

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, December 21, 2007 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  
Sergio Rok, Secretary  
Loretta Cockrum (Via Teleconference)  
Jorge Gonzalez  
Jose Goyanes  
Jerome Hollo  
Oscar Rodriguez  
Rodrigo Trujillo  
Tony Alonso  
Nitin Motwani  
Jay Solowsky

**ABSENT:**

Com. Audrey M. Edmonson (*County Commission Rep.*)  
Neisen Kasdin (*State Cabinet Rep.*)  
Scott Robins

**OTHERS PRESENT:**

Dana Nottingham	Dania Vergel	Tony Marten
Beatriz Barberio	Leo Zabezhinsky	Marta Martinez-Aleman
Davon Barbour	Veronica Xiques	Jim Milford
Risha Daniel	Randy Alonso	Dave Murphey
Sandra Hernandez	Basil Binns	Carolina Terrones
Alonso Menendez	Tina Cornely	Michael Saks
Cristina Raecke	Robert Geitner	Tim Schmand
Madelyne Raybourn	H. Bert Gonzalez	Andrea Weinreb
Yami Roa	Eric Blair-Joannou	Teresa Zorrilla
Mark Spanioli	Angie Hargot	

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

I. Approval of the Minutes ~ *November 16, 2007*

**Al West motioned to approve the minutes of November 16, 2007, Rodrigo Trujillo seconded and the item passed unanimously by the board members present.**

II. Financial Report ~ *As of November 30, 2007*

Carolina Terrones from BKR Garcia & Co. CPA, presented the Financial Report as of November 30, 2007 and stated that there were no reporting conditions.

Chairman Sanchez read into the record a letter by board member Jorge Gonzalez concerning his absences. Said letter was distributed to board members for reference.

Oscar Rodriguez motioned to accept Mr. Gonzalez's letter excusing his absences, Al West seconded and the motion passed unanimously. Therefore, Mr. Gonzalez continues as a board member.

III. Committee(s) Update  
A. Operational Committees  
• Audit Report Update

Dana Nottingham presented a brief update on the Audit Report. Mr. Nottingham restated for the record that DDA has two accounting firms under contract, Watson & Rice, which is responsible for DDA's annual external financial audit, and BKR Garcia & Co. (*formerly Grau & Co.*), who is under contract to provide accounting services primarily to review and provide oversight of general ledger entries, bank reconciliation, payroll, and assistance with monthly financial reports. Additionally, the independent Auditor General, Victor Igwe at the direction of the City Commission, has audited DDA. It is DDA's understanding that the audit should be coming out soon, perhaps today (12/21/07).

With respect to the independent audit, the Executive Director stated it was important to note that no wrongdoing, fraud, or abuse had been found. The DDA team has been and will continue to improve its operational system as well as continue to employ their talent and integrity in the manner that they are known for. The audit period was from 2003 – 2006, this was a period that DDA was doing a complete re-organization of the agency including moving its offices. Also during that time the staff grew from 10 to 20 including 6 new management positions.

Al West stated that he had an opportunity as Finance Committee Chairman to review the audit, and having been a board member during the years audited witnessed the organization's growth in personnel, programs, and projects. It is his opinion that the Board needs to assign more dollars to the administrative affairs of the organization in the accounting area so that it has administration, accounting and operations matching the size and scope of what DDA does on a daily basis.

**Al West motioned for a directive to the Executive Director to proceed in hiring an in-house CPA, seconded by Sergio Rok, and discussion ensued concerning the cost associated with effecting said motion.**

Jay Solowsky stated that perhaps a CPA would not be necessary if a person with the experience and/or proper skill set could be found to do the job needed.

Dana Nottingham stated that a CPA would be preferred, but a person with appropriate experience and skill set would be favorably considered.

**Amendment #1 to aforementioned motion is to hire an accountant or CPA with the necessary experience required to perform job needed.**

**Amendment #2 to aforementioned motion is to require that the Finance Committee review/recommend selection of proposed candidate. The motioned passed unanimously by the board members present as amended.**

- Finance Committee

Al West stated that the Finance Committee would be meeting in January 2008.

- DRI Committee

Adam Lukin stated the committee had discussed the following:

- Increment II: Status report on DRI credits. If all of the MUSP projects were to be approved, the DRI Increment II would use up all of the credits allotted.
- Increment III: Reviewed the development program, which projects development for the next 10 years.
- NOPC: Regarding the condition related to affordable housing, the recommended proposal is pending an appearance before the City Commission, which the committee needs to meet with the City Manager to determine the scheduling for placement on the City Commission agenda.

#### B. Program Committees

- Economic Development / Research Program

Davon Barbour reported on the following:

- Holiday Parking Program: Kicked-off November 24<sup>th</sup>, working with Miami Parking Authority and DMP, shoppers have the ability to park in designated garages free of cost for up to 3 hours using special vouchers distributed by merchants. Additionally, MPA is implementing a “holiday courtesy” citation for metered parking customers advising them that their time expired, however no ticket was issued just a courtesy note allowing them an extra hour of free parking and reminding them to put in extra money in the meter next time.
- Economic Development / Research Program RFQ’s: On November 6<sup>th</sup> DDA issues two RFQ’s 1) Economic Development Program Administrator RFQ to assist with multiple programs and 2) Research Partner RFQ to assist with the delivery of cutting edge research that would encourage investors to move into the downtown area.
- Façade Improvement Program: Beginning in January DDA will begin working with DMP to begin assisting businesses with replacing metal shutters with “see-through” grates.

- Marketing Program

Rodrigo Trujillo and Cristina Raecke reported on the following:

- Marketing Plan:
  - « Working on the 1<sup>st</sup> ever Comprehensive Marketing Plan for Downtown Miami
  - « Miami DDA money in addition to private sector money will contribute to an overarching Downtown Miami Marketing Campaign that is more effective and achieves a greater impact (nationally and internationally).
  - « Marketing Plan Draft has been completed.
  - « Gathering a group of stakeholders that includes developers, retailers, and major venues to review initial creative concepts for the Marketing Campaign tentatively scheduled for Jan 8<sup>th</sup>.
  - « Will present Marketing Plan to major stakeholders and Board members tentatively scheduled for Jan 24<sup>th</sup>.
- Public Relations:
  - « The Miami DDA is in the process of retaining a new Public Relations firm – The Apple Organization. Brief discussion ensued concerning their retainer fee, contract cancellation clause, and DDA’s ability to hire another firm should The Apple Organization not meet DDA’s expectations. **The Board directed that the Marketing-Communications Committee review Apple’s scope of service.**

- Downtwnr Newsletter:
  - « The Winter 2008 Issue of the DWNTWNR will be distributed during the first two weeks of the New Year.

Cristina Raecke addressed the board concerning the Committee's recommendation to fund the Marketing Plan by \$1 million over 2 years by re-allocating specific line items. Said re-allocation recommendation takes into consideration the alternate scenarios with respect to the outcome of DDA's millage. (*Handout was distributed*). Discussion ensued concerning the effect said allocations would have to projects either currently underway, planned and/or programmed.

**Oscar Rodriguez motioned to accept the re-allocation of specific line items as recommended by the Marketing-Communications Committee as outlined, Jay Solowsky seconded, and the item passed unanimously by the board members present.**

Dave Murphy addressed the Board concerning a request to fund the Orange Bowl Fan Fest in the amount of \$50,000.

The Executive Director informed the Board that typically requests of this kind are processed through the Special Projects Funding Request Committee. However, this request came in after the October 1 deadline and as a result was reviewed at the Marketing-Communication Committee level. The request for consideration/recommendation died for lack of a 2<sup>nd</sup> and thus the request did not move forward. Discussion ensued concerning the benefits of contributing to this event.

**Oscar Rodriguez motioned to direct the Executive Director to find the resources to fund the request by the Orange Bowl Committee for the Orange Bowl Fan Fest in the amount of \$50,000, Rodrigo Trujillo seconded, and the item passed unanimously by the board members present.**

- Services Delivery Program

Mark Spanioli provided a brief update on the following:

- « City Task Force Committee: A meeting is being scheduled for early January.
- « Trash Receptacle: The City has finally placed the order.
- « Ambassador Program: The program has completed its first month of operation and has been received very well. DDA has received a lot of positive feed back.

- Urban Design, Transportation & CIP Program

Mark Spanioli provided a brief update on the following:

- « I-95 Landscaping: Implementation is almost complete.
- « Flagler Street Enhancements: Almost of the planters have been implemented.
- « Paul Walker Park: Demolition expected by end of the year. In the process of preparing RFQ for qualified landscape architects to help with future park projects.

#### IV. Legislative Item(s)

1. A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA, ACCEPTING THE ECONOMIC DEVELOPMENT ADMINISTRATOR RFQ SELECTION COMMITTEE'S RECOMMENDATION TO AUTHORIZE THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE A CONTRACT WITH

DOWNTOWN MIAMI PARTNERSHIP, INC. (“DMP”) AS THE ONLY QUALIFIED RESPONDENT IN THE RESPONSE TO A REQUEST FOR QUALIFICATION (“RFQ”) FOR AN ECONOMIC DEVELOPMENT PROGRAMS ADMINISTRATION FIRM.

Davon Barbour stated that DMP had been selected through a competitive bid process and reminded the Board that this item would be funded from an allocation within the Work Program budget previously approved by the board in June 2007.

**Jose Goyanes motioned to approve this item, Rodrigo Trujillo seconded and the item passed unanimously by the board members present.**

2. A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, APPROVING THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ANNUAL REPORT 2007 IN ACCORDANCE WITH CITY CODE SECTION 2-890-892.

**Sergio Rok motioned to approve this item, Al West seconded and the item passed unanimously by the board members present.**

- V. Other Business  
- Board appointments

Chairman Sanchez made the following board/committee appointments:

**Board Officers:**

Vice-Chair: Neisen Kasdin  
Treasurer: Al West  
Secretary: Sergio Rok

**Operational Committees:**

Finance Committee: Al West, Chair; Jose Goyanes; Jerome Hollo; Jay Solowsky  
Annual Review Committee: \_\_\_\_\_ (*deferred*)  
DRI Committee: Neisen Kasdin, Chair; Jay Solowsky

**Program Committees:**

Economic Development & Research: Neisen Kasdin, Chair; Oscar Rodriguez; Al West; Jerome Hollo; Scott Robins; Jorge Gonzalez

Urban Design, Transportation, & CIP: Jerome Hollo, Chair; Neisen Kasdin, Tony Alonso, Nitin Motwani

Service Delivery: Jose Goyanes, Chair; Jerome Hollo; Tony Alonso; Sergio Rok

Marketing-Communications: Rodrigo Trujillo, Chair; Com. Sanchez, Co-Chair; Loretta Cockrum; Al West; Com. Edmonson; Oscar Rodriguez; Jose Goyanes

- Board endorsements/positions

Jose Goyanes stated that moving forward, it was important for the Miami DDA Board and/or Executive Director to be more proactive with respect to items/issues/projects that affect Downtown Miami in the form of a formal statement and/or Board resolution.

- Ethic Commission Presentation

Assistant City Attorney, Veronica Xiques reminded the Board that Robert Meyers is scheduled to address the board with a special presentation next month (January 2008) concerning ethical matters, conflicts of interest, sunshine law violation, etc. The presentation is expected to be approximately 45 minutes to 1 hour.

Board Secretary, Sandra Hernandez, requested that Board members send in any questions and/or hypothetical situations for the Ethic Commission to address specifically for the benefit of clarification.

- Miami DDA Bonding Status

Assistant City Attorney, Veronica Xiques reminded the Board that it had requested that Al del Castillo address the board with the status with respect to bonding. Mr. del Castillo has been tied up with other matters, but perhaps would be able to schedule time in February 2008.

- City Clerk's Memorandum Concerning Attendance Requirements

Assistant City Attorney, Veronica Xiques informed the Board that the City Clerk's office had sent out a memorandum requesting that board members participate more than or at least 75% of the meeting length. This request requires that the board staff liaison mark you as absent if you are here for less than 75% of the duration of the meeting. Although Section 2 of the Code is not applicable to this board, it is encouraged that you stay as long as possible for the duration of the meeting.

- DDA Millage

Assistant City Attorney, Veronica Xiques informed the Board that the City Attorney's office had not yet heard from the Department of Revenue concerning its position with respect to the correct millage rate. Because this matter is affected by a recent amendment to Chapter 200, there is no case study to reference in this regard. Brief discussion ensued.

With no further business, the meeting was adjourned.