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The Miami Downtown Development Authority **Board of Directors** met on Friday, April 16, 2010 at 8:30 a.m. at the Miami DDA office located at 200 S. Biscayne Blvd., #2929, Miami, Florida 33131.

**PRESENT:**

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

**ABSENT:**

Neisen Kasdin, Vice Chairman

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Chairman Marc D. Sarnoff called the meeting to order at 8:40 AM.

I. SPECIAL PRESENTATION

A. Goodkin/Focus Residential Closing & Occupancy Study – Update

Craig Werley presented a brief update of the Residential Closing & Occupancy Study. Highlights included:

- Closings as of December 31, 2009 indicate that over 2/3 of new condos built have been sold
- Average sales were over \$300,000 each
- Occupancy survey as of February 2010 indicates continuing momentum
- ¾ of all new buildings are occupied
- Currently working on updating the sales and rental statistics. Data should be ready in the next few weeks. Initial reports indicate continuing momentum and stabilizing prices.
- In terms of economic benefits, Downtown has benefited with an expanded population base, increased food and beverage sales, and enlarged labor pool.

Brief discussion ensued concerning the importance of everyone sending in the Census. Miami is currently reporting in at approximately 77% while Brickell is reporting in at approximately 36%. Although the Census Help Centers will be closing on April 19<sup>th</sup>, Census reports will be accepted through December 31, 2010. The Census is linked to the amount of Federal dollars an area can be entitled to.

The Board agreed that DDA should help in any way possible to get the word out to everyone within the district to send in the Census.

B. Port Tunnel Update – Christopher Hodgkins

Christopher Hodgkins from MAT Concessionaire, LLC presented a power point overview of the Port of Miami Tunnel Project, which included:

- Project Main Parties
- Port Access
  - Importance of the port statistics
  - Truck traffic statistics
  - Existing truck routes through Downtown Miami
  - Needs & Benefits
- Project Configuration
- Tunnel Boring Machine
- Public Private Partnership Agreement highlights
- Funding highlights
- Major milestones target dates
- Watson Island construction staging
- Management of traffic plan
- Community outreach

Mr. Hodgkins informed the board that construction begins on Watson Island on May 25, 2010, with a groundbreaking in June 2010, and the grand opening of the Port of Miami Tunnel targeted for May 15, 2014.

II. APPROVAL OF MINUTES~ (March 12, 2010)

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

III. FINANCIAL REPORT ~ as of March 12, 2010

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

V. EXECUTIVE DIRECTOR REPORT

A. Downtown Leadership Forum – recap

The Executive Director provided a brief recap of the Downtown Leadership Forum, which was held on Friday, March 12, 2010 at the Adrienne Arsht Center. The Leadership Forum was convened by Chairman Sarnoff to discuss issues of importance to Downtown Miami. Approximately 100 were in attendance. Five working groups were established as a result of the discussions; Homelessness, Pedestrian Experience, Security & Lighting, Cleanliness, and Funding. The working groups will be meeting at DDA in the next couple of weeks.

B. Board Retreat – recap

The Executive Director provided a brief recap of the Board Retreat, which was held at the DDA office on Saturday, March 13, 2010 from 9 am – 2 pm. The board discussed the agency's mission and role. There was consensus that DDA preserve the organizational infrastructure and continue to provide enhanced services with the expectation that DDA initiate pilot programs and then try to move them to the appropriate parties over time.

Additionally, DDA staff has begun to prepare for meetings with all the program committees to discuss/review/prepare the budget for FY 10-11.

DDA administration has also begun meeting with City Commissioners on various DDA issues including asking for resource assistance for various projects/initiatives, and will be meeting with the City Manager to ensure that none of the issues that were with the previous administration falls through the cracks with the current administration.

Regarding street and sidewalk improvements near Mary Brickell Village, DDA and the City will be working together on sidewalk and drainage improvements on the city streets, but has been unsuccessful in obtaining additional funding commitment other than the initial \$50,000 allocated from the County for the county roads. The Executive Director stated she would prepare a letter on behalf of the board to send to Commissioner Gimenez regarding this issue.

## VI. OUTSIDE COUNSEL REPORT

### A. Homeless Issues – Jay Solowsky

Jay Solowsky addressed the board on the following:

#### 1. Homeless Feeding Ordinance

Since the last board meeting when this item was discussed, this item has been withdrawn from the City Commission agenda because it is beyond the authority that the City has to deal with the issue in that manner. DDA along with the help of the Chairman has reached out to various organizations between different groups, such as the Miami Coalition and Homeless Trust, on homelessness issues. It is believed that significant progress has been made in terms of trying to improve the indoor feeding efforts by improving the number of locations that are available and also encouraging groups to try and utilize the services that are presently available with indoor feeding locations.

In terms of the Panhandling Ordinance, improvement with enforcement is needed. The Downtown Ambassadors have provided assistance in terms of asking loitering homeless to move on.

#### 2. Pottinger Settlement

Mr. Solowsky stated he would be circulating a memo in the next few days regarding possible direction to deal with the Pottinger settlement.

## VII. COMMITTEE(S) REPORT

### A. Annual Review Committee

The committee did not present a report. The committee is scheduled to meet on Monday (4/19) to render its report directly to the Executive Director.

### B. Nominating Committee

The Executive Director informed the board that Chairman Sarnoff had initially wanted the annual review committee members to serve as the nominating committee, however some of the annual review committee members have terms that are up and therefore are not able to serve on the nominating committee. Chairman Sarnoff will need to reconstitute the committee members.

### C. Program Committee(s)

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

Jerome Hollow stated that most of the committee's items had been addressed in the legislative items below.

Mark Spanioli informed the board that the Brickell Avenue median landscaping improvements had been completed and the Signage and Wayfinding project is on-going and staff expects to see some schematic design plans this month.

2. Service Delivery, Transportation & Capital Improvement Projects Program  
Jose Goyanes stated that most of the committee's items had been addressed in the legislative items below.
3. Marketing-Communications Program Committee  
Rodrigo Trujillo reported that the committee had met on 4/7/10 and discussed the following:
  - 2010 -2011
  - Hotel Advisory Group: This group is looking at working on marketing and items that affect the operations of their business. Taxi service was a big concern. Taxis don't like to take fares that are going to downtown/short fares. DDA reached out to the Miami Dade County Consumer Affairs Department, which oversees taxis, who agreed to help fix this problem. They are exploring incorporating a blue line taxi service similar to the service provided at Miami International Airport, which will service downtown/short fare destinations. The group is also looking into forming a marketing co-op to promote downtown hotels as a "brand".
  - Where Worlds Meet: The trip to NY went very well. Meetings with CNN Money and Blumberg Report went exceptionally well and were largely lead by discussion concerning the Occupancy Report.
  - Schwartz Media Report: Alisha Marks referenced a memo, which outlines the initiatives being worked on. Said memo was distributed and is self-explanatory.
4. Economic Development & Research Program Committee  
This program committee did not convene in April. The next meeting is scheduled for May 6<sup>th</sup>.

#### VIII. LEGISLATIVE ITEM(S)

- A. 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 Downtown Trolley, subject to conditions.

**Tony Alonso motioned to approve this item, Oscar Rodriguez seconded and the motion 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, expressing the agency's position regarding certain proposed amendments relating to Miami 21, the zoning ordinance of the City of Miami.

Jerome Hollo presented a brief overview of DDA's actions as it relates to Miami 21, which included:

- DDA had a number of meetings with the City of Miami regarding Miami 21.
- The Board took a position on Miami 21 requesting certain revisions to Miami 21, which were adopted. Apparently since the time it was delayed there were a number of amendments that were set to go through. Miami DDA reviewed said amendments as it related to the DDA district. There was one amendment that it felt was positive to the district and three that were detrimental not only to the DDA district,

but to the whole city. This resolution sets forth those amendments/positions. Discussion ensued.

**Misha Mladenovic motioned to approve this item, Jerome Hollo seconded and the motion 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, with attachment(s) accepting the Executive Director’s recommendation of Verasys/Andrews International, Inc. as the top ranked firm to provide Ambassador Services (“Services”) in response to Request for Proposals No. 10-03; and further authorizing the Executive Director to execute an agreement in substantially the attached form with Verasys/Andrews International, Inc. for said services in the amount not to exceed four hundred fifty thousand dollars (\$450,000) per year for year one and two with up to three optional one-year agreement renewals with an escalation not to exceed five percent (5%) per year , subject to City Attorney approval, grant funding availability, and DDA budget approval.

**Dr. Rolando Montoya motioned to approve this item, Danet Linares seconded and the motion 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 authorizing the Executive Director to execute a contract with Camillus House, Inc in substantially the attached form as a sole-source contractor to provide the Downtown Enhancement Team personnel and services for an amount not to exceed three hundred fifty-four thousand four hundred fifty-two dollars and eighty cents (\$354,452.80) per 12-month period with a contract term ending September 30<sup>th</sup>, 2011; the Executive Director is further authorized to negotiate and execute optional one-year agreement renewals, subject to City Attorney approval, grant funding availability, and DDA budget approval.

**Misha Mladenovic motioned to approve this item, Jose Goyanes seconded and the motion passed unanimously by the board members present.**

- E. 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 an inter-local agreement in substantially the attached form with Miami-Dade County for landscape maintenance and watering services throughout the DDA district in an amount not to exceed one hundred forty-five thousand dollars (\$145,000); the Executive Director is further authorized to negotiate and execute optional one-year agreement renewals, subject to City Attorney approval, funding availability, and DDA budget approval.

Discussion ensued concerning the matter of various landscape improvements being destroyed because of a lack of crosswalks especially in the Brickell Avenue area and people are crossing through these landscaped improvements.

The Executive Director stated that DDA has met several times with the Florida Department of Transportation (“FDOT”) who has jurisdiction of Brickell Avenue about this matter. However, their opinion/position of urban living is very different than DDA’s. At the Leadership Forum Pedestrian Experience Work Group meeting, which met yesterday, the idea of creating a “pedestrian preferred zone” for downtown was discussed/recommended as a goal. This would mean that the design would be for pedestrian before cars/vehicles.

**Nitin Motwani motioned to approve this Resolution, Jose Goyanes seconded and the motion passed unanimously by the board members present.**

**Jerome Hollo then motioned to direct the Executive Director/DDA to meet with FDOT to pursue designating Downtown Miami a “Pedestrian Preferred Zone”, Jose Goyanes seconded and the motion passed unanimously by the board members present.**

- F. A Resolution of the Board of Directors of the Miami Downtown Development Authority (“DDA”) of the City of Miami, Florida urging the Miami City Commission to enact an ordinance amending Chapter 4, Article 1 of the Code of the City of Miami, Florida, as amended, entitled “Alcoholic Beverages/in General,” more particularly by amending Section 4-2 to create new definitions and amending Section 4-3 to limit the retail sale of alcoholic beverages from convenience stores located in the Southeast Overtown/Park West community.

**This item was deferred.**

**IX. OTHER BUSINESS**

With no further business, the meeting was adjourned.