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The Downtown Development Authority **Board of Directors** met on Friday, January 16, 2009 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

PRESENT:

Com. Joe M. Sanchez, Chairman
Neisen Kasdin (*State Cabinet Rep.*)
Jose Goyanes
Jerome Hollo
Tony Alonso
Nitin Motwani
Alan Ojeda
Hank Klein
Danet Linares
Dr. Rolando Montoya

ABSENT:

Alvin West, Treasurer
Oscar Rodriguez
Rodrigo Trujillo

Chairman Sanchez called the meeting to order at 8:35 AM.

I. Invited Guest Speaker

- Code Enforcement Initiative – Mariano Loret de Mola

Miami Code Enforcement Director Mariano Loret de Mola stated that the City's Code Enforcement Department handled all zoning and code violations and occasionally assisted with Miami Police and Solid Waste matters. Mr. Loret de Mola addressed the Board concerning the code enforcement initiative, which included:

- Downtown Miami Commercial District Code Enforcement Brochure: DDA produced this item entirely in-house and distributed throughout the CBD with assistance from DMP. This initiative was followed by an aggressive "sweep" of the area for violations, particularly with signage violations. Mr. Loret de Mola noted that the number of violators who complied within the allotted time was very impressive.

- Downtown Inspector: One (1) inspector has been assigned specifically to the downtown area.

- Lerner Property Status: This site is currently in compliance as to code enforcement matters.

II. Approval of the Minutes ~ (*December 19, 2008*)

Neisen Kasdin motioned to approve the minutes of December 19, 2008, Nitin Motwani seconded and the item passed unanimously by the board members present.

III. Financial Report ~ *As of December 31, 2008*

Carolina Terrones presented the Financial Report as of December 31, 2008 and stated there were no reporting conditions.

IV. Executive Director Report

Alyce Robertson addressed the board on the following items:

- Concert Series: The 2nd concert was held at the Tina Hills Pavilion at Bayfront Park, approximately 450 attended.

- Fan Fest 2009: The event was held on January 7th at Bicentennial Park, DDA is still compiling information to determine accurate return of investment (“ROI”) data.

- Bike Miami: The 3rd Bike Miami event will be held on Sunday (1/18) everyone was encouraged to attend. DDA is working with Mayor Diaz’s office and others ironing out some logistic issues to make the event as convenient as possible for everyone. Bicycles are NOT required to participate.

- Mayor Carlos Alvarez Meeting: DDA along with board member Neisen Kasdin met with Mayor Alvarez regarding various downtown issues that fall under the County’s control.

- Downtown Tracker: DDA is formulating a “tracking” system to keep track of issues/items as they are reported to the responsible entity/agency to ensure follow-up, response, and/or accountability. A request was also made to assign an Assistant County Manager level person to attend DDA board meetings on a regular basis.

V. Committee(s) Update

A. Program Committees

- Economic Development / Research Program

Hank Klein reported on the following:

- Corporate Recruitment Initiative: Tere Blanca and Frank Nero are tentatively scheduled to address the board at the February or March 2009 meeting.

- Research: The committee is scheduled to review the proposed RFQ for a Downtown Real Estate Market Research partner at their next meeting, currently scheduled for February 6th.

- Research/GIS Analyst: DDA has secured a full-time analyst scheduled to begin on February 2nd.

- Façade & Shutter Program: DDA/DMP working together have completed three projects. An additional thirteen projects have been approved and/or are under construction.

- Marketing-Communications Program

Robert Geitner reported that DDA is working on the following:

- International POW WOW: The travel industry's premier international marketplace and the largest generator of Visit USA travel is scheduled for May 16-20, 2009.

- FAM Tours: DDA is working with Greater Miami Convention & Visitors Bureau and other agencies to coordinate tours during the POW WOW event.

- Beacon Council: Maria Gomez from the Beacon Council has joined the DDA Marketing-Communications Committee and has pledged to work with DDA and Greater Miami Convention & Visitors Bureau in a joint marketing campaign that will work for Downtown Miami specifically.

- Marketing RFQ- The committee reviewed the draft RFQ and suggested some changes, which staff is addressing. Discussion ensued concerning some board members feeling of urgency that this RFQ should be issued as soon as possible. The staff's intension was for the committee members to have an opportunity to review/comment and then have legal review prior to issuing to the public.

Vice-chairman Neisen Kasdin directed staff to issue the RFQ on an expedited schedule with the intent of a recommendation being ready for the February Board meeting.

- Service Delivery Program

Jose Goyanes reported on the following:

- EVS Personal Mobility Vehicles: The Miami Police Department and Commissioner Sarnoff's office addressed the committee concerning the EVS Personal Mobility Vehicles. The Miami Police Department is reviewing the feasibility and effectiveness of these units and will report back to the committee in 2 weeks to determine if this is something that DDA should invest in.

- Street Vendor Program: The committee discussed the current street vendor program and recommended that staff explore options for "re-vamping" and directed that staff meet with various stakeholders for input.

Committee Chairman Jose Goyanes stated that his personal feeling is that the program be abolished, as it is not good business to have these vendors competing with small restaurants/cafeteria at a fraction of the cost. Allowing them for special events would be acceptable.

Chairman Sanchez recommended that a more appropriate approach would be that the Executive Director and Assistant City Attorney meet with the Service Delivery Committee to review/discuss the current ordinance and explore options for revamping the program including how other cities address this issue. The board agreed and directed that the Executive Director report back to the board in 90 days with a recommendation.

- Parking Signage Ordinance: The committee discussed that the City currently has a parking signage ordinance that addresses most of the committee's concerns. Staff will follow-up with Code Enforcement on stricter enforcement of this existing ordinance.

- Ambassador Program: The ambassadors continue to be well received. DDA staff is preparing maps and guides for the ambassadors to carry with them as handouts to the public and merchants.

- Downtown PSA: The committee discussed with Deputy Chief Fernandez concerns, which had been observed concerning some of the PSA's (Public Service Aides) assigned to Downtown. Some of them have been observed sitting in their vehicles and/or leaning up against fire hydrants and/or buildings. Deputy Chief Fernandez assured the committee that the PSA squad would be addressed immediately about this behavior and requested that anytime a PSA is observed in this manner to please inform and/or Commander Socorro immediately.

- Urban Design, Transportation & CIP Program

Jerome Hollow reported on the following items:

- Glatting Jackson Brickell Streetscape Design: Staff provided an overview of the plan and discussed its implementation and funding options. The plan was never officially adopted by the City of DDA, but DDA may try to adopt as part of the Master Plan.

- Signage & Wayfinding Master Plan: The proposed RFP was distributed to committee members for review and/or comment. The goal of the plan is to develop a multi-faceted signage & wayfinding plan to guide visitors to major attractions and destinations in Downtown.

- Miami Circle: Brett Bibeau from the Miami River Commission provided an update/chronology concerning the Miami Circle and the committee discussed proposing a DDA Resolution, which is included in today board agenda.

- Miami 21: The committee discussed concerns and agreed to compile a list of questions to submit to the City of Miami staff for their consideration and response. The committee will consider proposing a formal DDA position for the next Board meeting.

- Metromover Adopt-A-Station: The committee briefly discussed the Miami Transit Agency's proposal for participating in an adopt-a-station program through a public/private partnership. It currently costs the County \$8 million a year to run the service and if it were to re-instate fare, it would cost an estimated \$8 million to re-stall the equipment to collect fares.

- Port Tunnel: The committee briefly discussed the Port tunnel project. DDA sent a letter to Gov. Charlie Crist advocating for the tunnel. Some board members will be meeting with Senator Atwater at the Port this weekend to advocate for the tunnel project to go forward.

- Downtown Master Plan: The workshop has been re-scheduled to Wednesday, February 18, 2009, 3:00 PM – 7:00 PM.

VI. Legislative Item(s) [Note: The Executive Director recommends all Legislative Items]

1. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, RATIFYING ACCEPTANCE OF THE MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS FY 2008-2009 COMMUNITY GRANTS PROGRAM – SECOND QUARTER IN THE AMOUNT OF THREE THOUSAND NINE HUNDRED TWENTY-FOUR DOLLARS (\$3,924) FOR THE DOWNTOWN MIAMI CONCERT SERIES (“PROGRAM”); AND FURTHER RATIFYING THE DEPUTY DIRECTOR’S EXECUTION OF A GRANT AGREEMENT FOR SAID PROGRAM.

Hank Klein motioned to approve this item, Nitin Motwani seconded and the item passed unanimously by the board members present.

2. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, URGING THE FLORIDA DEPARTMENT OF STATE TO FUND, PREPARE CONSTRUCTION-ENGINEERING DOCUMENTS, AND BUILD THE RIVERWALK AT THE MIAMI CIRCLE IMMEDIATELY FOLLOWING THE COMPLETION OF THE NEW SEAWALL UTILIZING THE FUNDS ALLOCATED FOR SUCH PURPOSES BY THE FLORIDA LEGISLATURE.

Jerome Hollo motioned to approve this item, Neisen Kasdin seconded and the item passed unanimously by the board members present.

3. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, DIRECTING THE EXECUTIVE DIRECTOR TO TAKE THE NECESSARY COURSE OF ACTION FOR DECLARING COMPUTERS, PRINTERS, AND/OR SOFTWARE OBSOLETE AND/OR BROKEN, REMOVING THEM FROM INVENTORY, AND DONATING TO A BONA FIDE NONPROFIT CIVIC, CHARITABLE, EDUCATIONAL, SCIENTIFIC OR CULTURAL ASSOCIATION OR ENTITY PURSUANT TO §501(C) (3) OF THE INTERNAL REVENUE CODE WITH PREFERENCE TO ORGANIZATIONS WITHIN THE DDA DISTRICT, AND/OR DISCARD ACCORDINGLY.

Neisen Kasdin motioned to approve this item, Jose Goyanes seconded and the item passed unanimously by the board members present.

VII. Other Business

- « Milan Investment Group, Inc. Litigation Case: Special Counsel Jay Solowsky addressed the board concerning the need to hire a PR firm to address matters pertaining specifically to the lawsuit and asked if under the terms of his hire he could sub-contract a PR firm for this purpose.

Assistant City Attorney Veronica Xiques stated he could hire a PR firm as a sub-contractor to Jay Solowsky for the purpose specifically related to the case, but not for doing PR for the DDA.

Allen Ojeda motioned to support/allow Jay Solowsky sub-contracting with a PR firm for the purposes aforementioned, Danet Linares seconded and the motion passed unanimously by the board members present.

Mr. Solowsky also informed the Board that the response of the DDA is due to be filed on January 26th. Solowsky & Allen is working in conjunction with counsel of the City of Miami, the State, and Miami-Dade County. Mr. Solowsky requested that any inquiries be directed to his office.

- « Protestor/Picketing: DDA has arranged for The Carpenter’s Counsel to attend the Brickell Area Association’s meeting next week so that they can explain their position. In addition, DDA is scheduling another meeting with the landlords who were not able to attend the prior meetings.

With no further business, the meeting was adjourned.