

WACHOVIA FINANCIAL CENTER  
200 S. BISCAYNE BOULEVARD  
SUITE 2929  
MIAMI, FLORIDA 33131  
TEL: (305) 579-6675  
FAX: (305) 371-2423

The Downtown Development Authority **Board of Directors** met on Friday, March 20, 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.*)  
Comm. Bruno Barriero  
Jose Goyanes (Via Teleconference)  
Jerome Hollo  
Oscar Rodriguez  
Rodrigo Trujillo  
Tony Alonso  
Nitin Motwani  
Misha Mladenovic  
Alan Ojeda  
Hank Klein  
Danet Linares  
Dr. Rolando Montoya

**ABSENT:**

Alvin West, Treasurer

Vice-chairman Neisen Kasdin called the meeting to order at 8:45 AM, on behalf of Chairman Sanchez, who was running late.

I. Approval of the Minutes ~ (*February 20, 2009*)

**Nitin Motwani motioned to approve the minutes of February 20, 2009, Rodrigo Trujillo seconded and the item passed unanimously by the board members present.**

II. Financial Report ~ *As of February 28, 2009*

Carolina Terrones presented the Financial Report as of February 28, 2009. There were no reporting conditions.

III. Executive Director Report

Alyce Robertson addressed the board on the following items:

- Property Tours (Viceroy 2/27, One Broadway & 1450 Biscayne 3/6)

DDA is visiting various properties throughout the district to become familiar with each site.

- Homeless Feeding by DDA Staff (3/10)

DDA staff through its own initiative underwrote and participated in feeding the homeless. The experience was very enlightening for all involved.

- Concert Series (3/13):

The concert was held at the Tina Hills Pavilion at Bayfront Park, approximately 1,500 attended. The next concert is scheduled for, Friday, April 10<sup>th</sup>.

- Bike Miami (3/14)

Robert Geitner stated that this event has gotten national press coverage. San Francisco has recently launched it's own bike event. Brief discussion ensued concerning the merchants feeling of this event.

Tony Alonso stated that the event is very nice and brings a festive atmosphere to the streets. Although it's hard at this point to gauge impact on whether the event brings in more business, he encourages that the event be continued.

- Transit Meeting (3/16)

DDA is meeting with Miami Dade Transit Department ("MDTD") on a monthly basis to try to get some of the maintenance issues taken care of. Essentially DDA is not getting very far with improvements to the transit system because MDTD is under severe budget restraints. They have received some funding from the stimulus package for some improvements to the Metro Line, but not for all of the things DDA is looking to get addressed.

- Brickell Area Walk-About (3/17)

DDA participated in a Brickell area "walk-about" coordinated by BAA to look at various maintenance issues throughout the area. Approximately 40-50 people participated including Comm. Sanchez, FDOT, City administration, City of Miami Police, and other government officials.

Neisen Kasdin stated it was very beneficial and acknowledged Alyce Robertson's efforts in strengthening the relationship between Miami DDA and BAA.

Comm. Sanchez stated it was important for DDA to follow-up with BAA on the issues noted. Brief discussion ensued concerning dedicated funds and scheduling of project implementation.

Bill Anido, Assistant City Manager, stated that the City had dedicated \$2 million dollars for improvements throughout the area.

Hank Klein recommended that staff schedule a similar walk-about for the Central Business District and Media & Entertainment District.

- Meet Your Neighbors (3/19)

This time the event will be held at Bayside. Many Bayside merchants and restaurants have committed to their participation.

- Master Plan Workshops Scheduled (3/24, 3/26, & 3/31)

DDA has scheduled three workshops to allow public input concerning the Downtown Master Plan.

- Biscayne-Brickell Trolley Stakeholder Meeting

DDA is working with the City on a Biscayne-Brickell Trolley concept including feasibility and funding options. More details on this item will be forthcoming in the coming weeks.

- DawnTown at Water & Sewer Dept. (4/8)

DDA has scheduled for the winners of the DawnTown competition to be viewed by the Water and Sewer Department and begin dialogue as to what they might be able to do to enhance the water pump site located at Bicentennial Park.

- Board Retreat 2009 (Saturday 3/28):

The retreat will be held on Saturday, 3/28. The purpose of the retreat is to discuss next year's priorities and budget.

- Neighborhood/Resident Advisory Group:

DDA has issued an ad seeking interested individuals to serve on a neighborhood/resident advisory group to learn more about the issues and ideas that downtown residents have with our neighborhood.

#### IV. Committee(s) Update

##### A. Program Committees

- Marketing-Communications Program Committee

Rodrigo Trujillo highlighted the following points from the committee's meeting of March 10<sup>th</sup>.

- Schwartz Media Strategies ("SMS"): DDA's new PR firm was introduced. They have begun work on key transportation initiatives including introducing some key DDA messaging to national media stories that speak about the economy of our region. Over the last few weeks SMS has met with staff and reviewed committees and work plan for each discipline.
- Where Worlds Meet: DDA attended the New York media tour and publicity stunt as part of a joint mission with GMCVB and the Beacon Council under the "Where Worlds Meet" live/work/play marketing campaign. While there the team met with editors and senior correspondent from Fortune, Time, Economist, and New York Times.

The committee also looked at a preview of Phase II for the "Where Worlds Meet" campaign, which the committee is reviewing as part of the International Marketing Co-op. The committee intends to bring back to the board in April the overall plan and partnership proposal.

- DWNTWNR Co-op: The committee looked at a marketing co-op for downtown business that would target the local/regional customer base. The program would use seed money from the DDA and be leveraged with additional money, goods, and services from downtown businesses. The program would run the DWNTWN brand and feature a discount program with the DWNTWNR card. The program is designed to run during the summer months.
- POW WOW: The committee finalized DDA's programming for POW-WOW, which will be in Miami in May. DDA will be a sponsor of the May 17<sup>th</sup> Media Brunch, which brings approximately 400 lifestyle and travel reporters to the event in Bayfront Park. Additionally, DDA has planned 2 FAM tours showcasing the "new" downtown and will have a presence in the "Where Worlds Meet" pavilion on the trade show floor.
- ICSC Las Vegas: The deposit paid last year for this year's conference was not refundable, however staff was able to convince ICSC to convert the deposit into registration fees for the show. Nine Miami brokers will attend to represent DWNTWN along with Leo Zabezhinsky.
- Mobile Edge Media: The committee looked at information from a company called Mobile Edge Media who has developed an opt-in platform for text messaging. The program will be used to support marketing efforts like the local Co-op advertising campaign and Concert series type events.

- Urban Design, Transportation & CIP Program Committee

Jerome Hollo stated that the committee's items were discussed within the Legislative Items presented at today's meeting.

- Service Delivery Program Committee

Jose Goyanes informed the Board on the following:

- Street Vendor Program: Staff is going to re-vamp the program for next year. Franchise fees were used to purchase new umbrellas, coolers, and aprons for the vendors.
- EVS T3 Series: The committee was considering funding to purchase 2 or 3 of these systems, however the committee met with representatives from the Miami Police Department and it was determined to for go funding at this time.
- Metro Mover Station Paint: The committee considered a funding request in the amount of \$10,000 for painting the Metro Mover station. The committee determined that it would front the County the money for paint only if the County reimburses DDA from the money they got or will get from the stimulus package.
- Electronic Store Fraud: The committee discussed what could be done about the numerous complaints concerning fraud from electronic stores on unsuspecting clients. The committee chairman recommended discussing this matter with the City Attorney's office.

- Economic Development & Research Program Committee

Leo Zabezhinsky briefly addressed the board on the following:

- New Retail Business Presentation (2005-2009).
- Corporate Recruitment Initiative: The committee is finalizing the list for a joint visitation program to downtown corporations.
- Research & GIS: The committee is working on a downtown condo closings & occupancy study.
- Incentive Programs: Façade/ Shutter/ Tenant Improvement.

V. 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, ACCEPTING THE REPORT ON AUDIT OF THE COMPONENT UNIT FINANCIAL STATEMENTS FOR THE YEAR ENDED SEPTEMBER 30, 2008.

Ronald Thompkins from Watson & Rice presented an overview of the Audit and fieldwork conducted. It is important to note that no reporting items were found.

**Tony Alonso motioned to approve this item, Jose Goyanes 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, WITH ATTACHMENT(S) ACCEPTING THE EXECUTIVE DIRECTOR'S RECOMMENDATION OF SCHWARTZ MEDIA STRATEGIES AS THE MOST QUALIFIED FIRM TO PROVIDE PUBLIC RELATIONS SERVICES IN RESPONSE TO THE REQUEST FOR QUALIFICATIONS ("RFQ") NO. 09-01; AND FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AN AGREEMENT WITH SCHWARTZ MEDIA STRATEGIES FOR SAID SERVICES, IN A AN AMOUNT NOT TO EXCEED FORTY-FIVE THOUSAND DOLLARS (\$45,000) FOR AN INITIAL TERM OF SIX MONTHS PLUS TWENTY THOUSAND (\$20,000) IN APPROVED REIMBURSEABLE EXPENSES AND ADDITIONAL SERVICES AS NEEDED

WITH TWO ONE-YEAR RENEWALS IN AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000) PER YEAR, SUBJECT TO CITY ATTORNEY APPROVAL.

**Neisen Kasdin motioned to approve this item, Rodrigo Trujillo 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, ALLOCATING AND APPROVING FROM THE FY 2009-2010 MIAMI DDA BUDGET AN AMOUNT NOT TO EXCEED ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000) FOR IMPLEMENTATION OF OFFSHORE MOORING DOLPHINS “BOLLARDS” AT THE DEEP WATER SLIP BETWEEN AMERICAN AIRLINES ARENA AND BICENTENNIAL PARK AS RECOMMENDED BY THE MIAMI DDA URBAN DESIGN, TRANSPORTATION & CAPITAL IMPROVEMENTS PROGRAM COMMITTEE.

**Neisen Kasdin motioned to approve this item as amended, Comm. Barreiro seconded and the item passed unanimously by the board members present.**

4. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA IN SUPPORT OF THE CITY OF MIAMI’S PROPOSED NEW ZONING CODE ENTITLED “MIAMI 21”, SUBJECT TO CONDITIONS.

Staff explained that it had met via DDA’s Urban Design, Transportation & CIP Program Committee with the City Planning Director and members of her staff to discuss/review Miami 21. The committee’s recommendation was to support Miami 21 subject to conditions. Discussion ensued concerning the importance of DDA taking a position on certain matters. DDA intends to monitor this item to ensure that said conditions are met prior to 2<sup>nd</sup> Reading at the City Commission.

Additionally, the Board recommended amending the resolution to include the following:

- A “glitch bill” provision is added to the Code’s enacting Ordinance requiring that the City of Miami revisit “Miami 21” within twelve (12) months of its adoption to evaluate the Code’s effectiveness and pursue corrective measures.
- The City of Miami return to the DDA Board of Directors prior to a public hearing for 2<sup>nd</sup> Reading of “Miami 21” in accordance with Conditions A through J included in the Resolution.

**Tony Alonso motioned to approve this item as amended, Hank Klein seconded, roll call was taken and the item passed 12 to 1 by the board members present.**

- | <u>Yes</u>           | <u>No</u>          |
|----------------------|--------------------|
| 1). Neisen Kasdin    | 1). Comm. Barreiro |
| 2). Jose Goyanes     |                    |
| 3). Jerome Hollo     |                    |
| 4). Oscar Rodriguez  |                    |
| 5). Rodrigo Trujillo |                    |
| 6). Tony Alonso      |                    |
| 7). Nitin Motwani    |                    |

- 8). Misha Mladenovic
- 9). Alan Ojeda
- 10). Hank Klein
- 11). Danet Linares
- 12). Dr. Rolando Montoya

VI. Other Business

With no further business, the meeting was adjourned.