



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
September 25, 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)
Jeff Dawson, Miami-Dade Aviation
Kenneth Eric Gardner (TARC)
Juan Carlos Garrido, Designee, MDC Commission, (District 7)
Rick Johnson, Miami-Dade Expressway Authority (MDX)
Jack Kardys, Miami-Dade Parks, Recreation and Open Space
Gianni Lodi, MD Sustainability, Planning and Economic Enhancement
Lisa Martinez, Miami-Dade County, Office of the Mayor
Dennis C. Moss, Miami-Dade County Commission, District 9
Elizabeth Ogden, Miami-Dade County Seaport
Alyce Robertson, Downtown Development Authority
Susan Schreiber, Metropolitan Planning Organization (MPO)
Marie Steril, League of Cities
Peter Trulia, Designee/MDC Commission District 3

Participants Present

Stacey Amodio, Health Foundation of South Florida
Gloria A. Antia, Citizen for a Better South Florida
Christina Casado, MD Community Image
Ann Cotter, Arquitectonica
Spencer Crowley, Akerman Senterfitt
Chris Gandolfo, Swire Properties
Cesar Garcia-Pons, Miami Downtown Development Authority
Ginny Gutierrez, Greater Miami Convention and Visitors Bureau
Regina Hagger, City of Miami Public Works
Jack Haime, Bioplanet USA
Patricia A. Harris, Citizen
Robert McClellan, MD Transit
Teresa Olczyk, UF/FAS Extension
Debbie Penha-Cumbermack, MD Public Works & Waste Management
Diana C. Perez, MD Commission (District 9)
Rena Ragin, MD Community Image
Joshua Rak, Miami-Dade County, UDC
Hansel Robinson, South Florida 3 E's Community Service Organization, Inc.
Bill Talbert, Greater Miami Convention and Visitors Bureau
Susannah Troner, Miami-Dade County RER
Alejandro Zizold, MDC Urban Design Center

I. **Welcome and Thanks**

Miami-Dade County Commissioner Dennis C. Moss from District 9 and Chairman of CIAB, welcomed CIAB members and participants present. He thanked Bill Talbert and Bill Anderson with the Greater Miami Convention & Visitors Bureau (GMCVB) for updating the CIAB regarding ground transportation in Miami.

Greater Miami Convention Visitors Bureau (GMCVB)

Mr. Talbert and Mr. Anderson provided the Board with updates. Mr. Talbert reported that the demand for travel to Greater Miami & the Beaches – Destinations ranked # 4 in hotel

room occupancy among the top 25 US Markets. Greater Miami has seen 44 months of steady growth which is a 5.2% increase. Hotel occupancy has increased to a record level of 75.5% in August and tourism is also doing very well.

Commissioner Dennis C. Moss congratulated the business community for efforts in obtaining the type of legislation necessary to improve ground transportation to Greater Miami and the Beaches. He thanked Bill Talbert for his report and special thanks to Bill Talbert and Bill Anderson from Greater Miami Convention and Visitors Bureau for hosting the CIAB meetings.

Introductions

Members and participants introduced themselves and their respective organizations. Christina Casado introduced the interim Board secretary, Rena Ragin, and welcomed by Commissioner Dennis C. Moss, CIAB members and participants with a round of applause.

II. Action Items

Approval of Minutes from June 26, 2013 Board Meeting: 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.

III. Updates

A. Office of Community Image

- Work Plan – Christina Casado, Manager of CIAB reported that the CIAB Work Plan and Goals having deadlines are all near completion. Projects include Million Trees Miami Implementation Campaign; Adopt-A-Road Program; Gateway Aesthetic Enhancement Projects; Litter Reduction; Landscape Enhancements along Gateways and Roadways; Neat Team-Downtown Miami; Improve Maintenance along Gateways. The work plan with updates was distributed to Board members and participants.
- Christina Casado distributed copies of the newly published Miami-Dade County Guide to Tree Planting and Maintenance Guide, unanimously welcomed by Commissioner Dennis C. Moss, CIAB Members and participants.
- Christina Casado informed the Board that the CIAB Ordinance is being amended to add seats for groups and agencies that have participated with the CIAB on a consistent basis.
- Ms. Casado concluded her report to the Board. Chairman Moss thanked Christina Casado for the updates and began informing the Board of Ms. Casado's farewell as Manager of Community Image Advisory Board Manager. Commissioner begins the ceremonial in honor of Ms. Casado with a dedication speech in her behalf. Chairman Moss presented Christina Casado with a Proclamation and cake in her honor. Very emotional and honoring words of praise, thanks for her many accomplishments were given from the Chairman. Alyce Robertson also gave an honoring speech on behalf of Ms. Casado's farewell.

B. Landscape Projects Subcommittee

Jeff Dawson from Miami International Airport held a Subcommittee meeting on September 18th with updates that the City of North Miami Beach is moving forward with its grant. The grant is due October 1st and will include landscaping along the median on 163rd Street. FDOT had no recent updates. A new contractor has been hired, Manny Diaz, to complete the project along US-1 from 166th to 304th. The previous contractor had been disqualified. The 3 projects along the Palmetto will be advertised November 2013.

Hands on Miami is reopening later this year. Jeff Dawson will be available to combine efforts in beautification projects.

Jeff Dawson would like to request the Seaport to present to the CIAB at the next meeting. Commissioner Dennis C. Moss agreed to have the Seaport present at the next Board meeting and expressed his appreciation to how well the landscaping is looking in Florida City. Jeff Dawson thanked Christina Casado for a job well done as the CIAB Manager.

C. Marketing and Education Subcommittee

Lina Blanco from City of Miami informed the Board that at the next CIAB meeting, the Green up Clean up poster contest will begin its planning stage. Ms. Blanco suggests that a public service announcement in English, Spanish and Creole is needed in our area to promote the CIAB.

- D.** Commissioner Dennis C. Moss would like to focus on getting more schools involved in the poster contest.

E. Street Tree Subcommittee

Christina Casado reported on behalf of John Oldenburg, City of Miami Beach, that the newly printed Miami-Dade County Guide to Tree Planting and Maintenance Guide had been published. The book explains the benefits of trees, how trees can contribute to the quality and aesthetics of the environment, and how citizens can partner with the County to plant and maintain trees.

- F.** Commissioner Dennis C. Moss raised the question of how the County has calculated canopy coverage and suggested that at the next Board meeting the method used to calculate canopy coverage be explained.

- G.** Alyce Robertson made a comment that tree canopy coverage is concentrated in certain areas of the County.

H. Transportation/Transit Subcommittee

Dr. Carnegie deferred to Christina Casado who presented The Swire Properties for the Brickell Promenade presentation to the Board. Christina Casado introduced The Swire Group and defers to Jack Kardys, PROS Director. Director Kardys reported that the on the Brickell Promenade project, a fund raising campaign has been authorized. The Urban Design Center did very well in creating the vision for the promenade for right-

of-way to perform the project. Mr. Kardys informed the Board that at the next meeting, a more detailed and in-depth presentation will be presented on the Brickell Promenade project.

IV. **Reports**

Brickell City Centre

Christina Casado introduced Spencer Crowley, Akerman Senterfitt, Land Use Attorney with Swire Properties; Chris Gandolfo and Ann Cotter with Arquitectonica.

Spencer Crowley informed the Board that only one component will be discussed in today's meeting which is the integration of the 8th Street Metro Mover into the project. This will improve and beautify the Metro Rail stations as a goal. The overview of the project's original site is 3-1/2 blocks and 9 acres. Expanded to 5 city blocks and 11 acres. The development program is 6,000 sq. ft. retail, 300 hotel rooms, and 11,000 residential units over 3 towers, 8,000 medical office building, a wellness center, and 9,000 office spaces within two buildings. The project will produce 2,500 construction jobs and 3,000 full-time positions once it begins. The project has its complexities, but it demonstrates the public and private partnership with Miami-Dade County.

8th Street Metromover Station

Ann Cotter with Arquitectonica updated the Board with a presentation of the 8th Street Metromover Station that will open at the end of 2015. Certificate of Occupancy is expected in 2015. This project will cover three blocks.

Commissioner Dennis C. Moss expressed that he would like to have more lighting skylines that include colors which accentuate the development itself.

Greening Through Crowd Funding: Digital Tools for Community Investment

Susannah Troner will give a full presentation at the next meeting. Ms. Troner informed the Board that the project is grant funded and the funder's network is called "In Our Backyard", website IOBy.org. The web platform is used by groups to raise money for projects in neighborhoods. Projects are part of the County's sustainability plan due to the involvement of physical activity, gardening, and environmental awareness.

V. **Recap of Action Items 09/25/2013 Meeting**

- **Landscape Projects**
 - Miami-Dade County Seaport will make a presentation on open beautification projects.
- **Marketing and Education**
 - Commissioner Moss would like the Board to have an open discussion as to how to get more schools involved in the poster contest.

- **Street Tree**
 - Commissioner Moss requests a presentation on the process used to calculate canopy coverage.
- **Brickell City Centre**
 - Director Kardys will have a more detailed and in-depth presentation on the Brickell promenade project at the next meeting.
- **Green Through Crowd Funding**
 - Dr. Carnegie requested I.O.B.Y.'s URL website to be e-mailed to Board members.

VI. **Closing Remarks**

Commissioner Dennis C. Moss thanked everyone and again thanked Christina Casado for a terrific job as the CIAB Manager. She will be sorely missed. The meeting was adjourned at 11:33 a.m.