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The Downtown Development Authority **Board of Directors** met on Friday, January 29, 2010 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

PRESENT:

Comm. Marc D. Sarnoff, Chairman
Neisen Kasdin, Vice Chairman
Alvin West, Treasurer
Comm. Bruno Barreiro
Jose Goyanes
Jerome Hollo
Oscar Rodriguez
Rodrigo Trujillo
Tony Alonso
Nitin Motwani
Alan Ojeda
Danet Linares
Dr. Rolando Montoya

ABSENT:

Misha Mladenovic
Hank Klein

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

I. APPROVAL OF MINUTES~ (*December 18, 2009*)

Neisen Kasdin motioned to approve this item, Al West seconded, and the motion passed unanimously by the board members present.

II. FINANCIAL REPORT ~ *as of December 31, 2009*

Staff accountant, Carolina Londoño, presented the report. There were no reporting issues.

III. EXECUTIVE DIRECTOR REPORT

A. Concert Series 2nd Season- Friday, January 8, 2010- Recap

A recap of the January 8th concert, which went very well, was provided. The next concert will be Friday, February 12, 2010 featuring the South Florida Jazz Orchestra with Nicole Henry. Miami DDA is in the process of fundraising for the match requirement imposed by the Knight Foundation as a condition of their grant awarded to DDA for this initiative. Board members were asked to forward any leads in this regard.

Chairman Sarnoff briefly discussed whether Bayfront Park Trust wouldn't be better suited to take over the concerts as well as to oversee all downtown parks. Brief discussion ensued. Commissioner Sarnoff would like to look at all assets and determine whether the entity overseeing a particular asset is the most equipped to operate that asset. This topic will be discussed further in the future.

B. Super Clean Up Day – Saturday, January 23, 2010 - Recap

In preparation for the upcoming Pro Bowl and Super Bowl, Miami DDA staff participated in a “Super Clean Up” along the Riverwalk, coordinated by the County’s Community Image Advisory Board.

Miami DDA’s DET and the County’s NEAT are also sprucing-up various locations around Downtown.

C. Annual Retreat

Tentative date is Saturday, March 13th from 9:00 am – 12:00 noon. The Board Secretary will “poll” the Board members to ensure availability. Additionally, Chairman Sarnoff recommended inviting representatives from the following entities to the Retreat:

- Performing Arts Center (PAC)
- Community Redevelopment Agency (CRA)
- Bayfront Park (Tim Schmand)
- Neighborhood Enhancement Team (NET)
- City Manager

IV. COMMITTEE(S) UPDATES

A. Operational Committees

1. Finance Committee – Audit Report FY 2008-2009

Independent auditor Ronald Thompkins, from TCBA Watson & Rice, presented an overview of the Auditor’s Report for the Fiscal Year ended September 30, 2009. His presentation/report included:

- Independent Auditor’s Report
- Management’s Discussion & Analysis
- Basic Financials
- Notes to Financials
- Auditor’s Report on Internal Control and Compliance
- Auditor’s Management Letter

Mr. Thompkins stated that there were no material findings during the audit.

Al West informed the Board that members of the Finance Committee (*Tony Alonso, and Al West*) not only reviewed the Audit Report in detail, but also excused staff members from the meeting to meet with the auditors in private to discuss internal skill level, financial climate, and management of the organization. The Finance Committee was very complementary of management and the way they’ve turned the organization around. The Committee felt that significant progress had been made and, further, is exceptionally pleased with the audit because receiving “no findings” and an “unqualified audit” indicates that staff is doing the right thing.

2. Appointment of Executive Director Evaluation Committee

Chairman Sarnoff appointed the following members to the Committee:

- Neisen Kasdin
- Jose Goyanes
- Tony Alonso
- Nitin Motwani
- Jay Solowsky

The aforementioned members will also serve as the Nominating Committee when they convene for 2010.

B. Program Committees

1. Urban Design, Transportation & Capital Improvement Projects Program Committee

Javier Betancourt, with the assistance of Mark Spanioli, reported on behalf of Committee Chairman Jerome Hollo:

- Biscayne/Brickell Trolley: DDA has been working very closely with the City to determine route, hours of operation, number of trolleys, etc. Discussion ensued.
- MPO Call for Ideas: The MPO is soliciting ideas for studies and proposals for them to consider underwriting. Last year DDA urged them to conduct a Downtown Miami Bicycle/Pedestrian Mobility Study. That was successful and the MPO has selected the consulting firm Kimley-Horn to complete the Study. This year, Miami DDA is urging them to conduct a Downtown Miami Intermodal Center Study for a Grand Central Station type facility.
- Brickell Avenue Landscaping Project was completed on schedule.

2. Economic Development & Research Program Committee

Leo Zabezhinsky reported on behalf of Committee Chairman Hank Klein:

- New Restaurants and Retail Report: DDA completed research, which states that downtown netted 46 new restaurants and retail establishments in 2009. Further, 19 retailers are opening in 2010.
- Goodkin Focus Study: In June 2009, this report stated residential occupancy at 62%. An update of this statistic will be reported in mid-late February 2010.
- Corporate Recruitment Initiative: The Committee intends to focus solely on this item at its next meeting.

3. Marketing-Communications Program Committee

Robert Geitner reported on behalf of Committee Chairman Rodrigo Trujillo:

- Marketing Co-op: Retailers are being solicited to fill remaining slots.
- DWNTWNR card: Program has rolled out and applications are available. DDA staff will be visiting various entities to introduce them to the card program.
- Brickell Festival: The Committee was not comfortable that the event producers were ready to successfully stage the event at this time, therefore funding is not recommended.
- Events: DDA will be involved with several events this month with roles ranging from providing promotional assistance or collateral material to sponsoring.
- City Guide: Guide has been distributed as an insert in the Miami Today newspaper.
- On-line directory: Restaurant, bars and spa/gym directory is now a searchable feature on the DDA website. Hotel and corporate directories will be developed in the future.

Tadd Schwartz, from Schwartz Media, the DDA Public Relations firm, addressed the Board concerning various media coverage initiatives associated with the Pro Bowl and Super Bowl events, restaurants and retail report, etc. Additionally, articles from the past 9 months were distributed for reference.

4. Service Delivery Program Committee

Committee Chairman Jose Goyanes reported:

- Downtown Enhancement Team (DET): Implemented Sunday schedule.
- Downtown Ambassador Program: DDA preparing to issue a request for proposals seeking a service provider.
- Inter-jurisdictional Problem Solving Team: Mr. Goyanes requested assistance from Commissioner Barreiro on increasing the County's focus on illegal activity in the Government Center area.
- Sidewalk Café Ordinance: This ordinance was adopted by the City Commission on January 14th.

V. LEGISLATIVE ITEM(S)

- A. A resolution of the Board of Directors of the Miami Downtown Development Authority ("DDA") of the City of Miami, Florida, accepting the report on audit of the component unit financial statements for the year ending September 30, 2009

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

- B. A resolution of the Board of Directors of the Miami Downtown Development Authority ("DDA") of the City of Miami, Florida, authorizing the Executive Director to execute a Locally Funded Agreement in substantially the attached form between Miami DDA and the Florida Department of Transportation for the installation of decorative pedestrian crosswalks along S.R. 5/Brickell Avenue from South of SE 25th Road to SE 5th street in the initial deposit amount of two hundred twenty-eight thousand six hundred forty two dollars (\$228,642), plus twenty-two thousand eight hundred sixty-four dollars and twenty cents (\$22,864.20) as a ten percent (10%) contingency for a total not to exceed amount of two hundred fifty-one thousand five hundred six dollars and twenty cents (\$251,506.20) as

reviewed and recommended by the Miami DDA Urban Design, Transportation and CIP Program Committee.

Javier Betancourt and Mark Spanioli presented a brief overview of the scope and deliverables. Brief discussion ensued.

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

- C. A resolution of the Board of Directors of the Miami Downtown Development Authority (“DDA”) of the City of Miami, Florida, authorizing the DDA to prepare and issue a Request for Proposals (RFP) soliciting firms to continue managing, operating and maintaining an Ambassador Program for the entire Miami DDA district.

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

- D. A resolution of the Board of Directors of the Miami Downtown Development Authority (“DDA”) of the City of Miami, Florida, urging Florida Governor Charlie Crist to appoint Dr. Rolando Montoya, Ph.D. to the Miami-Dade County Metropolitan Planning Organization (MPO) Governing Board as the Governor’s unincorporated Miami-Dade County resident appointee.

Oscar Rodriguez motioned to approve this item, Commissioner Bruno Barreiro seconded, and the item passed unanimously by the board members present.

VI. OTHER BUSINESS

With no further business, the meeting was adjourned at 10:30 AM.