



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
May 28, 2014



CIAB Members Present

William Anderson, Greater Miami
Convention & Visitors Bureau
Gloria Antia, Citizens for a Better
South Florida
Lina Blanco, City of Miami
David Cardenas, MD Parks, Recreation
and Open Spaces
Dr. Claudius A. Carnegie, Designee MD
Commission (District 5)
Jeffery Dawson, MD Aviation
Juan Carlos Garrido, Designee
MD Commission, District 7
Patricia A. Harris, Citizen
Rick Johnson, the Miami-Dade
Expressway Authority (MDX)
Jennifer Korth, City of South Miami
Robert McClellan, MDT
Maria Mitchell, Designee/
MDC Commission, District 6
Dennis C. Moss, MD Board of County
Commissioners (District 9)
Gerard Philippeaux, Designee/MDC
Commission, District 2
Alyce Robertson, Miami DDA
Susan Schreiber, Metropolitan
Planning Organization (MPO)
Councilwoman Phyllis Smith,
North Miami Beach
Peter Trupia, Designee/
MDC Commission,
District 3

Participants Present

Debbie Penha Cumbermack,
Public Works and Waste Management
Steven Ferreiro, P R Concepts, Inc.
Ginny Gutierrez, GMCVB
Kirk Hoosac, FDOT
Domingo Macias, City of Miami Beach
Greenspace/PW
Lisa Martinez, Miami-Dade County,
Office of the Mayor
Amina Newsome, RER Development
Services
Quatisha Oguntinyinbo-Rashad,
City of Miami
Felix Pereira, Port of Miami
Diana C. Perez, MD Commission
(District 9)
Rena Ragin, CIAB
Patrice Gillespie Smith, CIAB
William Talbert, GMCVB
Maggie Tawil, MDPROS
Mark Williams, City of Miami Beach

I. Welcome and Introductions

Miami-Dade County Commissioner and CIAB Chairman, Dennis C. Moss, welcomed members, participants and guests.

Members and participants introduced themselves and their respective organizations.

The Chairman thanked Mr. William Talbert, Greater Miami Convention & Visitors Bureau for the tremendous role he played in the USAfrica Transportation Summit.

Mr. Talbert informed attendees that Spa Month begins August 1st. He also stated that the end of the Miami Museum month is near. June is Miami Film month.

Greater Miami Convention Visitors Bureau

II. Action Items

Page 2

The University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) /
Miami-Dade County Cooperative Extension: Teresa Olczyk

Two members at large: Patty Harris and Cesar Garcia Pons

Two non-profit organizations within Miami-Dade County: Gloria Antia

There are still several vacancies for which staff will solicit candidates over the next few months. Chairman Moss also indicated staff will speak with the County Attorney's office regarding the definition of a quorum.

III. **Reports**

Florida Exhibit at Zoo Miami

Ms. Maggie Tawil, MDPROS, presented an update on several improvements planned for Zoo Miami. A copy of her presentation will be posted online.

Ms. Tawil stated that the Mission Everglades and the Florida Exhibit are approximately 5 acres including an entry to the plaza. The entry has been redesigned to be open to encourage visitors to see the animals and enjoy the water, features and play areas. In Mission Everglades, there will be interaction with the crocodiles and otters for children to experience the animals first hand.

Ms. Tawil also mentioned that several other entertainment venues are slated for the zoo; however, these proposals must be negotiated.

Dr. Carnegie asked about the cost and proposed completion date of the project? Ms. Tawil stated that the budget is approximately \$49M and scheduled to be completed the end of 2015 or the beginning of 2016.

Dr. Carnegie inquired regarding the source of funding. Ms. Tawil stated that the budget is mostly from public resources with some private donations.

Ms. Gillespie Smith asked if it is possible to incorporate the Zoo's wayfinding on the major corridors approaching ZOO Miami? Ms. Tawil said she will check the possibilities.

Mr. Philippeaux, District 2, stated that the zoo needs younger animals. Ms. Tawil stated that animals come from many sources to the zoo.

Chairman Moss stated that ZOO Miami is the second largest zoo in the United States and has the largest selection of animals of any zoo.

Ms. Harris, citizen, asked that the animals' needs be considered with the new development. Ms. Tawil stated that there are great keepers at Zoo Miami who will take great measures to ensure that the animals are not stressed.

Chairman Moss stated the County is focusing on bringing in more revenue and a balance has to be found, but the animals' needs will definitely be considered.

Councilwoman Smith, City of North Miami Beach, stated that by upgrading the zoo, it will enhance Miami's image as a family destination.

Presentation for Ms. Lisa Martinez, Office of the Mayor

Chairman Moss presented Ms. Martinez, with a Certificate of Appreciation for serving the CIAB. Ms. Martinez is now the Chief of Staff for Mayor Carlos Gimenez. The Chairman thanked Ms. Martinez for being a valued member. Ms. Martinez commented that she has learned a lot from the CIAB and continues to apply this knowledge in her current role.

Biscayne Boulevard Preferred Approach

Presented by Ms. Alyce Robertson, Miami Downtown Development Authority (DDA). (A copy of this presentation will be uploaded to the CIAB website). Ms. Robertson stated that South Florida is ranked the fourth most dangerous area in the country for pedestrians. The study of the Biscayne Boulevard project is to make Biscayne a better place for pedestrians. The DDA recently approved a proposal which creates a linear park in the middle of Biscayne.

FDOT, Miami-Dade County and the City of Miami have met to discuss improvement of roadways.

Ms. Robertson stated currently there are 388 parking spaces along Biscayne, which generates approximately \$2.4M in annual revenue.

Mr. Philippeaux asked regarding alternatives to replace parking. Ms. Robertson stated they are encouraging residents to use public transportation. Statistics indicate that young people between the ages of 25 to 40 do not mind taking public transportation and want to reduce car use. Ms. Robertson suggested that the County needs more transit.

Chairman Moss stated he would like Ms. Robertson to take a look at how other cities have addressed these kinds of road diets. Dr. Carnegie suggested seeking resources from FIU to bring creativity to the table.

Mr. Peter Trupia, District 3, asked if Ms. Robertson has received calls of support for this proposal? Ms. Robertson stated, that to-date the calls have been mostly negative.

Ms. Gloria Antia, Citizen for a Better South Florida, asked if it is possible to take light rail from the American Airlines Arena to Zoo Miami? Ms. Robertson answered "no", but public transportation can be taken. As the zoo develops, there will be better transportation.

Ms. Gillespie Smith recommended contacting Mayor John Norquist to defend pedestrian friendly over cars. He can provide tons of examples of other cities who have made similar transformations.

Ms. Harris stated support for DDA's proposal and that during a recent visit to Boston, she loved the Rose Kennedy Parkway. She found it gorgeous and relaxing.

IV. **Updates**

A. Office of Community Image (CIAB Reports)

- Ms. Gillespie Smith provided an overview of the CIAB's May activities.
- At Northside Transit station, TD Green Streets awarded a grant to the CIAB to plant trees with Citizens for a Better South Florida and MDT.
- The Poster and Video winner recognition took place at the Board of County Commissioner and at the Miami-Dade County Public School Board. Ms. Gillespie Smith thanked Dr. Carnegie for all of his support with the School Board.
- Chairman Moss thanked Ms. Lina Blanco, City of Miami, for her participation in the Clean-Up Green-Up Poster and Video Contest.
- Ms. Gillespie Smith stated that Commissioner Zapata hosted a Mother's Day tree dedication on May 10th. The community came and participated in the mulching and dedication of trees.
- She referenced the May 15th Paciena Park improvements represented a partnership between the City of South Miami, MDT, Citizens for a Better South Florida, all of the M-Path groups, and the CIAB.
- On May 16th BioPlanet, representatives from Stella McCartney's store, and the Parks Department planted 31 trees in Haulover Park. The event brought a lot of attention to the Million Trees Miami Initiative.
- Ms. Gillespie Smith stated that Ms. Christina Casado, of the Acupuncture Treehouse, raised \$500 for the Million Trees Miami on May 22.
- Ms. Gillespie Smith stated there will be a retreat in July at the Deering Estate and encouraged input on the agenda. Please email thoughts to her over the next month.

B. Landscape Projects Subcommittee

Mr. Jeffery Dawson, Miami-Dade Aviation, stated that the subcommittee meeting held a joint meeting with TARC on May 21st with the focus on FDOT's landscape "branding" for District 6.

- Mr. Hoosac (FDOT-D6), stated that branding refers to how FDOT will go about, landscaping, primarily for the gateways in the district and reflects the Departments charge to be "Bold and Innovative".

- Mr. Dawson stated that FDOT's, D-6's Draft Landscape Brand is scheduled to go before TARC in June for approval and is due June 30th to FDOT Secretary Prasad.
- Mr. Dawson stated that the Vizcaya station upgrades are awaiting design. Once this issue is addressed, the CIAB will plan a volunteer event around the improvements.
- Mr. David Cardenas, MPROS, said the average cost per mile for maintenance is approximately \$700 per cycle and fluctuates based on the type of landscaping. Mr. Cardenas also explained that due to budget cuts, his division reduced roadside maintenance to 10 cycles, which has already resulted in numerous complaints.
- Chairman Moss requested that the CIAB review the best practices to see if there are ways to enhance landscaping given existing budget constraints.
- Mr. Dawson stated that the entrance to the Miami International Airport is in the final stage of construction. Early in June the project will reach substantial completion. Landscaping is being done now. There will be a jumbo variable message sign.
- Chairman Moss stated the entrance project for the Miami International Airport happened due to CIAB's input. Members of the Board worked alongside Mr. Carlos Jose and Mr. Dawson to advocate for a grand gateway.
- Ms. Mitchell asked are there any plans for NW 36th or just beyond? Mr. Dawson stated that NW 36th belongs to FDOT.
- Dr. Carnegie requested bringing FDOT to the table to discuss the short and long term for NW 36th Street.
- Chairman Moss requested having FDOT present on NW 36th Street in the near future.

C. Marketing and Education Subcommittee

- Ms. Lina Blanco, City of Miami, had no updates except that she has returned to work full time. Chairman Moss welcomed her back with a round of applause.

D. Street Tree Subcommittee

- Mr. Rick Johnson, MDX, stated that the tree challenge will be in July and hopefully coordinated with the Adopt-a-Tree event at the zoo.
- Mr. Johnson said that the Subcommittee will continue to discuss how to handle the donations when no funds are available for maintenance.
- Ms. Patty Harris, stated that this year's Adopt-a-Tree events will be held June 14th, July 26th and September 14th.

E. Gateway/Corridor Subcommittee

- Dr. Carnegie stated that FDOT's improvements for NW 36th Street and LeJeune include pedestrian improvements.
- Dr. Carnegie stated that the 79th Street Initiative Action Plan is being finalized with a focus on short and long-term improvements. The plan calls for new bus shelters, signs, banners and a trolley system. A representative from the Initiative will present at a future CIAB meeting.
- Mr. Robert McClellan, MDT, stated that MDT is researching the feasibility of a trolley along 79th Street.
- Mr. McClellan stated that enhanced bus service is slated for 27th Avenue. The project will begin Engineering and Design this fall. The service start date is 2018. The proposed route runs from NW 215th Street to MIA with eleven stops along the way. Peak service will be 10 minutes and off peak will be every 15 to 30 minutes. Real-time bus information and Wi-Fi will be provided.
- Dr. Carnegie stated the US 1 Tour was postponed. Chairman Moss explained that the tour was postponed due to his meeting with delegation from Senegal.
- Dr. Carnegie stated that the next subcommittee teleconference meeting is rescheduled for June 11th at 2 p.m.
- Dr. Carnegie stated the opening of the Port of Miami tunnel was quite an event.
- Chairman Moss commended DOT, Miami-Dade County, the City of Miami, USDOT and the private sector for the tunnel project.
- Mr. Talbert, said that related to this news, Miami International Airport is now home to Qatar Airlines. This company also bought The St. Regis.

VI. Recap of Action Items 05/280/2014 Meeting:

- Research what constitutes a quorum with the County Attorney
- Recruit candidates for vacant seats on CIAB Board
- Review best practices for ways to enhance roadside landscaping
- Review priority corridors: Performing Art Center District, 8th Street, Bayside, NW 36th Street and beyond
- Presentation from FDOT on NW 36th Street
- Reschedule date for US 1 tour

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