



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
January 29, 2014



CIAB Members Present

Bill Anderson, Greater Miami Convention and Visitors Bureau (GMCVB)
David Cardenas, Miami-Dade Parks, Recreation and Open Spaces (MDPROS)
Dr. Claudius A. Carnegie, Designee MD Commission (District 5)
Juan Carlos Garrido
Designee, MD Commission, District 7
Rick Johnson, the Miami-Dade Expressway Authority (MDX)
Jack Kardys, MDPROS
Penny Lambeth, Town of Miami Lakes
Gianni Lodi, MDC Sustainability, Planning and Economic Enhancement
Dennis C. Moss, MD Board of County Commission (District 9)
Gerard Philippeaux, Designee, MD Commission (District 2)
Deborah Rivera, Florida Department of Transportation (FDOT)
Susan Schreiber, Metropolitan Planning Organization (MPO)
Peter Trupia, Designee MD Commission (District 3)

Participants Present

Jose Acosta, UPS
Gloria A. Antia, Citizen for a Better South Florida
Erin Barnes, Ioby
Patrice Gillespie Smith, MD CIAB
Patricia Harris, Citizen
Nichole Hefty, MD Office of Sustainability
Kirk Hoosac, FDOT
Jennifer Korth, City of South Miami
Robert McClellan, MDC Transit
Victoria Mallette, MDPROS
Lisa Mendez, Miami Association of Realtors
Art Noriega, Miami Parking Authority
Teresa Olczyk, UF/IFAS Extension
Diana C. Perez, MD Commission (District 9)
Rena Ragin, MD CIAB
Jennifer Roderio, Miami Downtown Development Authority (DDA)
Phyllis Smith, Vice Mayor, City of North Miami Beach
Edith Torres, MDPROS
Susannah Troner, MD Office of Sustainability
Jennifer Villarreal, UPS

I. **Welcome and Introductions**

Miami-Dade County Commissioner and Chairman of CIAB, Dennis C. Moss, welcomed CIAB members, participants and guests. He thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the meeting, and also the outstanding guests to present. Commissioner apologized for having to leave today's meeting early due to a Taxi Commission meeting held in the County Commission Chambers.

Members and participants introduced themselves and their respective organizations.

Greater Miami Convention Visitors Bureau

Mr. William Anderson, GMCVB, informed everyone that Mr. William Talbert, GMCVB will be at the Taxi Commission meeting. Mr. Anderson provided the Board with updates.

Mr. Anderson reported that the GMCVB supports improvements to taxi service. The Miami Beach Convention Center will be expanding to 40,000 sq. ft. and the GMCVB is

very happy about the project. In 2013, Miami ranked as the 4th highest occupancy among the top 25 market. Room rate and Revenue Per Available Room (REPAR) 4th highest ranked record level. Projections for 2014 indicate much growth. More than 14 million overnight visitors are forecasted which will result in \$22.8 billion in the economy.

Chairman Moss questioned the expansion of the convention center moving forward. Mr. Anderson replied that the project will be completed within a two year time frame.

Chairman Moss expressed concern about the Convention Center's expansion project slowing. Florida being competitive and the need for a first class facility, Chairman Moss would like to see the project move forward. Mr. Anderson informed Chairman Moss and all CIAB Board members and attendees that Mayor Gimenez is committed to the project and that it will be completed within a two year time frame. Mr. Anderson reported that the hotel component has been separated from the convention to allow progress on the Convention Center.

Chairman Moss announced great news for Million Trees Miami and introduced Mr. Jose' Acosta, President of Latin American Operations for United Parcel Service (UPS), who presented a check for \$25,000 to the Parks Foundation. Commissioner Moss thanked Mr. Jack Haime for facilitating this grant proposal. The donation will be used for Highland Oaks Park for the planting of 75 trees. The project will take place in March. UPS will be on site for planting trees. UPS contributed 1.8 million hours of volunteer time last year. Mr. Acosta thanked Commissioner Moss and all involved for this great opportunity. Ms. Mallette thanked Ms. Jennifer Villarreal, UPS Community Relations Supervisor, for her participation.

II. Action Items

Approval of Minutes from December 11, 2013 Board Meeting: Dr. Carnegie, MDC Commission District 5, moved to approve the minutes. Chairman Dennis C. Moss seconded the motion. The minutes were unanimously approved.

Chairman Moss left the meeting. Out of respect for the presenters, Ms. Smith announced that the order of the meeting would be changed.

III. Reports

Ms. Smith introduced Ms. Erin Barnes, Executive Director, ioby, to present "How ioby Can Transform Our Surroundings – One Block at a Time. (This presentation can be accessed online.)

Ms. Barnes, explained that ioby stands for In Our Back Yard. Ioby has been working with Miami-Dade for one year. In 2013 she was one of three co-founders started with a mission that led to make neighborhoods stronger, have more art, more space, environmental community gardens, parks, water and water river ways. Ioby worked with the County and neighborhoods to advance the GreenPrint. GreenPrint supported by Founders Network and Health Foundation of South Florida. Ioby has a crowd resourcing platform and the necessary tool to organize capital and supports stronger, more sustainable neighborhoods. Ioby helps people work with their neighbors and has helped launch 17 projects so far. Ioby is a 501(C)(3) not for profit company. The headquarters is located in

Brooklyn, New York. The company has a partnership with Miami-Dade County and the City of Memphis.

Ms. Smith opened the meeting for questions. Mr. Noriega asked about the value of community participation when raising money. He stated that some grant programs do not encourage local involvement. He also asked if corporate dollars are a part of the program. Ms. Barnes replied that most projects have been funded with crowd resourcing. However, there is a customized corporate matching tool and fiscal sponsorship opportunities that are being offered. Mr. Gerard Philippeaux asked how to get involved with ioby in Miami? Ms. Barnes replied it is funded by two sources for Miami. Mr. Philippeaux asked if ioby is looking to locate in Miami. Ms. Barnes replied that it is easier to have the business located in New York. Ms. Nicole Hefty, Director of the Office of Sustainability, explained that the Miami Green Lab was hosting a reception to highlight four ioby projects. Mr. Philippeaux stated interest in ioby's project in Brooklyn, where it closed streets in Jackson Heights on the weekends. He asked how the concept can be transferred to here in Miami. Ms. Barnes stated that those supporting the neighborhood decide what is best to get a project completed. Ms. Gloria Antia, Citizens of a Better South Florida, asked how to become involved with ioby. Ms. Barnes encouraged everyone to check out the website (ioby.org/Miami). Ms. Susannah Troner, Miami-Dade County Office of Sustainability expressed her excitement for ioby being a partner. She announced that GreenPrint is community wide and that creative partners are needed.

Ms. Smith announced that the New World Center presentation to be given by Mr. Ryan Baline, Greenberg Taurig, will be presented next month, February 26th.

Ms. Smith introduced Mr. Art Noriega, Chief Executive Officer, Miami Parking Authority, to speak on **Parking and Related Development in the Miami-Dade Region.** (A copy of this presentation is on file.)

Mr. Noriega presented the Miami Parking Authority's (MPA) mission is to be a central resource for planning, financing and development and management of parking in South Florida. The parking system is ranked as the 6th most innovative city in the nation. MPA was the first program to employ a mobile payment platform in North America. App rolled out in fall of 2011 with text alerts available. Utilization has grown every year, and is currently at 27%. Miami wants to become a virtual city. The goal is to get to 40% of the transactions via technology and then transition to a virtual format. Wynwood would be the first to launch the virtual parking. Pay-by-plate in Coconut Grove. MPA launched Car2Go, making it the first municipal parking agency to partner directly with on street car sharing program. Project began July, 2012 with 240 cars. The program has 17,000 registered members, 15,000 trips per month and now has 300 vehicles in service. Registration grows considerably every month.

Mr. Philippeaux asked if parking is paid on-street. Mr. Noriega replied that parking is paid by Car2Go, not the customer. Mr. Noriega stated that the future opportunities for MPA are: Cultural Center Garage, Courthouse Center Parcel B, Virginia Key Garage (4th Quarter 2014), Harbor Key Garage, Coconut Grove (3rd Quarter 2014).

Ms. Schreiber asked about bike parking facilities. Mr. Noriega said he is researching sites with Downtown Development Authority (DDA) to find a location for a bike commuter station. The project is in the early stages of discussion. Dr. Carnegie asked about a Parking App. Mr. Noriega replied it will be ready within 4 to 6 months. Ms. Smith asked about digital parking inventories. Mr. Noriega replied that they are finalizing a pricing study downtown and Brickell. Ms. Schreiber asked when would MDT adopt the technology of parking in lots. Councilwoman Smith asked regarding the FEC's All Aboard to build in North Miami Beach. Mr. Noriega replied that they are talking about it but no plans as of yet. Mr. Rick Johnson, MDX questioned the inventory on street. Mr. Noriega replied that as large developments emerge, it will create central nesting point for inventories. The problem is competition; there is a need for more vendors, owners and operators. Mr. Peter Trupia, Designee/MDC, Commission 3 questioned is there any legislation. Mr. Noriega replied that they have lobbyist. Dr. Carnegie questioned Bayside, BayFront. Will parking be displaced? Mr. Noriega replied that parking will not be displaced along Biscayne Boulevard in the near future. Work is being performed outside of Biscayne for parking. Ms. Smith thanked Mr. Noriega for the presentation.

IV. **Updates**

A. Office of Community Image (CIAB Reports)

Ms. Smith informed everyone that CIAB rack cards have been printed. The grants person wants to meet. She asked members if they want to continue receiving grant announcements via emails and they responded "yes". She also informed members that if they are interested, the Parks Foundation of Miami-Dade can often partner with other non-profits on grant opportunities.

V. **Reports**

B. Landscape Projects Subcommittee

Mr. Jeffery Dawson was absent, so Ms. Smith gave a report. First announced, the MD 51st Agricultural Annual Ag/Farm Tour will be held on February 25th. Ms. Teresa Olczyk, UF/IFAS Extension, RER, encouraged everyone to participate. There will be two buses provided seating for 108 people. Check website for South Dade and Agriculture for the registration. Ms. Smith announced beginning February 24th, the CIAB Award nominations will be online and encouraged all members to promote these Awards to all municipalities. The CIAB Awards opening will be February 24th. This will be the first time sent electronically. Beautification corridor investment gateway.

C. Marketing and Education Subcommittee

Ms. Lina Blanco, City of Miami, is out on medical leave for one month and will return in March. Ms. Smith announced that all is going well with the Clean Up and Green Up poster and video contest. CIAB is looking to reach 500 entries this year. Ms. Smith announced that Ms. Madelyn Rodriguez, MDPROS, has visited 62 schools, distributing the information for the poster/video contest. We are looking for lots of

entries, especially due to the video this year. Ms. Blanco sends her thanks to the Greater Miami Convention & Visitors Bureau for the prizes this year, especially the video package being added for the first time. Ms. Lambeth's office sent out more than 80 announcements, WLRN and Channel 2 posters. Ms. Karen Tynes of the Miami Herald, also sent out 400 announcements to teachers. Ms. Olczyk will also assist and forward posters electronically.

D. Street Tree Subcommittee

Ms. Smith announced that Mr. John Oldenburg, City of Miami Beach, is out also on medical leave. The Tree Summit will be incorporated into the Great Park Summit. The summit will be great for exposure. National speakers will present, including the Parks Director of New Orleans. Ms. Smith encouraged everyone to mark their calendars for the Great parks Summit on April 4th.

E. Transportation/Transit Subcommittee

Dr. Carnegie discussed the expanded roles and scope of the Transportation and Transit Subcommittee to include gateway elements. He also explained that future committee meetings will be held via conference call and Go-To meetings. Ms. Smith spoke on renaming the Transportation and Transit Committee to the Corridors and Gateways Subcommittee to better reflect the CIAB's mission. Ms. Smith announced that she would like all members and participants to send Ms. Rena Ragin, CIAB Interim Board Secretary, an email if interested in being on the committee. Mr. McClellan announced that there will be a tour of MetroRail Stations on February 6th. Mr. Gianni Lodi, MDC Planning and Zoning, informed everyone that on LeJeune Road and Gables it looks abandoned. He questioned who takes care of the area. Dr. Carnegie spoke regarding the pedestrian overpass on FIU is not finished with design. It could be a great April presentation.

VI. Recap of Action Items 01/29/2014 Meeting:

- Ms. Smith asked all members to review the CIAB ordinance revisions because we will discuss the proposed changes with Chairman Moss in March.

VII. Closing Remarks

Ms. Smith thanked all of the presenters and everyone for attending the meeting.

The meeting was adjourned at 11:45 a.m.