



**COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
June 26, 2013**



**CIAB Members Present**

Bill Anderson, Greater Miami Convention  
And Visitors Bureau  
Lina Blanco, City of Miami  
David Cardenas, MDC Parks, Recreation and  
Open Spaces  
Dr. Claudius A. Carnegie, MD Designee  
Commission (District 5)  
Rick Johnson, Miami-Dade Expressway  
Authority (MDX)  
Gianni Lodi, MD Sustainability, Planning  
and Economic Enhancement  
Dennis C. Moss, Miami-Dade County  
Commission, District 9  
Gerard Philippeaux, MD (District 2)  
Susan Schreiber, Metropolitan Planning  
Organization (MPO)  
Marie Steril, League of Cities  
Peter Trulia, Designee/MDC Commission  
District 3  
Jeff Dawson, Miami-Dade Aviation

**Participants Present**

Gloria A. Antia, Citizen for a Better S.FL  
Christina Casado, MD Community Image  
Doris M. Gomez, PWWM  
J.C. Garrido, MD Commission (District 7)  
Regina Hagger, City of Miami Public Works  
Kirk Hoosac, FDOT  
Jack Kardys, MDPROS  
Rose M. Grand-Pierre, MDPROS  
Robert McClellan, MD Transit  
Patrice Gillepsie Smith, UHS  
Diana C. Perez, MD Commission (District 9)  
Bill Talbert, Greater Miami Convention  
And Visitors Bureau  
Debbie Penha-Cumbermack, MD Public Works &  
Waste Management  
Javier Betencourt, DDA  
Patricia Harris, Citizen  
Wendy Kallergis, Greater Miami & The Beaches  
Hotel Association  
Barry E. Johnson, Greater Miami Chamber of  
Commerce  
Jaap Donath, Beacon Council of MDC's Official  
Economic Development Partnership

**I. Welcome and Thanks**

Miami-Dade County Commissioner Dennis C. Moss from District 9 and Chairman of CIAB welcomed and thanked all attendees.

**Introductions**

Members and participants introduced themselves and their respective organizations.

**II. Action Items**

Approval of the May 29, 2013 Board meeting minutes: Chairman Dennis C. Moss requested a motion to approve the minutes. Dr. Carnegie moved the motion and Chairman Moss seconded it. The minutes were unanimously approved.

Special thanks to Bill Talbert and Bill Anderson from Greater Miami Convention and Visitors Bureau for hosting the CIAB meetings. Bill Anderson reported that versus the top 25 US markets, Miami ranked #3 in the revenue per available room, #2 in average daily

room rate and #2 in hotel room occupancy. He also reported that the Dade County employment in his industry is at its 41 months of growth.

Bill Talbert came back from an 18-day trip from Barcelona to New York where he noticed the difference between the work of the CIAB in Miami and the lack of the CIABs elsewhere. He passed around copy of an article on the Heat championship event published on NY Times and thanked Commissioner Moss for his leadership as he introduced three members of the Business Community (BC), which are Jaap Donath, Barry Johnson, and Wendy Kallergis who met regarding taxis and credit cards for drivers, two issues that will be heard on July 10<sup>th</sup>. Commissioner Moss thanked the BC members for their involvement in this particular process. He wants them to find a way to measure the economic impact of Heat event in Miami.

Upon Commissioner Moss's request, Bill Talbert qualified the para-airshow he attended as huge as a trade show.

### **III. Updates**

#### **A. Office of Community Image**

- Work Plan – Christina Casado, Manager of CIAB, distributed the updated matrix of the CIAB work plan, which was approved unanimously. It was moved by Dr. Carnegie and seconded by the Chair.
- Doris Meija-Gomez was presented a certificate of appreciation to acknowledge her seven years of service as the CIAB secretary. In a few words, Doris expressed her thanks to the board.

#### **B. Landscape Projects Subcommittee**

Jeff Dawson from Miami International Airport presented graphic updates resulted from the June 19<sup>th</sup> Subcommittee meeting on the progress of Central Boulevard Landscaping. With the \$200000 grant through the City of North Miami Beach, the Subcommittee plans on improving the landscape of 8<sup>th</sup> Avenue and the median of I-95. Additional funds from FDOT through special agreement will supplement a sidewalk plan. Other projects such as FDOT project on US-1 from SW26 through SW304 will undergo construction; Palmetto 6<sup>th</sup> and 7<sup>th</sup> Avenue will be advertised in November; US-1 to Sunset is complete while Sunset to 3<sup>rd</sup> Avenue portion is in progress. As for the Adopt-a-road program, one roadway has been completed through volunteers' effort and the others are waiting to be sponsored. A report on the Seaport tunnel project will be presented at the next meeting.

Gerard Philippeaux, District 2, suggested that FDOT continues the landscape of I-95 corridors/entryways up to the County line. Commissioner Moss spoke with the CEO for FDOT Turnpike Authority and hopefully more landscaping work will be happening.

- #### **C. Marketing and Education Subcommittee**
- Lina Blanco from City of Miami updated the board on the *Green up Clean up* poster contest with a slide show of pictures of the ceremony at the Commission Chambers where a young winner had the opportunity to say a few words of appreciation and thanks. She also showed pictures taken at the reception that was held at the Women's Park, a beautiful park with a

gallery space where the posters were displayed. Lina thanked the chair, the county, the school board, the teachers, the Miami Herald, the Parks Department, Vivian Greer-Dijon, Bill Talbert, and everybody who participated in this contest.

Dr. Carnegie suggested that an acknowledgement letter be sent to School Board member, Dr. Holloway, for accommodating CIAB through the poster contest.

- D. Street Tree Subcommittee** – Gloria A. Antia reported that in a partnership with Parks, Recreation and Open Spaces Department and Million Trees, Citizen for a Better South Florida has proven how trees can contribute to the quality and beautification of the environment. So far, 200 trees were planted in District 1 and 2. She explained how the program works in partnership with district offices and the community by providing resources and by conducting educative workshops about how to plant and to benefit from trees, which the County provided in partnership with RAAM. The planting program helps build stronger and better communities.

Jack Kardys, PROS Director, talked about the planting at Chuck Pezoldt. Many students together with Pezoldt family came out to help plant trees. Jack likes the concept of the community participating and maintaining the neighborhoods after tree plantings. Little River Drive and Arcola Lakes look amazing said Gerard Philippeaux thanks to the commitment of the residents of these neighborhoods. David Cardenas added that it is a great program that could not have been successful without the community's participation.

- E. Transportation/Transit Subcommittee** – Dr. Carnegie reported that the Transportation/Transit Subcommittee has opted for teleconference meetings to facilitate a larger participation of the members, and the June 11<sup>th</sup> meeting focused on the City of North Miami Beach 163-167 corridor issue, whether or not the PTP \$ allocation included the landscaping along the corridor.

**F.**

The CIAB appointment from the City of North Miami Beach was a topic of discussion, which Councilwoman Phyllis Smith will coordinate.

As for the corridor study, Gianni indicated that the City has to formally request from the County a resolution to develop some comprehension visioning for the future. The Sunny Isle's corridor study may be used as a template.

Some improvements have been proposed regarding the park adjacent to the South Miami Metrorail station. MDT and Miami-Dade Transit will have to be involved in that process.

Gianni indicated that the draft amendment has been completed and signed by the legal team.

#### **IV. Reports**

The Expressway Authority – Richard Johnson gave a graphic update on the following MDX's projects:

- South end of 874 is completed and North end of 874 is to be completed prior to the end of the year. He showed pictures of major widening improvement of the interchange and all the design, plan, landscape and maintenance of traffic involved.
- There is a ready-to-start project in partnership with Florida Turnpike to extend 874 over to Turnpike west to Miami airport.
- On SR-112 (Airport Expressway) the DMS signs in conjunction with the toll gantry are to be completed in the next 18 months.
- On SR-836 (Dolphin) between 107 Avenue and the median, palm trees and marquise are growing and on NW 57 Avenue, south side of the airport at Red Road, the interchange has been widened and funded by FDOT.
- Groudbreaking for a split gantry by the toll plaza on SR-836, NW 17 Avenue, had been done and will be completed with SR-112.
- SR-878 Snapper Creek and SR-924 Gratigny Parkway have been landscaped with all types of palms, ficus, pines and other trees along the roadways.

Dr. Carnegie questioned about the MDX's percentage of project cost that was allocated to landscape. All depended on the location and varied between 1.5% and 3%. Richard Johnson confirmed that there will be neither subliminal advertisements nor graffiti on the two specific high-technology gantries on 17th Ave and SR-836 and on 12<sup>th</sup> Avenue and SR-112. He stated that the toll increase is to facilitate the east end improvement of SR-836 and some other projects that are in the plan.

MDX and Parks, Recreation and Open Spaces have been acknowledged for the landscaping work done at Killian Parkway.

**The Museum Park Metro Mover Station landscaping concept will resume at the July 31<sup>st</sup> meeting.**

#### **V. Recap of Action Items 06/26/2013 meeting**

- Commissioner Moss requests that the Business Community Group finds a way to quantify the economic impact of the Miami Heat Championship event.
- Commissioner Moss wants to keep on the radar the lighting issue from 62<sup>nd</sup> Street to downtown. As a follow up, Dr. Richard Johnson will submit a report on the copper wire protective device at the next CIAB meeting.
- Commissioner Moss to follow up with Jeff Dawson on the bid process in order to get the live oak trees locally.

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

Commissioner Dennis C. Moss thanked everyone and adjourned the meeting at 12:15 pm.