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The Downtown Development Authority **Board of Directors** met on Friday, November 21, 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
Neisen Kasdin (*State Cabinet Rep.*)
Alvin West, Treasurer
Comm. Audrey M. Edmonson (*County Commission Rep.*)
Jose Goyanes
Jerome Hollo
Rodrigo Trujillo
Tony Alonso
Nitin Motwani

ABSENT:

Oscar Rodriguez
Dr. Rolando Montoya

Hank Klein
Danet Linares
Alan Ojeda

Vice-chairman Neisen Kasdin called the meeting to order at 8:45 a.m.

Vice-chairman Kasdin and Chairman Sanchez acknowledged both DMP and Brickell Area Association for their work on the Meet Your Neighbors event held in Mary Brickell Village last night (11/20/08). It was a great event that was well attended.

I. Presentation

- FIU Downtown MBA Center – Dr. Joyce Elam, Exec Dean

Dr. Joyce Elam presented an overview of the FIU Downtown MBA Center program in Downtown Miami. In 2004, Miami DDA initially provided seed money for capital improvements of the FIU College of Business Administration/Chapman Graduate School of Business located in the 6th Floor of Macy's. Subsequently, Miami DDA provided a total of \$150,000 for the program.

Currently, there is a waiting list and FIU is determining the feasibility of growing the program to accommodate demand.

- Camillus House – Bob Dickinson, Chairman

Bob Dickinson presented a brief overview of Camillus House and addressed the board regarding a funding request for operational costs relating to sustaining their Courtyard Program, which began as a pilot program in 2007. Currently there are 247 homeless participating. The Program cost approximately \$840,000 a year to run, which includes food, nursing, case management, 24 hour security, clothing, and all the staff required to run the program. The request is for \$50,000 a year until Camillus House moves to their new facilities, which is expected to be in late 2010. Brief discussion ensued.

Chairman Sanchez recommended that the Service Delivery Program Committee bring a formal recommendation to the Board next month. (*Meeting date/time TBD*)

II. Approval of the Minutes ~ (*October 17, 2008*)

Neisen Kasdin motioned to approve the minutes of October 17, 2008, Al West seconded and the item passed unanimously by the board members present.

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

, from GLSC & Company, CPA, presented the Financial Report as of October 31, 2008 and stated there were no reporting conditions.

IV. Board Member(s) Report

- Protestor/Picketing Update – Jay Solowsky

Jay Solowsky provided an update concerning the protesting/picketing taking place throughout the CBD and Brickell areas. Mr. Solowsky stated that the Carpenters Counsel has been engaged in a nationwide program to promote the payment of local area standard wages on construction jobs throughout the United States. Miami is not alone it is one of many cities where the Carpenters Counsel is on a regular basis running protests. The number of protesting sites in Miami had been very high and the noise and annoyance associated with the protesting had been interfering with many of the tenants in the building to conduct normal business activities. The DDA has reached out to the Carpenters Counsel and has had several meetings with their Director and others associated with the organization. Brief discussion ensued concerning reasonable time, place and manner restrictions and reserved gate option for protesting/picketing.

The recommendation is to continue to negotiate until that has been exhausted and take whatever action necessary at the end of that time.

- City Attorney Assignment of Counsel to DDA – Jay Solowsky

(This item was withdrawn from the agenda)

V. Executive Director Report

addressed the board on the following items:

- Work Plan Review & Staff Re-Organization: The Executive Director referenced the work plan, which was distributed and is self-explanatory. Additionally, the Executive Director referenced the new table of organization, which was also distributed. The Executive Director asked that the members take the time to review these documents and contact her with any comments and/or edits.

- ULI Fall Meeting and Urban Land Expo *Recap*: October 27-30

Neisen Kasdin once again acknowledged the staff for putting together a great program during the conference.

- Bike Miami *Recap*

The event was very well attended and so successful that another event is scheduled for Sunday, December 14th 9:00 AM – 3:00 PM. Numerous retailers reported increased sells on the day of the event.

- Transportation Summit *Recap*

The Executive Director attended the summit, which essentially went over The Peoples Transportation Plan. On behalf of downtown, DDA prepared some statistics concerning transportation needs.

VI. Committee(s) Update
A. Operational Committees

- Finance Committee

Al West reported that the Finance Committee had met recently to review in detail the budget that staff prepared relative to the work plan and staff re-organization.

Meredith Nation presented a brief overview of said budget, which was distributed to the board with the understanding that board members would need time to review in more detail through their respective committees.

B. Program Committees

- Economic Development / Research Program

Hank Klein reported on the following:

- ULI Fall Meeting and Urban Land Expo: the committee discussed the success of the conference and DDA's intent to reach out and follow-up with various contacts made.
- FIU Downtown Campus: the committee would like to invite FIU to address the board on their MBA program, DDA's return of investment to the program, and their future plans.
- Corporate Recruitment Initiative: DDA wishes to strengthen its relationship with the Beacon Council by creating a working group to focus specifically on Downtown Miami corporate recruitment, retention, and expansion initiatives. DDA will reach out to the newly appointed chair, Tere Blanca, to begin discussions.
- Façade. Shutter, Tenant Improvement Grant Programs: a significant portion of the FY 2008-2009 funds has been allocated and preliminary discussion was had relating to possibly needing to increase amount of funding for the program.

Chairman Sanchez stated that it was important the DDA develop strong working relationships with the various entities and putting our resources to sustain and develop incentives to lure businesses to Downtown Miami, especially since the City of Miami does not have an economic development department and/or strategy.

- Marketing-Communications Program

reported on the following:

- Special Project Funding Request Program: the committee reviewed the recommendations of the administrative review committee of the applications submitted.
- Co-op Marketing Initiative: the committee met with from the Greater Miami Convention and Visitors Bureau to begin discussions on how both entities can work together to strengthen its resources and marketing campaign. It is DDA's intent to meet with other agencies such as the Beacon Council as well.

- Service Delivery Program

Jose Goyanes reported on the following:

- The committee will convene as soon as possible with regard to the Camillus House funding request.

- Panhandling Ordinance: Ninety percent of the signs have been installed. DDA has met with the Miami Police Department concerning enforcement, however they do not currently have a system in place to track warnings.

Chairman Sanchez stated it was very important that the Miami Police Department have a system and/or plan in place to be able to enforce ALL ordinances, especially one that everyone worked so hard to get passed. Chairman Sanchez directed that Chief Timoney be invited to the next board meeting to address this matter.

- South Miami Trash Receptacle: DDA has placed an order and expects delivery on Monday (11/24/08) and will be installed shortly thereafter.
- Signage Ordinance for Parking Garages and Surface Lots: DDA has been working with the Miami Parking Authority on developing language for an ordinance that would require that all signage be similar in look and language as it relates to hours of operation and fees.
- Holiday Parking Program: DDA has been working with the Miami Parking Authority on implementing a holiday parking program similar as to what was done last season. However, Miami Parking Authority felt that the program was not used sufficiently to warrant the program again this year.

DDA is requested the Chairman's assistance in this matter.

- Urban Design, Transportation & CIP Program

Jerome Hollo stated that as previously mentioned, DDA is working on developing the criteria for street furniture. The committee is also working on developing a concise outlook on transportation and how DDA pushes its importance to the overall transportation to the County.

briefly presented pictures of the mini-parks recently refurbished by DDA, which were recently completed.

VII. 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, ALLOCATING AND APPROVING FROM THE DDA FISCAL YEAR 2008-2009 BUDGET THEAMOUNT OF EIGHTY-SEVEN THOUSAND FIVE HUNDRED DOLLARS (\$87,500) FOR VARIOUS PROJECTS/EVENTS AS RECOMMENDED BY THE SPECIAL PROJECTS FUNDING REQUEST PROGRAM ADMINISTRATIVE REVIEW COMMITTEE AND MIAMI DDA MARKETING-COMMUNICATIONS PROGRAM COMMITTEE AND FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE A GRANT AGREEMENT FOR EACH APPLICANT.

Al West motioned to approve this item, 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 CITY OF MIAMI COMMISSION TO INCLUDE DDA CRITERIA FOR A SPECIAL DISTRICT FOR INSTALLATION OF NEWSRACKS AND PHONE KIOSKS WITHIN THE DDA DISTRICT IN THE CITY ORDINANCE BEING PROPOSED BY THE CITY OF

MIAMI PUBLIC WORKS DEPARTMENT AND FURTHER REQUESTING THAT THE CITY COMMISSION DIRECT THAT THE PUBLIC WORKS DEPARTMENT WITH DDA IN DEVELOPING A SPECIAL NEWSRACK AND PHONE KIOSK DISTRICT WITHIN THE DDA BOUNDARIES.

Brief discussion ensued concerning DDA desire to work closely with the Public Works Department in developing the criteria for the DDA district boundary as it relates to newsracks and phone kiosks. , Director of Public Works, informed the board that her department was working on drafting an ordinance concerning the newsracks and phone kiosks. It is her intent to ensure that her department work closely with Miami DDA in implementing DDA criteria in the ordinance(s).

The Executive Director stated that DDA would be working on developing a Streetscape Guideline, which will include guidelines for street furniture, phone kiosks, newsracks, street vendor, and way-finding signs.

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

VIII. Other Business

Hank Klein inquired as to when DDA planned to reschedule the Master Plan Workshop that was cancelled in September due to staffing changes and reorganization.

The Executive Director stated DDA is looking to reschedule the workshop in January 2009.

Jay Solowsky raised a concern in Brickell with regard to a lack of stop sign(s) at South Miami Avenue and SE 10th Street. There have been several near misses with pedestrians crossing to and from Mary Brickell Village.

Commissioner Edmonson stated she would call the County's Public Works Department as soon as she got back to her office today to request that at a minimum temporary signs be installed.

Tony Alonso raised a concern with the language of the City Ordinance, which stipulates in part that any person doing business with the City cannot serve on any city board. Brief discussion ensued concerning that perhaps members serving on the DDA board would be in violation.

Chairman Sanchez requested that the Assistant City Attorney provide a legal opinion and/or option(s) available to DDA to address this matter as it relates to the board members.

With no further business, the meeting was adjourned.