



COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
December 11, 2013



**CIAB Members Present**

Bill Anderson, Greater Miami Convention and Visitors Bureau (GMCVB)  
Lina Blanco, City of Miami  
David Cardenas, Miami-Dade County Parks, Recreation and Open Spaces (MDCPROS)  
Dr. Claudius A. Carnegie, Designee MDC Commission (District 7)  
Jeffrey Dawson, MDC Aviation Department  
Kenneth Eric Gardner, TARC  
Amy Lauer Goldin, Designee MDC Commission (District 8)  
Rick Johnson, Expressway Authority (MDX)  
Jack Kardys, MDC PROS  
Gianni Lodi, MDC Sustainability, Planning and Economic Enhancement  
Lisa Martinez, MDC Office of the Mayor  
Dennis C. Moss, MDC Board of County Commission (District 9)  
John Oldenburg, City of Miami Beach  
Gerard Philippeaux, Designee, MDC Commission (District 2)  
Deborah Rivera, Florida Department of Transportation  
Susan Schreiber, Metropolitan Planning Organization (MPO)  
Peter Trupia, Designee MDC Commission (District 3)

**Participants Present**

Gloria A. Antia, Citizen for a Better South Florida  
Ana de Varona, Village of Key Biscayne  
Patrice Gillespie Smith, MDC CIAB  
Miguel Gonzalez, Assistant County Attorney  
Ginny Gutierrez, GMCVB  
Regina Hagger, City of Miami Public Works  
Jack Haime, BioPlanet Patricia A. Harris, Citizen  
Willie Johnson, PWWM  
Stuart Kennedy, The Miami Foundation  
Octavio Marin, MDC Public Works & Waste Management  
Robert McClellan, MDC Transit  
Ali Memari, PWWM  
Teresa Olczyk, UF/FAS Extension  
Adam Old, Village of El Portal  
Quatisha Oguntoyinbo-Rashad, City of Miami Planning  
Debbie Penha-Cumbermack, PWWM  
Diana C. Perez, MDC Commission (District 9)  
Rena Ragin, MDC CIAB  
Jennifer Roderio, Miami Downtown Development Authority  
Susannah Troner, MDC Office of Sustainability  
Kathleen Woods Richardson, City of Miramar  
Eric Riel, City of North Miami Beach

**I. Welcome and Introductions**

Miami-Dade County Commissioner and Chairman of CIAB, Dennis C. Moss, welcomed CIAB members and participants. He thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the meeting.

Members and participants introduced themselves and their respective organizations.

Chairman Moss thanked Lisa Martinez, Senior Advisor, Office of the Mayor, for participating.

## **Greater Miami Convention Visitors Bureau**

Ms. Ginny Gutierrez and Mr. Anderson, GMCVB, provided the Board with updates.

Bill Anderson reported that within the last 9 months hotel occupancy has increased to a record level of 78% in September. Miami ranks #5, in top 25 markets of US. As far as room rates, Miami ranks # 4 in top 25 markets.

Ginny Gutierrez reported that Art Basel had another successful week, which this year was kicked off by the grand opening of the Perez Art Museum. She thanked the CIAB for conducting a pre Art-Basel tour. Next year will start with many major events, including: Art Deco weekend, the Boat Show and the Coconut Grove Art Festival. The American Airlines and U. S. Airways merger is in the final stages. Since 97% visitors arrive through the airport, this impacts our business. January is also Miami Cruise month with special deals for visitors and residents.

## **Presentation**

Commissioner Moss presented Kathleen Woods Richardson, former CIAB member and now the City Manager for the City of Miramar, with a Certificate of Appreciation. The Commissioner commended her for all of her efforts on the CIAB. Ms. Woods Richardson thanked Commissioner Moss and spoke fondly of her service with CIAB and how she is putting it to use in the city of Miramar.

## **II. Action Items**

**Approval of Minutes from October 30, 2013 Board Meeting:** Dr. Carnegie, MDC Commission District 7, moved the motion and Commissioner Moss seconded it. The minutes were unanimously approved.

## **III. Updates**

### **A. Office of Community Image (CIAB Reports)**

Ms. Patrice Smith reported that the participants of the pre Art-Basel tour felt the previous efforts of the CIAB could be seen throughout the County. While there were no major problems to be addressed, the tour participants responded quickly to the issues that were noted. Commissioner Moss commended FDOT's efforts to open Alton Rd in time for Art Basel and thanked John Oldenburg for lining up a speaker for the tour. Ms. Smith said that there were some longer-term issues that need to be addressed, such as the parking and congestion issues that popped up during the Art Basel festivities. The Office of Community Image also staffed a Million Trees Miami fundraiser that was part of the Red Dot Art Fair.

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

Mr. Jeffrey Dawson convened the Landscape committee on December 4<sup>th</sup>. Mr. Dawson said the Committee requested the landscaping plan for the Sea Port Tunnel. He also said the group suggested developing volunteer workwish list to provide ongoing projects for interested volunteers. Ideas can be emailed to Ms. Smith at

gsp109@miamidade.gov. He reported that the I-95 and US 1, between SW 26 to 24 Streets, landscaping projects are complete. A presentation will be brought to the Board in the future. The Palmetto project was just advertised. Commissioner Moss reported that Florida City's extension has been completed. FDOT was also asked to present updates on the Turnpike and Golden Glades projects.

**C. Marketing and Education Subcommittee**

Ms. Lina Blanco distributed the calendar and flyer for the 2014 Clean Up Green Up poster/video design contest to the Board. New this year, high schools can participate in a video competition. Ms. Blanco thanked the Miami Herald for getting the news out.

A motion to support the Marketing committee's plan was opened, seconded and approved. Dr. Carnegie suggested requesting a spot on the School Board's May meeting now.

**D. Street Tree Subcommittee**

Mr. John Oldenburg reported that the Street Tree Subcommittee met on December 4<sup>th</sup>. The group began planning for the upcoming Tree Summit, which this year will be incorporated into the Great Parks Summit on April 3<sup>rd</sup> and 4<sup>th</sup>. The group is trying to coordinate a tree planting and a seed giveaway. Mr. Oldenburg stressed the need to update the tree planting numbers and highlight Million Trees Miami's goal of an increased tree canopy. Commissioner Moss asked if we can get small plants in containers to take home instead of the large trees.

Regina Hagger introduced and welcomed Ms. Quatisha Oguntinyinbo-Rashad from the City of Miami Planning Environmental Permitting Section to the Board. Ms. Oguntinyinbo-Rashad is now the City's "tree representative." And will work to enforce permits and other tree related issues.

**E. Transportation/Transit Subcommittee**

Dr. Carnegie deferred his report to Mr. Robert McClellan.

Mr. McClellan informed the Board that he and Ms. Smith met at Paciencia Park near the South Miami Station on December 3<sup>rd</sup>. This open space is slated to be spruced up by putting in pavers, walkways, additional trees for shade, benches, and a plaque to recognize the existing art work. This is a busy terminal with more than 3700 daily riders, 3 bus routes and 800 commuters who use the parking garage daily. Mr. McClellan also reported that he is working with David Cardenas, RAAM, on the landscaping improvements at both the Northside and the Martin Luther King stations. At Golden Glades, FDOT will begin resurfacing sidewalks, and pressure cleaning. Painting has already been completed. New roofing, lighting and a new easy card system will begin in 2014. Benches will be completed in next two weeks. In 2014 – 2015, a new park and ride will be completed in Homestead at the 344th street station.

Commissioner Moss requested the plans for the 344 Street station. He also asked MDT to look into the overgrown properties along the busway in the Gould's area.

The Chairman also requested a future presentation on MDT's goals and objectives for its new bus shelter advertising program.

Other CIAB members and participants reported specific maintenance problems at the Dadeland South, Golden Glades and Downtown stations. Commissioner Moss requested presentation by the Homeless Trust on homeless activity at transit stations. He also recommended that MDT develop a "hot spot" list for those areas that are in need of extra maintenance.

Ms. Smith commented that parking is an ongoing issue that contributes to congestion and driver frustration, especially during major events such as Art Basel. She suggested exploring emerging technologies that enable real-time parking inventory and dynamic pricing.

#### IV. **Reports**

##### **Public Space Challenge Winners**

Mr. Stuart Kennedy presented on the Miami Foundation's recent public space challenge. This initiative is an outgrowth of the Foundation's "Our Miami" study, which looked at issues, such as talent retention, development, attraction, livability, public spaces and, connectivity issues. His presentation is attached. The Foundation believes we can improve public spaces by challenging citizens to take action. To solicit responses, the Foundation reached out to a diverse group of entities. In all, 268 ideas, 1380 comments and 7127 likes were submitted. The outcome was that 15 winners were awarded \$130,000 to share. Many of the winners are pursuing objectives that enhance the CIAB's mission.

On behalf of the Mayor's office, Ms. Lisa Martinez thanked the Foundation and stressed that the Mayor's doors are open to support the winners' ideas.

Mr. Kennedy gave the website of the foundation: <http://ourmiami.org/challenge>. The link will be posted on the CIAB's front page.

Commissioner Moss encouraged the Foundation to communicate with the elected officials. He stated that many ideas from the County Commissioners are from citizens that bring concerns to politicians. Commissioner encouraged the Foundation to continue to solicit ideas and share them with the CIAB.

Ms. Antia commented that submitting these ideas to the CIAB can help realize a concept's full potential.

Dr. Carnegie suggested introducing the idea to FIU and educational facilities encouraging young people to create environmental and innovative ideas.

### **CIAB Ordinance Revision**

Mr. Miguel A. Gonzalez, MDC Assistant County Attorney, discussed the proposed changes to the CIAB ordinance. The major difference from the original ordinance is that it amends the number of members on the CIAB Board. Commissioner Moss also highlighted that this legislation would provide more autonomy to the CIAB in the appointment and removal of future Board members. He encouraged everyone to review the proposed changes and send comments to the Assistant County Attorney. Commissioner Moss will bring the ordinance back to the CIAB in January for review and approval.

### **SW 152 Street Improvement Project**

Mr. Octavio Marin, with Public Works and Waste Management presented on the SW 152<sup>nd</sup> Street improvement project. This is a road widening project, expanding a two-lane road to 4 lanes. His presentation is attached.

Dr. Carnegie asked to what extent were the design proposals shared with the public. Mr. Marin commented that they held two public meetings discussing master plans and concepts, improvements, etc. While they invited 1200 residents to the meeting, the feedback was minimal.

Mr. Dawson requested that the landscaping plans be brought to the Landscape Committee. Mr. David Cardenas stated that he would present the plans to Mr. Dawson after their completion.

Mr. Gerard Philippeaux asked why the west side of side of the Turnpike showed no improvements. Ms. Deborah Rivera stated that to the west, SW 152<sup>nd</sup> already has 4 lanes and that the County's improvements help meet the arterial's capacity needs.

Dr. Carnegie suggested broadening the County's focus to some of the feeder roads into the Zoo in light of some of the proposed developments. Commissioner Moss stated that negotiations on the development are under a cone of silence. The discussion will be revisited once the cone of silence has been lifted.

Mr. Jack Kardys stated that as part of the proposed developments at the Zoo, all impacts will be considered. A total of \$130 million of infrastructure upgrades have been identified to address the proposed development impacts.

Commissioner Moss requested that the plans for Florida Exhibit be presented to the CIAB February meeting.

- V. **Status of CIAB Gateways, Transportation and Transit Facilities:** Deferred
- VI. **Recap of Action Items 12/11/2013 Meeting:** Deferred until January 29, 2014.

VII. **Closing Remarks**

Commissioner Moss encouraged members and participants to offer ideas of regarding the future direction of the CIAB in 2014. Especially of interest is how to improve our community gateways.

Commissioner Moss thanked the Greater Miami Convention and Visitors Bureau, members and participants for participation in the meeting.

The meeting was adjourned at 12:03 p.m.