



COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
June 25, 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  
Eric Carpenter, City of Miami Beach  
Dr. Claudius A. Carnegie, Designee MD  
Commission (District 5)  
Jeffery Dawson, MD Aviation  
Patricia A. Harris, Citizen  
Ramiro Inguanzo, Miami-Dade  
College  
Penny Lambeth, Town of Miami Lakes  
Gianni Lodi, MDC Planning & Zoning  
Robert McClellan, MDT  
Maria Mitchell, Designee/  
MD Commission, District 6  
Gerard Philippeaux, Designee/MD  
Commission, District 2  
Debora Rivera, Florida Department  
Of Transportation  
Alyce Robertson, Miami DDA  
Susan Schreiber, MD Metropolitan  
Planning Organization  
Planning Organization (MPO)  
Councilwoman Phyllis Smith,  
North Miami Beach  
Councilwoman Marie Steril,  
League of Cities  
Peter Trupia, Designee/  
MDC Commission, District 3

**Participants Present**

Rolando Aedo, GMCVB  
Rita Carbonell, City of Doral  
Debbie Penha Cumbermack, MD  
Public Works and Waste Management  
Courtney Cunningham, Cunningham Group  
Meg Daly, GreenLink  
Cesar Garcia-Pons, City of Miami  
Andrea Gonzalez, University of Miami  
Ginny Gutierrez, GMCVB  
Barbie Hernandez, City of Doral (Parks)  
Jason Hesch, GIS/Planner  
Henry Mayer, MD Extension Service  
Bernadette Morris,  
Communications Sonshine  
Felix Pereira, Port of Miami  
Diana C. Perez, MD Commission  
(District 9)  
Rena Ragin, CIAB  
Andrea Rebul, University of Miami  
Patrice Gillespie Smith, CIAB  
William Talbert, GMCVB  
Mark Williams, City of Miami Beach

**I. Welcome and Introductions**

Chairman Dennis C. Moss was unable to attend due to a Miami-Dade County budget meeting.

The Board meeting is conducted by the Community Image Advisory Board Manager, Ms. Patrice Gillespie Smith.

Ms. Gillespie Smith welcomed members, participants and guests.

Members and participants introduced themselves and their respective organizations.

### **Greater Miami Convention Visitors Bureau**

Mr. William Talbert, Great Miami Convention & Visitors Bureau announced that Qatar Air began service just before the World Cup. This will improve Miami's connectivity to the Asia market. Qatar Air Ways brought Saint Regis in Bal Harbor. Miami Spa Month begins July.

Mr. William Anderson informed the group that Miami hospitality related employment is up for the 53<sup>rd</sup> consecutive month. May ranked # 2 in Revenue Per Available Room (REVPAR), # 2 in Average Daily Room Rate (ADR), and # 2 in Hotel Room Occupancy among the top 25 U.S. markets.

Mr. Rolando Aedo announced that the GMCVB will be investing in the South Miami-Dade Tropical Agricultural Visitor's Center at the County's Ag Extension site. This initiative was an outcome of the CIAB Agricultural Tour. Mr. Aedo congratulated CIAB and the Commissioner for connecting the Ag Extension Office with GMCVB. Mr. Aedo also announced that the GMCVB will be working with the CIAB on a rebranding effort. They have recruited Bruce Turkel to assist. Mr. Aedo asked Mr. Mayer to give gratitude to Ms. Teresa Olczyk. Ms. Gillespie Smith also conveyed gratitude to the GMCVB and Ms. Olczyk.

## **II. Action Items**

**Approval of Minutes from May 28, 2014 Board Meeting:** Dr. Carnegie moved to approve the minutes. Ms. Patty Harris seconded the motion. The minutes were unanimously approved.

### **Community Image Advisory Board New Member Candidates:**

Ms. Gillespie Smith said she was proud to introduce a candidate for the CIAB Board. Mr. Ramiro Inguanzo, of Miami-Dade College. Mr. Inguanzo provided a brief background of his career. He is formerly with City of Miami Beach and understands the importance of maintenance and aesthetics. Mr. Talbert, moved to approve Mr. Inguanzo, Councilwoman Smith, seconded. Mr. Inguanzo's addition to the Board was unanimously approved by the Board.

## **III. Reports**

Ms. Gillespie Smith said in response to the CIAB's continuous concerns with litter pickup, she was pleased to introduce Ms. Bernadette Morris, of FDOT /Sonshine, who is leading the "Drive It Home Campaign."

## **Drive It Home Campaign**

Ms. Bernadette Morris, Sonshine, and Courtney Cunningham, Cunningham Group presented on FDOT's statewide "Drive It Home" campaign to encourage motorists to keep our paradise clean. Ms. Morris informed everyone that through research, FDOT developed the campaign in August 2013. Drive It Home will be advocated by well-known athletes of Florida's teams. Eventually, television commercials, radio broadcasts, and billboards will be customized with campaign announcements. Ms. Morris stated that the campaign would like to connect with partners that will be available to promote the material. She announced that Phase III will begin August, 2014. Ms. Morris distributed bags and pins with the "Drive It Home" logo.

Dr. Carnegie asked if the Drive It Home campaign will be advertised at the turnpike rest stops? Ms. Morris stated that a video clip will be ongoing at each rest stop to encourage driving litter home. At present there are 48 rest stops with 34 video clips being advertised on a continuous basis.

Dr. Carnegie asked how was the campaign integrated with school districts? Ms. Morris stated that school districts have not been included in the campaign, but that there is communication taking place to have schools participate.

Ms. Alyce Robertson, DDA about the social media efforts. Ms. Morris stated Instagram, Facebook, and Twitter.

Ms. Ginny Gutierrez, GMCVB, asked if the campaign reached out to rental car agencies? Ms. Morris stated that they have partnered with FDOT to approach car rental companies to print material and distribute the litter bags.

Mr. Talbert, GMCVB asked is there a baseline for progress? Ms. Morris stated that every year between the State of Florida and FDOT, \$10 to \$12 million is spent on the clean-up of State corridors. If they can reduce those numbers, the campaign will be deemed a success.

Mr. Dawson asked if the campaign focused is only on FDOT's right-of-way? Ms. Morris stated that the roadside litter educational campaign can be incorporated into cities as well. The campaign will run throughout the entire State of Florida.

Mr. Cunningham, informed everyone that if there is a problem with litter on the roads and streets, to please do not hesitate to contact FDOT, so the proper contacts will make sure that the addressed.

Mr. Gerard Philippeaux, District 2 stated that there is a lot of litter alongside I-95 from downtown to the county line and it is getting worst. He asked when will it be cleaned up?

Ms. Debora Rivera, FDOT, informed Mr. Philippeaux that if there is a problem with litter, to feel free to contact her by telephone at 305-470-5449 or via email: [Debora.rivera@DOT.state.fl.us](mailto:Debora.rivera@DOT.state.fl.us).

Councilwoman Smith asked is the wall along I-95 a part of the contract for clean-up? Ms. Rivera answered “yes”.

Mr. Garcia-Pons, City of Miami asked is there a relationship with the Florida Highway Patrol to handle enforcement of the law? Ms. Morris stated that there are discussions in the works to encourage enforcement.

Ms. Morris stated that the CIAB and participants can assist with the campaign.

Mr. Dawson asked if the Adopt-a-Road program is part of the campaign? Ms. Rivera stated that FDOT's Adopt-a-Road, program has been in existence for a long time.

Councilwoman Smith asked are children going to be in the ads? Ms. Morris stated that it is in discussion. At present the campaign is targeting those between the ages of 14-55.

Ms. Gillespie Smith encouraged everyone to sign up on the “Drive It Home” Facebook page.

### **Doral's Mobility and Open Space Investment**

Ms. Rita Carbonell presented on Doral's trolley circulation. The presentation will be uploaded to the CIAB website. The trolley service began in 2008 and now has 8 trollies servicing three routes. All trollies are equipped with GPS, safety cameras, ADA accessible equipment, bikeracks and Wi-Fi.

She stated that 22 shelters have been implemented.

Ms. Carbonell stated that the trolley ridership shows at least 10 rides per hour with significant growth every year.

Ms. Rivera asked what percentage of total trips? Ms. Carbonell stated that the operational cost is \$3.36 per rider and that she will have to follow-up with those details.

Ms. Barbara Hernandez, City of Doral Parks and Recreation Director, presented on two of Doral's newest parks. (The presentation will be uploaded). The NW 114<sup>th</sup> Avenue Park, located on 114 Avenue between 80<sup>th</sup> Street, and 82 Street. The NW 114 Avenue Park covers about 18 acres. The completion date is 2016. The Doral North Park covers about 25 acres and will be completed by 2017. It will include an eco-education center and beautiful walker's path with lush vegetation.

Ms. Susan Schreiber, MD Metropolitan Planning Organization, asked will artists introduced with the pedestrian bridge. Ms. Hernandez replied that there will be a contest to select art designs for the bridge from individual artists.

Mr. Garcia-Pons asked if the Park design will look at minimizing the NW 114<sup>th</sup> Street footprint so it is not a major obstacle? Ms. Hernandez said the City will look at complete streets and include traffic calming efforts.

### **GreenLink Visioning Charrette Overview**

Ms. Meg Daly, GreenLink and Andrea Rebul, University of Miami, presented on the M-Path visioning charrette. This charrette was the result of a University of Miami School of Architectural studio focused on the 10 mile multiuse path. Miami's first 10 mile linear park project will cover eight transit stations, and 28 intersections. It will encourage a change from car to bike.

Ms. Daly stated that the benefits from New York's Highline Investment were \$ 2.2 billion real estate values and \$ 1 billion in tax revenues over a 10 year period.

Ms. Daly stated there will be a zero land cost and that FDOT is highly engaged in the project. Approximately 400,000 residents are within a 10 minute walk of the M-Path. Proposed uses include: Farmers Market, Exercise Stations, and eating and entertainment destinations. She also stated that there are 25 members on her non-profit advisory board.

Ms. Daly encouraged the CIAB to visit the GreenLink website: [www.theGreenLink.org](http://www.theGreenLink.org).

Ms. Daly announced there will be a bike ride on Saturday, June 28<sup>th</sup>. It will begin at Vizcaya at 8:30 a.m. to go along the M-Path to Dadeland South.

Mr. Dawson asked if there is a public private partnership and what public agencies are and showing interest? Ms. Daly stated that the organization has met with Commissioners, local and state leaders. Endorsements by Senator Bill Nelson, Baptist Health, and that the City of Miami gave the money for planning. Ms. Daly stated the project does not have a design team yet.

Mr. Dawson asked what are the goals for funding? Ms. Daly stated that Atlanta's Green Belt line cost approximately \$3 million mile, but to really turn the M-Path into a linear park, GreenLink estimates a cost of \$10 million/mile.

Ms. Diana Perez, District 9, asked about the safety issues in the evening. Ms. Daly stated that the topic of the homeless will be a consideration in the planning process. The designers will be instructed to include security, lighting and bike patrol.

## **IV. Updates**

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

- Ms. Gillespie Smith reported that the CIAB has partnered with the Health Foundation of South Florida to apply for a grant that would encourage tree plantings as part of the Healthy Communities Partnership Initiative.

- The retreat will be held July 30<sup>th</sup>. Ms. Gillespie Smith conveyed gratitude to Mr. Talbert for the GMCVB's sponsorship of the retreat's breakfast.
- Ms. Gillespie Smith requested all members to send an email with a Haiku describing their position to Ms. Ragin by July 17<sup>th</sup>.
- Ms. Gillespie Smith requested all members to take pictures of beautiful medians and send them to [Greenup@mimaidade.gov](mailto:Greenup@mimaidade.gov). They will be presented at the retreat.
- Ms. Gillespie Smith stated that there will be a discussion held about the maintenance of roadways at the retreat.
- Ms. Gillespie Smith requested each member to submit a biography of no more than 250 words for the CIAB website.

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

- Mr. Dawson stated that FDOT's "Landscape Branding" exercise is wrapping up and was approved by the TARC.
- Mr. Dawson stated that the Committee is developing the Vizcaya Metrorail station design concept.
- Mr. Dawson stated that in planning the M-Path design, a master plan must be developed.
- Mr. Dawson stated that to reach the Million Trees Miami's goal by 2020, we will need to plant 350 trees daily. So far we have estimated planting around 160,000 trees and we need to focus on accelerating our pace.

Mr. David Cardenas, MPROS, suggested having Home Depot stores supply a list of customers that have bought trees so we can encourage reporting their planting.

#### **C. Marketing and Education Subcommittee**

- Ms. Lina Blanco, City of Miami, thanked Mr. Talbert, Mr. Anderson and Ms. Gutierrez for their support of the CIAB rebranding effort. She will put together a branding task force soon.

#### **D. Street Tree Subcommittee**

- Mr. Rick Johnson, MDX, stated that there was a great presentation regarding the County's Hot Spots by Urban Health Solutions at the last subcommittee meeting. He also said he is working with M-Path Park's people on the design of the park.
- Mr. Johnson said that the tree planting challenge is expected to be launched this July.

#### **E. Gateway/Corridor Subcommittee**

- Dr. Carnegie announced that the All Aboard Florida (AAF) presented its proposed grand central station. The design included mixed use towers, lighting, and glass floors.
- Dr. Carnegie stated that AAF is in the process of working to integrate the Government Center into its new facility.
- Dr. Carnegie stated that the committee heard from Titan Concrete regarding a new product, Pave Drain that can be used as a sustainable alternative to traditional concrete or asphalt.
- Dr. Carnegie stated that the Governor signed a \$3.4 million appropriation for the Ludlam Trail.
- Dr. Carnegie announced the CIAB US 1 Maintenance Tour will be held on June 27<sup>th</sup>.
- Dr. Carnegie announced the next Gateway/Corridor Subcommittee meeting will be held July 10<sup>th</sup> at 2 pm.

Ms. Robertson informed everyone that the Flagler Street improvements will be considered by the Board of County Commissions. Items are going for funding on Tuesday, July 1<sup>st</sup>, and she is asking for support. She also thanked Ms. Gillespie Smith for introducing Secretary Billy Hattaway, District 1, for assistance in the bike and pedestrian safety.

Ms. Blanco requested that the City of Miami Beach's Mayor present to CIAB.

Ms. Rivera announced that this meeting is her last with CIAB. She stated that Mr. Harold Desdune, Director of Transportation Development for FDOT, will attend the CIAB meetings in the future. Ms. Gillespie Smith thanked Ms. Rivera for her service and said if the Commissioner were here he would be very complimentary of all of her contributions.

#### **VI. Recap of Action Items 06/25/2014 Meeting:**

- Call Ms. Rivera with any litter concerns on state corridors.
- US 1 Tour: June 27<sup>th</sup>
- Retreat at Deering Estate: July 30<sup>th</sup>
- Request Mayor of City of Miami Beach to present
- Send Haiku's to Rena
- Fill out Bio Form

The meeting was adjourned at 12:05 p.m.