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The Downtown Development Authority **Board of Directors** met on Friday, June 27, 2008 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

PRESENT:

Com. Joe M. Sanchez, Chairman
Alvin West, Treasurer
Loretta Cockrum
Jose Goyanes
Oscar Rodriguez (Via Teleconference)
Tony Alonso
Nitin Motwani (Via Teleconference)
Jay Solowsky

ABSENT:

Comm. Audrey M. Edmonson (*County Commission Rep.*)
Neisen Kasdin (*State Cabinet Rep.*)
Jerome Hollo
Rodrigo Trujillo

Chairman Sanchez called the meeting to order at 8:40 a.m.

I. Approval of the Minutes ~ (*May 16, 2008*)

Loretta Cockrum motioned to approve the minutes of May 16 2008, Al West, seconded and the item passed unanimously by the board members present.

II. Financial Report ~ *As of May 31, 2008*

Carolina Terrones, from GLSC & Company, presented the Financial Report as of May 31, 2008 and stated that there were no reporting conditions.

III. Executive Director Report

Alyce Robertson addressed the board on the following items:

- Board Retreat/Goals Session: The Retreat was very productive and board members spent a lot of time reviewing the proposed budget for FY 2008-2009, including staffing and general office expenses. The Board agreed to begin implementing “green initiatives” wherever possible within the office. As a beginning, board agenda packages will no longer be printed in its entirety. Instead, the agenda package will be digital. Also, the office has switched from individual bottled water to large water dispensers.

Chairman Sanchez also acknowledged the productive outcome of the Retreat and thanked the staff for putting it together. Some of the outcomes and areas of focus included:

- DDA must take leadership in every downtown decision
- DDA needs to focus more on recruitment of corporations and businesses
- Baseline of services that need to be enhanced
- Need to outreach more to get property and business owners and residents more involved with DDA
- Develop a “Pride Campaign”

- Selection of a Committee to work on a five-year plan
- Lobbying the Commissioners to pass the .5 millage

Jay Solowsky agreed that the Retreat was very beneficial and recommended that one be held at least twice a year.

- DDA Website Update: The County had finished the preliminary update to the web page.
- U.S. Conference of Mayors: As you all know, Miami DDA sponsored a luncheon, which was a huge success. Many of the visiting Mayors attended and enjoyed the tropical fare and music provided.
- City Club (Havana Club) Membership: The board agreed not to re-new the membership as it isn't used enough to justify the expense.

IV. Committee(s) Update

A. Operational Committees

- DRI Committee

(This item was tabled)

- Nominating Committee

Sandra Hernandez informed the board that the ad had been placed in the Miami Today and posted on DDA's web site. Subsequently, letters of interest have begun to be submitted. The deadline for submittal is end of business day on July 3rd. The Nominating Committee (Neisen Kasdin, Jose Goyanes, Jay Solowsky, & Loretta Cockrum) will be meeting on Tuesday, July 15th to review all submittals.

Also, Ms. Hernandez reported that board member, Scott Robins, had submitted a letter of resignation effective May 6, 2008, which brings to 5 the total number of seats up for vacancy this year.

B. Budget Proposal FY 2008-2009

Alyce Robertson stated that all members had been briefed on the budget, including those members who were not able to attend the Retreat. Additionally, briefings with Commissioners are also being scheduled to review DDA's budget and to request approval of the .5 millage rate.

Meredith Nation explained that the budget had been restructured to reflect office "turn-key" operating costs and cost by discipline/ program.

Alyce Robertson requested that the 3% cost of living increase, which had been taken out of the FY 2008-2009 budget be allowed back in due to the increasing cost of gas and general inflation.

Increases related to performance would remain out this year as evaluation procedures and forms are being changed to more accurately rate individual performance and accountability. Therefore, no performance increases and/or bonuses would be given this year.

Chairman Sanchez stated that during the Retreat, the board had discussed in length the cost of office rent and parking. Chairman Sanchez directed that staff prepare an analysis of the costs for staying in the current office space and the cost for moving to another space.

C. Program Committees

- Economic Development / Research Program

Leo Zabezhinsky reported briefly on the following:

- « Knight Art Partnership Grant: DDA submitted an application for the Downtown Miami Concert Series and has been selected as a finalist out of 1,600 applications. Winners will be announced within a few weeks.
- « ICSC: DDA participated in the Las Vegas conference and is now in the midst of following up with local and national prospects.
- « Façade and Shutter Program: DDA continues to work with three applicants and will be meeting with the committee next month to consider additional applications. DDA expects to be allocating all of the funds by the end of this fiscal year.

Regarding Macy's decision to change their shutters, DDA has met with them and they are still in the process of making a final determination internally, however DDA has been in contact with them and they are aware of the program.

- Marketing Program

Yami Roa reported briefly on the following items:

- « DWNTWNR – DDA is working on the third issue, which should be completed by the end of the month.
- « The Apple Organization – Their current contract expires at the end of the month. DDA will be meeting with them to discuss/review their proposal for another 6 months.
- « Downtown Miami Commercial District Code Enforcement Brochure: DDA has completed a 'draft' of the brochure, which it worked on with the assistance of the City of Miami's Code Enforcement department. It is DDA's intent to distribute the brochure via US Mail and door-to-door. Code Enforcement will begin issuing citations 45 days from the day of mailing.
- « Meet Your Neighbors: Robert Geitner briefly addressed the board concerning the steadily increase in attendance and success of these events.

- Service Delivery Program

Mark Spanioli reported on the following:

- « Trash Receptacles: the first 20 have been installed. DDA is coordinating with the City to get the remaining balance installed as soon as possible after the new sidewalks are completed.
- « Downtown Beautification: DDA installed 66 new sidewalk planters, 36 shade trees of varying sizes, 10 palm trees, and 625 flowering plants.
- « DET Team: performed extensive litter clean-up throughout the entire district, graffiti removal, pressure washing on Flagler Street and Biscayne Blvd., and grass mowing.
- « Ambassador Program: Ambassadors typically check-in with businesses and continue to assist with various matters throughout the CBD district.

- Urban Design, Transportation & CIP Program

Mark Spanioli reported on the following items:

- « Paul Walker Park: Going for permits next month.
- « Linear Park: Submitting plans for permits next Monday (6/30).

V. Legislative Item(s)

1. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA REALIGNING THE FISCAL YEAR 2008 BUDGET TO REFLECT CURRENT FUNDING NEEDS.

Al West motioned to approve this item, Jay Solowsky 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 AUTHORIZING THE EXECUTIVE DIRECTOR TO ESTABLISH A PROPOSED MILLAGE RATE FOR THE DOWNTOWN DEVELOPMENT DISTRICT OF THE CITY OF MIAMI, FLORIDA FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2008 AND ENDING SEPTEMBER 30, 2009 AT .5 MILLS.

Al West motioned to approve this item, Jose Goyanes 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 APPROVING THE ANNUAL BUDGET OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2008 AND ENDING SEPTEMBER 30, 2009, REQUESTING THAT THE MIAMI CITY COMMISSION ESTABLISH THE MILLAGE TO SUPPORT THE FINANCIAL REQUIREMENTS OF THE BUDGET; AUTHORIZING THE EXECUTIVE DIRECTOR AND TREASURER OF THE DOWNTOWN DEVELOPMENT AUTHORITY TO EXPEND FUNDS UNDER THE NEW BUDGET; DIRECTING THE EXECUTIVE DIRECTOR TO FILE A DETAILED STATEMENT OF THE PROPOSED EXPENDITURES AND ESTIMATED REVENUES FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2008 AND ENDING SEPTEMBER 30, 2009 WITH THE CITY CLERK OF THE CITY OF MIAMI AFTER ADOPTION AND ESTABLISHMENT OF THE MILLAGE BY THE MIAMI CITY COMMISSION; AND FURTHER PROVIDING THAT A COPY OF THIS RESOLUTION BE FILED WITH THE CITY CLERK OF THE CITY OF MIAMI.

Loretta Cockrum motioned to approve this item, Al West 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 APPOINTING JAY SOLOWSKY TO NEGOTIATE AND EXECUTE ON BEHALF OF MIAMI DDA A CONTRACT WITH DHR INTERNATIONAL, INC. AS THE FIRST RANKED RESPONDENT IN RESPONSE TO A REQUEST FOR PROPOSAL (“RFP”) TO PERFORM ALL SERVICES RELATED TO IDENTIFYING AND HIRING AN EXECUTIVE DIRECTOR FOR THE MIAMI DDA, BUT IF UNSUCCESSFUL, TO NEGOTIATE AND EXECUTE A CONTRACT WITH THE SECOND RANKED RESPONDENT, JORGENSON CONSULTING AS RECOMMENDED BY THE EXECUTIVE SEARCH RFP SELECTION COMMITTEE AT AN AMOUNT NOT TO EXCEED SEVENTY THOUSAND DOLLARS (\$70,000).

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

5. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA SUPPORTING THE MANAGEMENT AGREEMENT BETWEEN THE CITY OF MIAMI, THE BAYFRONT PARK MANAGEMENT TRUST AND LIVE NATION FOR THE MANAGEMENT AND OPERATION OF THE BAYFRONT PARK AMPHITHEATRE.

Tony Alonso motioned to approve this item, Loretta Cockrum seconded and the item passed unanimously by the board members present.

VI. Other Business

- City Task Force Update: David Rosemond addressed the Board concerning the passage of the Panhandling Ordinance, which was sponsored by the DDA. A small delegation of City administrators will be going to Denver, Colorado to explore and discuss their implementation of meter-like devices to which money can be inserted into to assist homeless initiatives in lieu of giving money directly to homeless individuals. Denver and homeless advocates claim the implementation of this device has reduced homelessness by 92%.

With no further business, the meeting was adjourned.