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The Downtown Development Authority **Board of Directors** met on Friday, May 16, 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
Neisen Kasdin (*State Cabinet Rep.*)
Comm. Audrey M. Edmonson (*County Commission Rep.*)
Loretta Cockrum
Jose Goyanes
Jerome Hollo
Oscar Rodriguez
Tony Alonso
Jay Solowsky

ABSENT:

Rodrigo Trujillo
Nitin Motwani

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

I. Special Presentation ~ Miami-Dade College

Vivian Donnell-Rodriguez presented a brief overview of Miami-Dade College's programs related to arts and culture. Miami-Dade College wants to do more performing arts in and around the area in the various open public spaces. Miami-Dade College has petitioned the Federal Government to designate the Freedom Tower as a national landmark. The College is planning to use the space as a culture center for various showings. Brief discussion ensued concerning the College's plan to address parking, capital improvement projects, and getting the students involved in the community.

Ms. Donnell-Rodriguez recommended inviting Provost Gibbs to address the Board on the College's capital improvement projects and contacting the student government association about getting involved in community programs.

II. Approval of the Minutes ~ (*April 18, 2008*)

Neisen Kasdin motioned to approve the minutes of April 18 2008, Al West, seconded and the item passed unanimously by the board members present.

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

Cecilia Core, from GLSC & Company, presented the Financial Report as of April 31, 2008 and stated that there were no reporting conditions.

IV. Executive Director Report

Alyce Robertson addressed the board on the following items:

- Burle Marx: This project was essentially 30 years in the making by the City of Miami by requiring that every new development adhere to the design as they completed their project. As a result, the project is now almost entirely completed. Fairchild Tropical Gardens is very interested in working with Miami DDA to finish the landscaping elements of the project and Miami DDA is exploring what this would entail. Miami DDA as asked a number of business owners in the area to pressure clean the Burle Marx area adjacent to their properties.
- DDA Website Update: Alyce M. Robertson reported that the County had finished the preliminary update to the web page.
- Staffing Update: A number of personnel has left the DDA. The agency is down 6 positions, however staff is covering very well given the cutbacks. DDA is evaluating where there might be “holes” is will be considering new hires very cautiously. Regarding the budget for FY 08-09, due to the State’s Tax Reform, DDA’s revenue will be about 1 million less.

Chairman Sanchez expressed concern about losing institutional knowledge, but stated that staff had stepped-up to the plate so as to not lose momentum. Moreover, Chairman Sanchez wanted assurances from the Interim Executive Director and staff that momentum continues. He is all for downsizing, but not at the cost of losing momentum and not being able to complete projects, otherwise DDA will be criticized from that angle.

V. Committee(s) Update

A. Operational Committees

- DRI Committee

Neisen Kasdin reported on the following:

- « Increment II: NOPC for affordable housing. The City has requested some additional information; therefore the item is pending to be placed on the July City Commission agenda.
- « Increment III: The committee had its Pre-application conference with the South Florida Regional Planning Council (“SFRPC”). The presentation was done by DDA’s consultant team, which seems to have been well received. The SFRPC staff is reviewing DDA’s application for sufficiency.

- Nominating Committee

Chairman Sanchez informed the board of the Nominating Committee appointments, who are:

- Neisen Kasdin
- Jose Goyanes
- Jay Solowsky
- Loretta Cockrum

Chairman Sanchez stated that Sergio Rok had been the Board Secretary, but with his resignation that position is open and asked that the Nominating Committee consider recommending Sandra Hernandez be officially named “board secretary” and also strongly recommended that the Nominating Committee make every effort to find candidates to represent the Brickell area.

B. Program Committees

• Economic Development / Research Program

Neisen Kasdin informed the board that the committee's priorities are supporting the Global Agreement elements for Downtown Miami.

Leo Zabezhinsky reported briefly on the following:

- « ICSC: DDA staff is preparing to attend the conference in Las Vegas and is working with the Retail Advisory Group in a collaborative approach to reach out to retail developers and brokers.
- « ULI Fall Meeting: DDA is working closely with The Apple Organization and with the local arrangements committee to prepare for the event in October.

• Marketing Program

Loretta Cockrum reported on behalf of committee Chairman Rodrigo Trujillo, who was not in attendance. The committee reviewed/discussed the following:

- « US Conference of Mayors – Request for Sponsorship
- « Global Agreement – Request for Support
- « The Apple Organization – Provided an update on their initiatives, such as preparing for the Media Presentation, ICSC Press Kits, US Conference of Mayors, and continuing to develop relationships with the media.

Loretta Cockrum acknowledged Yami Roa for doing a great job in taking over and leading the duties for the department.

• Service Delivery Program

Jose Goyanes and Mark Spanioli reported on the following:

- « Panhandling Ordinance: Mr. Goyanes acknowledged and thanked Josie Correa, Executive Director, DMP, for her assistance in making sure that the community is present at City Hall in support of this item on May 22nd.
- « Performing Arts Center Action Committee: At the direction of the DDA Interim Executive Director this committee was formed to address items/concerns around the PAC that need to be addressed. The committee is made up of various agencies (City, County, State, Police, etc.). Discussion ensued concerning holding the proper agency accountable for their responsibilities.
- « CRA Partnership: DDA met with CRA to try to expand the Ambassador Program to the CRA area. DDA has prepared a proposal, which should be going the CRA Board at their next meeting for consideration.

• Urban Design, Transportation & CIP Program

Mark Spanioli reported on the following items:

- « Paul Walker Park: The demolition has been completed and the area has been fenced off. Construction is expected to begin very soon.
- « Linear Park: DDA continues to work on identifying funding sources to upgrade these green spaces into a usable park space.
- « Turnaround Circle at S. Miami Avenue and 15th Road: The City expects to have this project completed in the next 45-60 days.
- « DWNTWN Beautification Project – Phase I: DDA is working with the City's CIP Department and the County's CIAB on this initiative. This project has evolved into a much bigger scope than what had been initially thought of and won't be completed in its entirety for approximately 18 months.

VI. Legislative Item(s)

1. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA SUPPORTING THE CITY OF MIAMI GLOBAL AGREEMENT FOR PUBLIC INVESTMENT IN DOWNTOWN MIAMI.

Jay Solowsky motioned to approve this item, Oscar Rodriguez 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 DIRECTING THE EXECUTIVE DIRECTOR TO FIND THE RESOURCES FROM THE DDA FISCAL YEAR 2007-2008 BUDGET TO FUND AN AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000) FOR A MIAMI DDA SPONSORED EVENT FOR THE 76TH ANNUAL U.S. CONFERENCE OF MAYORS AS RECOMMENDED BY THE MIAMI DDA MARKETING-COMMUNICATIONS COMMITTEE.

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

Alyce Robertson stated that DDA would be sponsoring the Sunday Luncheon on June 24th and will be handled directly by DDA.

VII. Other Business

- Board Retreat: The Retreat is confirmed for Saturday, June 7th from 9:00 AM – 3:00 PM at the DDA office.
- Millage Declaratory Judgment Update: Assistant City Attorney Veronica Xiques updated the Board that the response on this matter is due on Tuesday (5/20) morning. There was a change in the law for FY 08-09, which passed at the last legislative session, which ended a few weeks ago. They changed the law to read the unanimous vote of the membership so that it’s clearer to all involved. Ms. Xiques believes that this is helpful to DDA’s position.
- Panhandling Update: Assistant City Attorney Veronica Xiques reiterated the importance of having as many people as possible at City Hall in support of this item on May 22nd.

Chairman Sanchez acknowledged Jay Solowsky for his leadership on this initiative.

Jay Solowsky provided a brief update on the compromises made since First Reading, which include:

- A warning provision.
- A definition of panhandling will be included in the ordinance.
- DDA has agreed to provide signage for areas where panhandling will be prohibited.
- Instead of having a fine AND jail term, there will be fine OR a jail term.

With no further business, the meeting was adjourned.