, Office  
Of the Mayor  
Maria Mitchell, MD Designee  
Commission (Dist 6)  
Dennis C. Moss, MD Commissioner (Dist 9)  
Commission (Dist 6)  
Elizabeth Ogden, Miami-Dade County  
Seaport  
Buck Reilly, City of South Miami  
Debora Rivera, Florida Department  
of Transportation  
Alyce Robertson, Miami Downtown  
Development Authority  
Susan Schreiber, Metropolitan Planning  
Organization (MPO)

**Participants Present**

Gloria Anita, Citizens for a Better  
South Florida  
Christina Casado, MD Community Image  
Regina Hagger, City of Miami  
Patricia A. Harris, Citizen  
Jack Kardys, MD Parks & Open Spaces  
Doris Mejia-Gomez, MD Public Works &  
Waste Management  
Robert McClellan, MD Transit  
Diana C. Perez, MD Commission (Dist 9)  
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 board members and participants and thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the CIAB meetings.

Introductions began.

Chairman Moss thanked Lisa Martinez, Senior Advisor, Office of the Mayor and the Community Image Advisory Board for being present.

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

Bill Talbert welcomed the CIAB and thanked Chairman Moss for his continuing leadership. Mr. Talbert shared that in President Obama's speech on January 19, 2012, the President spoke about new strategies to help boost travel and tourism and addressed the state department's efforts to accelerate the processing of visas by 40% for travelers from China and Brazil.

Bill Anderson reported on the tourism industry. He shared how well the tourism industry was doing. Mr. Anderson reported that domestic and international arrivals had increased another 10%. Mr. Anderson concluded saying that as long as Miami International Airport (MIA) continues to grow, so will Miami in all aspects (ie. hotel room rates and occupancy) in the tourism industry.

Mr. Talbert informed the CIAB about the opening of the new Airport link. Mr. Talbert informed the opening will be taking place end of July or first of August of this summer 2012.

## **II. Action Items**

**Approval of Minutes from 04/25/12 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.

## **III. Updates**

### **Community Image Office**

Christina Casado, Community Image Office informed the board that the Marketing & Education Committee had completed the Poster Contest with the award ceremony on May 15<sup>th</sup> and that the Tree Summit of May 10<sup>th</sup> had been a great success.

Paciencia Park at City of South Miami Ms. Casado announced and invited the board to attend the tree planting event at Paciencia Park, City of South Miami on Friday, June 1<sup>st</sup> at 10:00 a.m. Ms. Casado reminded the board of two events (Taste of the Town & Talk of the Town) that took place at City of South Miami last year 2011 to raise funds for trees for Paciencia Park with the Parks Foundation. City of South Miami was the first cities to implement the Street Tree Master Plan to increase tree canopy and the Million Tree Miami Campaign.

Ms. Casado announced that Buck Reilly, the City of South Miami representative, was named President of the Native Plant Society, Miami-Dade Chapter.

Ms. Casado advised the board about the upcoming reports: Airport report and update on the tree canopy plantings summary report at the next CIAB meeting on June 27<sup>th</sup>.

### **Landscape Projects Subcommittee Deferred**

**Marketing and Education Subcommittee** Lina Blanco, City of Miami thanked Karen Tynes and the Miami Herald for the support that the CIAB receives every year with the CIAB Poster Contest logistics. Committee shared pictures taken of the students, teachers, Commissioners, and CIAB partners during the Poster Contest Award Ceremony, May 15<sup>th</sup> BCC.

Ms. Casado expressed that it was great to see Commissioners happy to participate at the awards ceremony. And Ms. Casado talked about the loyalty on some of the teachers. She mentioned Ms. Carrodeaguas, an Elementary teacher, who is extremely dedicated and how she looks forward to having her students to participate each year in the Clean Up and Green Up Poster Contest.

On behalf of the Marketing & Education Committee Ms. Casado thanked Bill Talbert for the gifts certificates donated by the Greater Miami Convention and Visitors Bureau to the school teachers. The Committee shared photos taken during the award ceremony on May 15<sup>th</sup>.

The Committee asked the board and welcomed everyone to share with them new ideas as an incentive to promote more participation from students in Poster Contest next year.

On behalf of the Greater Miami Convention and Visitors Bureau Mr. Talbert volunteered to donate an iPad for next year Poster Contest.

Commissioner Moss thanked Mr. Talbert for his generosity and thanked the Marketing & Education Committee members for their effort and support each year.

The Committee also reported that a request was made to the School Board to be placed on the next School Board agenda for June and have the students recognized. But the committee had no confirmation on a date.

**Street Tree Subcommittee** John Oldenburg, City of Miami Beach could not be present due Budget meetings. Ms. Casado provided the board with updates on the Sixth Annual Tree Summit of May 10, 2012. The tree summit was hosted by FIU at the Graham Center Ballroom. Ms. Casado informed this year tree summit coincided with FIU's Office of Sustainability Green Week. She reported that FIU was the first Florida Tree Campus USA. And as part of FIU's certification program they are very committed to continue to host the CIAB tree summit each year. Ms. Casado presented photos taken at the Tree Summit during registration and other events during the summit. Approximately 105 people attended the summit. Ms. Casado informed the board that the Committee is considering combining the efforts with the parks summit for next year. On behalf of the Tree Committee, Ms. Casado thanked all sponsors (FIU, Sunshine 811, MDX and BioPlanet USA). She also shared with the board some of the information provided at the summit by Keynote speaker Dr. Kathleen Wolf, from University of Washington College of the Environment, Carrie Gallagher, Executive Director, Alliance for Community Trees, who was recommended by Gloria Anita. And Xavier Cortada, Director and Artist-in-Residence from FIU spoke about the launching of a new campaign. The campaign which is called Native Flags encourages people to plant trees and to take care of them. Ms. Casado announced that Gary Hunt was the recipient of the 2012 Crown Leadership Award. And on behalf of the Tree Committee Ms. Casado thanked Commissioner Moss, Miami-Dade Parks Foundation, FDOT, Whole Foods, Citizens for a Better South Florida, TREEmendous Miami, CIAB Partners and Committee members for their team effort, support and participation in the summit. Ms. Casado concluded her report encouraging everyone to participate in the CIAB tree summit next year.

Commissioner Moss thanked the CIAB Tree Committee members for their hard work and effort in putting the event together.

**(Agenda out of Order) Being there was no reports, Commissioner Moss opened up the floor for discussion**

Alyce Robertson, Downtown Development Authority (DDA) briefed the board on the tasks that has been accomplished through the Get It Done Campaign in preparation for the Volvo Ocean Race and the Miami Heat playoffs.

Commissioner Moss asked Ms. Robertson to share the Get It Done List with the board at the next CIAB meeting.

Commissioner Moss thanked Debora Rivera and Gus Pego, District Secretary with FDOT for the opportunity of the tour to visit the gateways (SR826 & SR836). Commissioner Moss commended FDOT and MDX for their partnership on the projects which will be so beneficial to our community. He reported that he had the opportunity to look at the landscaping designs and got to visit some of the bridges.

Jack Kardys (MDPOS) spoke to the board about focusing on some of the issues addressed at the tree summit by Dr. Wolf. Mr. Kardys spoke about the CIAB to be able to quantify aesthetic value and used the Knight Foundation "Soul of the City" report as an example.

Commissioner Moss added about the importance trees-aesthetics. Commissioner Moss expressed about the tremendous economic impact trees bring upon property values. Commissioner Moss mentioned that one of the reasons communities spent moneys in (aesthetics) tree planting projects is because it increases property value. Commissioner Moss also expressed about making communities aware about their support when it came to aesthetics.

Lisa Martinez, Office of the Mayor spoke about One Community, One Goal Plan, which references the elements of aesthetics. Ms. Martinez informed about the plan, and being able to create a way to connect the value and economic impact on the community for the plan is also important.

Based on all the comments and discussion regarding aesthetics Dr. Carnegie suggested the idea for the CIAB to reach out to FIU and other partners and get together to discuss and maybe prepare a grant application to compile a report on the economic value of aesthetics.

Commissioner Moss informed the board that the CIAB would be supporting the Million Trees Miami Campaign and reported that he will be adding to the Legislative Package. Commissioner then asked Ms. Casado to follow up with him.

Ms. Martinez made the suggestion of the use the Parks Master Plan, since it is already approved.

Mr. Kardys agreed and added that the Parks Department would be happy to assist.

Commissioner Moss suggested that at the June CIAB meeting the board, Parks Department and DDA come prepared, bring ideas and recommendations for discussion.

Gloria Anita, Citizens for a Better South Florida volunteered to collaborate with compiling some of the data from the Florida Forestry Department. Ms. Anita informed that that she would be more than happy collaborate and come to the table and share her ideas.

Commissioner Moss expressed that he would like for the board to focus on the Million Trees Miami Project and that in the near future he would like to have monthly reports on how many trees are being planted.

Gianni Lodi asked if at all possible to get Dr. Wolf's presentation (Tree Summit) and links to her website.

Mr. Lodi commented on the need for signage by the Airport hotel area and that the aesthetics need improvement.

Commissioner Moss spoke about the importance of the gateways around the airport (NW 36<sup>th</sup> Street) and that they need to be looked at.

Rick Johnson (MDX) made several suggestions and expressed his ideas in CIAB partners merging and working together.

Debora Rivera (FDOT) expressed her comments from her point of view. Ms. Rivera made comments about liking Dr. Carnegie suggestion to pursue the idea of a research format and having FIU on board as a principal investigator to do the research. Ms. Rivera mentioned that the research does not necessary have to involve collecting a lot of new data but only to assemble the date and interpret the needs for and urban setting since there is already existing data available.

Ms. Rivera expressed the idea would be to have a document that is comprehensive and incorporates the County Master Plan and a listing of gateway corridors. Ms. Rivera mentioned adding to the document "using strategies for paying" and perhaps literature search on how other communities have supported these kinds of initiatives; return on investment; the beneficiaries making contributions to the investment. Ms. Rivera explained that everyone is looking at the people who are not the direct beneficiary for funding this. Ms. Rivera talked about the idea of having large document assembled with all this information. A document that is comprehensive in nature; that gathers what everyone is doing into a single document that also talks about possible funding strategies. Ms. Rivera expressed that putting together such a document does take time to accomplish (approximately one year). However, such a document would be very useful when talking to developers, public and private sectors and nonprofit groups.

Ms. Rivera made some recommendations. One of the recommendations Ms. Rivera made was to develop a scope and make sure everybody who is a stake holder has an opportunity to review the scope (the scope of the study effort itself) and pursue the study or research. Ms. Rivera recommended having the folks at FIU to do the scope of work. Then have the CIAB and others provide input. Ms. Rivera advised that the only issue was the funding source to do the study or research. But, said at the end of the day it would be worth to have an implementation plan.

Ms. Robertson suggested the involvement of the Public Health entities. Ms. Robertson also informed about the tides in the health benefits of the communities and suggested that insurance companies and health industries be also involved.

Mr. Kardys reported that the Health Department has provided PROS with grants over the last couple of years for the different studies. And Mr. Kardys mentioned the park connectivity study & the walk ability study, said the link was available.

Commissioner Moss suggested that the retail sectors be also invited.

Dr. Carnegie asked how would be best to translate all the information into a proposal that perhaps he can use to move forward in a timely manner through the channels at FIU.

Commissioner Moss asked the board for suggestions.

Ms. Casado recommended that the board draft the suggestions at a CIAB meeting. Draft a document that identifies the mayor bullets and the mayor points a summary of the general aims, list of bullets.

Ms. Robertson suggested for Commissioner Moss to meet with the Knight Foundation. She mentioned the fact that the Knights Foundation is exploring and looking into the importance of aesthetics.

Ms. Martinez volunteered to assist in arranging for the meeting between the Knight Foundation and asked Commissioner Moss if he needed for Mayor Gimenez to be present.

Commissioner Moss agreed to move forward and have meeting coordinated between Knight Foundation, Mayor Gimenez and Commissioner Moss.

Commissioner Moss asked Mr. Cardenas to take a look at maintenance schedules issues. He said some of the areas are not being maintained on a coordinated schedule. Commissioner Moss reported seeing some of the medians outside and underneath the structures and overpasses. Commissioner Moss then asked Mr. Cardenas to please follow up on those maintenance issues.

Mr. Cardenas informed it has been a difficult task due to the maintenance service schedules is being shared.

#### **IV. Closing Remarks**

Commissioner Moss thanked the Greater Miami Convention & Visitors Bureau for hosting the meeting.

#### **Recap of Actions Items 05/30/12**

- MIA report
- Update on Million Trees Miami
- Maintenance Issues
- CIAB Dialogue & Develop Project Proposal (FIU)
- Donation of iPads for 2013 Poster Contest by the GMCVB

- Get It Done List (DDA)
- Million Trees Miami/Legislative Package
- Scoring Aesthetics Gateways/Future Reports
- Coordination of Knight Foundation meeting with  
(Commissioner Moss & Mayor Gimenez)

**V. Additional Closing Remarks:**

The meeting was adjourned.