



COMMUNITY IMAGE ADVISORY BOARD (CIAB)  
MEETING SUMMARY  
October 30, 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 5)  
Juan Carlos Garrido, Designee MDC Commission (District 7)  
Amy Lauer Goldin, Designee MDC Commission (District 8)  
Rick Johnson, Expressway Authority (MDX)  
Jack Kardys, MDC PROS  
Penny Lambeth, Town of Miami Lakes  
Gianni Lodi, MDC Sustainability, Planning and Economic Enhancement  
Dennis C. Moss, MDC Board of County Commission (District 9)  
Elizabeth Ogden, MDC Seaport  
Gerard Philippeaux, Designee, MDC Commission (District 2)  
Alyce Robertson, Downtown Development Authority (DDA)  
Peter Trupia, Designee MDC Commission (District 3)

**Participants Present**

Gloria A. Antia, Citizen for a Better South Florida  
Christina Casado, Miami-Dade County Community Image Advisory Board (MDC CIAB)  
Ann Cotter, Arquitectonica  
Miguel Claro, MDC PROS  
Cesar Garcia-Pons, DDA  
Allison Diego, MDC PROS  
Patrice Gillespie Smith, MDC CIAB  
Ginny Gutierrez, GMCVB  
Regina Hagger, City of Miami Public Works  
Patricia A. Harris, Citizen  
Kirk Hoosac, Florida Department of Transportation (FDOT) (District 6)  
Robert Lloyd, Arquitectonica  
Robert McClellan, MDC Transit  
Maria Nardi, MDC PROS  
Debbie Penha-Cumbermack, MDC Public Works & Waste Management  
Diana C. Perez, MDC Commission (District 9)  
Rena Ragin, MDC CIAB  
Joshua Rak, MDC Urban Design Center  
Phyllis S. Smith, City of North Miami Beach  
Bill Talbert, GMCVB  
Collin Worth, City of Miami Transportation

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 made a brief introduction of the new Community Image Advisory Board Manager, Ms. Patrice Gillespie Smith. Formal introduction took place later in the meeting. Commissioner Moss also thanked the previous Community Image Advisory Board Manager, Ms. Casado, for attending the meeting. He thanked Mr. Bill Talbert and Mr. Bill Anderson with the Greater Miami Convention & Visitors Bureau (GMCVB) for hosting the meeting and providing an update to the members regarding ground transportation in Miami.

**Introductions**

Members and participants introduced themselves and their respective organizations.

The Commissioner thanked Ms. Amy Lauer Goldin, Designee/MDC, Commission, District 8 for attending the meeting.

Commissioner Moss introduced and welcomed Ms. Smith, the new Community Image Advisory Board Manager to the members, participants and all present. Ms. Smith was encouraged to continue to preach to the community the positiveness, importance of having great aesthetics, transportation gateways and parks. The entire board will be looking to Ms. Smith to move the ball forward. Ms. Smith was welcomed by a warm round of applause.

Ms. Smith thanked Commissioner Moss, members, participants and all attendees for the introduction and welcome. She briefly discussed her background in transportation planning. Ms. Smith's portfolio was sent through the County's News Release e-mail and also distributed in the meeting. She will be requesting a one-on-one meeting to discuss priorities, goals and concerns with each of the CIAB members prior to the next board meeting.

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

Mr. Talbert and Mr. Anderson provided the Board with updates.

Bill Anderson reported within 9 months hotel occupancy has increased to a record level of 78% in September, up 2.1% increase, Miami ranks 25 in top markets of US. Room rate level 176.51, record level, up 8.7%, ranks #4. REPAR (Review per Available Room) 138.10, record level, up 11%. The tracking of airport arrivals for January to September 5.4%, record level bringing 15.3 million arrivals, up 2.6%. Very good results for tourism.

Mr. Talbert informed the Board about a new airline coming to Miami. Qatar Airlines will be launching flights to Miami and will give us a link to Asia. Qatar is the richest country in the world and will be flying to and from Miami. Mr. Talbert announced big events coming up: Annual meeting, November 2<sup>nd</sup> that includes a luncheon at Club Mansion where a model of the Miami Beach Convention Center will be displayed. The project will be back on the ballot in 2014. The end of November will feature the Ford Championship weekend, which is considered the Super Bowl of Motor Racing. Ford has announced it will sign a 10 year sponsorship deal. Basel Art is also coming soon. October is Miami's attraction month and November is Miami Live Month where performing art scene is highlighted.

Commissioner Moss thanked Mr. Talbert and Mr. Anderson from Greater Miami Convention and Visitors Bureau.

## **II. Action Items**

**Approval of Minutes from October 30, 2013 Board Meeting:** Commissioner Moss requested a motion to approve the minutes. Dr. Carnegie moved the motion and Commissioner Moss seconded it. The minutes were unanimously approved.

## **III. Updates**

### **A. Office of Community Image**

Ms. Smith reported that the CIAB's NEAT team worked with DDA and spruced up corridors in anticipation of Miami Heat's season opener.

## **B. Marketing and Education Subcommittee**

Ms. Lina Blanco from City of Miami welcomed new Community Image Advisory Board Manager, Ms. Smith. The poster contest application was submitted to Miami-Dade County School Board. Ms. Blanco reported that a tentative schedule has been prepared for the board to review and approval at the next meeting. Mr. Talbert announced that he will sponsor the same prizes as he did last year for the Poster Contest. Ms. Smith asked that the LeBron James video, "Taking it to the Streets", be shown to highlight our region's beautiful rights of way. The video also featured Alice C. Wainright Park. Commissioner Moss thanked Ms. Blanco.

## **C. Street Tree Subcommittee**

Mr. John Oldenburg was absent from the meeting, so the report was deferred to the next meeting.

## **D. Transportation/Transit Subcommittee**

Dr. Carnegie deferred his report to Mr. Bob McClellan regarding Miami Dade transit and transit facilities. Mr. McClellan presented a PowerPoint presentation on all of the recent improvements implemented by MDT: Museum Park Station almost completed; Hialeah Metrorail Station bathroom renovation completed and various bathroom stations will be renovated. The Mural project near Caleb Center came out great. It was sponsored by Commissioner Edmonson. Miami Dade Transit and District 2 met on October 25<sup>th</sup> to review landscaping opportunities at Martin Luther King Transit Station and Northside community landscape projects to be spruced up. Mr. McClellan reported that transit staff will provide recommendations from the October 25<sup>th</sup> meeting. This is one of CIAB's goals.

Ms. Casado pointed out to the picture of the I-395 ramp, needs a schedule to address the slope. Question raised whether there is an interim solution. Ms. Casado has previously worked with Landscaping Committee regarding this issue. Mr. McClellan stated for 2 to 3 years will be left as sod.

Dr. Carnegie questioned the frequency of maintaining the bathrooms throughout the transit system. Mr. McClellan responded that janitors will be on duty 3 hours each morning and 3 hours each afternoon for cleaning.

Commissioner Moss questioned if janitors will be on duty during peak hours? Mr. McClellan stated that janitors will be on duty in the morning and afternoon, except at the Government Center, which has janitorial available full time.

## **IV. Reports**

Brickell Promenade Presentation - Ms. Maria Nardi, Ms. Allison Diego, Mr. Collin Worth, Ms. Alyce Robertson and Mr. Cesar Garcia presented.

Ms. Nardi showed partnership projects with City of Miami and DDA for Brickell Promenade Impact, Cultural Trail, Overtown Greenway and Biscayne Boulevard Streets.

Three areas attract people to Miami: aesthetics, social offerings, and community friendliness. Ms. Diego stated that the goal for the five block area is to welcome people to Miami. The space includes a plaza, bike station, kiosk, dog park, fitness zone, open lawn, facility rentals, improved lighting, dock improvements, gardens. Ms. Diego reported that the Parks Foundation goal is to increase funding for the project: \$1M from private sources to complete a \$3M project. The fund-raising campaign officially kicks off in February. People will be able to make donations through cell phones. Ms. Nardi stated the images for the proposed park were prepared by Urban Design. Brickell Promenade will serve as a demonstration project in Miami to highlight all of the opportunities along the Mpath. Priority is how to connect different stations together. Two groups involved in this process of which one is Friends of the Mpath. Mr. Worth presented on the Overtown Greenway. Design is underway with hopes for the project to go to construction in early 2014. Mr. Worth is working with Miami-Dade Transit and with Booker T. Washington to have access through school's park. Applied for grant through FDOT. There are lots of opportunities for access to the community. Ms. Robertson presented on the proposal commissioned by the DDA to make Biscayne Boulevard more pedestrian friendly. It currently serves as a barrier. The DDA's goal is to transform it from the American Airlines Arena to SE 3<sup>rd</sup> Street. Mr. Garcia-Pons presented several proposals that would reconnect the central business district to the water. One proposal reduces the travel lanes from 4 lanes to 3 lanes with parallel parking on side. Complete redesign in progress. One example is Ocean Drive. Ms. Robertson said that realization of this major transformation accomplishes seven of the Downtown Master Plan goals. Commissioner Moss questioned parking alternatives. Ms. Robertson said they are in discussions with Miami parking Authority to talk about how to address the \$2 million in revenue provided by the parking that currently exists in the middle of Biscayne Boulevard.

Commissioner Moss expressed his concerned about traffic flow. Mr. Garcia-Pons stated that there currently is a lot of capacity and that the Level of Service is A. Even with the proposal that reduces the throughput, the most the Level of Service drops to C (which is still considered satisfactory for the throughput).

Mr. Philippeaux questions the possibility to work with partners to make more parking spaces available. Commissioner Moss would like a plan to incorporate projects for the long-term vision, as opposed to being isolated with the number of developments. Ms. Robertson commented that there is a great deal of day-time parking and no night-time parking. Mr. Garcia-Pons replied that a share parking management plan is needed.

Dr. Carnegie asked how the Genting Group and Museum Park improvements are being incorporated into the plans for Biscayne. Mr. Garcia-Pons stated that the Miami World Center has all surface parking. Commissioner Moss stated that the Miami World Center is looking at having aesthetically pleasing projects.

Dr. Carnegie questioned if at the Brickell's Promenade location, SW 1<sup>st</sup> Avenue could have more crosswalks and speed reduction? Ms. Nardi stated they are working on crosswalks. Mr. Worth stated that developing plans are underway for more crosswalks with public works. Speed reduction will reduce when the roadways are narrowed. Ms. Robertson stated infrastructure problem exist with flooding issues.

Mr. Philippeaux noted that on the Bike 305 map there are no routes north of Flagler. Ms. Nardi stated we do have routes, but we are working with each of the cities to empower them to map their own routes. Cities will be asked to submit their greenway plans if they have one.

Commissioner Moss asked about the parking breakdown in Downtown. Ms. Robertson responded that a small fraction of Miami's parking is for the public. She expressed that a more comprehensive look is needed for all parking options.

Commissioner Moss states that there are parking lots waiting for development and would like CIAB to better connect with partners to review regulations and work closely with code enforcement. Many parking lots look bad. Mr. Lodi stated that parking requirements were reduced significantly in Miami 21.

Port of Miami Tunnel - Mr. Robert Lloyd with Arquitectonica welcomed Ms. Smith. The project of the tunnel has a significant area above ground both on Dodge on the right and Watson on the left. Both designs have landscaping along I-395 ramp. Entries are all important as gateways to Miami Beach. Watson is more visible. Across I-395 ramp, it is housed by two large floodgates, 80ft high structure. The floodgates have a simple and clean design. It is made up of museum quality concrete embossed with navigation. At night time gaps are highlighted with metal mesh, orange glow from behind. Tried to think of Jungle Island to be a nature landscape as coastal Florida species. Plantings intensified beyond standard. As the tunnel is entered, letters embossed which is a major feature. Orange sections mesh back lit. Concept of coastal Florida landscape downtown. It brings character into downtown. Plantings intensified base of building. Project is well underway and going smoothly. Plants and light elements on their way.

Ms. Ann Cotter with Arquitectonica stated the 8<sup>th</sup> Street Metromover Station will open at the end of 2015. Certificate of Occupancy is expected in 2015. This project will cover three blocks.

Dr. Carnegie asked Mr. Hoosac (FDOT) where \$1.5 million may be going for green landscaping project. Mr. Hoosac stated that total goes into statewide projects.

Commissioner Moss indicated that he would like to see more lighting features to highlight developments.

V. **Recap of Action Items 10/30/2013 Meeting**

- **Marketing and Education**
  - Poster contest cost determination
  - Poster contest schedule
  
- **Transportation/Transit Subcommittee**
  - Schedule update on the I-395 landscape improvements
    - Incorporate projects long term, oppose to isolation of developers
  - Have partners review regulations by working with code enforcement

- **Port of Miami Tunnel**
  - Provide the number of hazard material trucks going through tunnel
  - Signage plan for tunnel
  
- Ms. Smith to explore becoming a city of lights.
- Ms. Smith to provide a transportation gateway, corridors update.
- Ms. Smith to engage with more municipalities aesthetic plans. Have cities to make presentation.
- Email members and participants to save 2014 meeting dates.
- Mr. Lodi requested for a RER shoreline project update
- Pedestrian Priority Zones presentation from DDA
- Grand Avenue presentation
- Proposed CIAB ordinance revisions
- Maintenance of vacant parking lots

VI. **Closing Remarks**

Commissioner Moss thanked everyone and again welcomed Ms. Smith, CIAB Manager.

The meeting was adjourned at 11:40 a.m.