
The Downtown Development Authority Board of Directors met on Friday, December 17, 2010 at 8:30 a.m., at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

PRESENT

Chairman Marc D. Sarnoff
Neisen Kasdin, Vice Chair
Tony Alonso
Jose Goyanes
Jerome Hollo
Hank Klein
Misha Mladenovic
Nitin Motwani
Alan Ojeda
Oscar Rodriguez
Kim Stone

ABSENT

Commissioner Bruno Barreiro
Alvin West, Treasurer
Danet Linares
Dr. Rolando Montoya

Chairman Marc D. Sarnoff called the meeting to order at 8:35 a.m.

1. SPECIAL PRESENTATION

Honorable Pedro J. Garcia, Property Appraiser, Miami-Dade County informed the Board that his office has been working very hard with the commercial properties. The residential condos are getting stable in the DDA area. The prices almost hit bottom – and he expects an increase next year.

Commercial condos have seen an increase in value. Commercial property is very different. Due to unemployment and the economy, there is a lot of vacancy in the commercial market. He indicated that his office has been sending letters to commercial owners that have rental income, asking them to send information so they can gauge and establish real value of the commercial properties. They use the income made to establish the real value of commercial property.

Mr. Garcia stated that there was no way of forecasting the commercial values for next year. This concluded the presentation.

2. APPROVAL OF MINUTES~ (November, 2010)

Al West motioned to approve this item, Jose Goyanes seconded, and the motion passed unanimously by the Board Members present.

3. FINANCIAL REPORT ~ as of November, 2010

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

4. EXECUTIVE DIRECTOR REPORT

Alyce Robertson's Report:

- The audit began December 14th, 2010. Board Members will receive a "Related Parties Questionnaire from the Auditors.
- Audit will be completed and brought to the Board in January 21st, 2011.
- Museum Park: Funding plan not in place for the \$60,000 million makeover of Bicentennial Park into Museum Parks.
- Working and meeting with City officials and other stakeholders towards a funding solution.
- Miami Art Museum: Attended groundbreaking for new MAM
- Downtown
3rd Downtown event held on December 3rd
DDA sponsored the competition, and Javier Betancourt participated as a Juror
- MET developers have announced plans to open a high-end 12-seat movie theater as part of the Met Square entertainment complex.
Construction of the 3-story MET Square complex is to begin in the second half of 2011. Scheduled to be completed by 2013.
- Biennale
Miami Sculptural Biennale on display now along Biscayne Blvd., from AAA to Intercontinental Hotel.
Produced by local art dealer Gary Nader, and will run for 2 months through January 15th, 2011.

5. COMMITTEE (S) REPORT

Program Committee(s)

- i. Economic Development & Technology Program Committee – Hank Klein
 - Recommendation forthcoming to the Board of Directors recommending the group that will be hired for a Downtown Retail Plan
 - Retail & Restaurant Recruitment
 - High-End Cinema Announcement at Met Square.
 - Retail Strategy/Master Plan.
 - Social Compact Meeting December 9th discussed market research opportunities.
 - ED Committee will review proposals and decide next steps at January Meeting.
 - Downtown Conference Center RFQ:
 - RFQ issued. Deadline for submissions January 12th, 2011.
 - Research
 - Annual Goodkin/Focus Closing & Occupancy Study Underway; Report to be released in February 2011.
 - Attended BC Quarterly Economic Roundtable – December 15th, 2010.
 - Corporate Recruitment Initiative
 - UM Life Sciences & Technology Park – Presentation to DDA January Board Meeting.
 - Technology Initiatives
 - Port of Miami Deep Dredge Resolution – Item D.
 - JW Marriott Marquis – Tour for DDA Board/Staff – January 6th, 2011.
 - 1450 Brickell – Tour for DDA Board/Staff (January 18th, 2011).

- ii. Marketing-Communications Program Committee- Robert Geitner
 - Downtown Special Funding Program
 - Legislative Item: Downtown Charter School Tutoring Program. The school sent a report informing us that it serves residents and workers of Downtown. Recommend funding for the Tutoring Program @ \$10,000. Legislative Item on today's agenda for approval.
 - Overview and Update:
 - **GameOn! Campaign** – Growing participation, adding Sunday Game Crawls at end of January.
 - **City Guide** – First major distribution with Miami Today and in hotels
 - **DWNTWN Art Days** – 5000 copies of the guidebook/calendar, and website. Very well received during Art Basel. Great results and looking to expand program next year.
 - **American Airlines Publications** – Developed pitch document and reviewed during conference call, making adjustments to presentation and scheduling meeting.
 - **5 Year Plan** – Discussion of need and approach for a 5 year “road-map” for marketing efforts will continue discussion at January meeting.
 - **Events:**
 - Meet Your Neighbors @ Macy's 12/02/2010
 - **Dawntown 2010** @ MDC Bldg. 2 Room 2106, 12/03/2010
 - **Schwartz Media Report:**
 - Tadd Schwartz from Schwartz Media reported that they have positioned downtown Miami as an international destination for Art Basel. He stated that there was a lot of coverage in local and national media regarding Art Basel – not only South Beach but Downtown Miami. There is a great impact of national brands moving down here, Daniel Boulud Restaurant and the Movie Theatre.
- iii. Urban Design, Transportation & CIP Projects Program Committee
Jerome Hollo
 - Downtown Trolley Update
 - Museum Park Update
 - Bicycle-Pedestrian Mobility Plan
 - City of Miami EAR Downtown Workshop
 - Brickell Crosswalks
- iv. Service Delivery Program Committee - Jose Goyanes
Cesar Garcia-Pons reported for Jose Goyanes:
 - Solid Waste:
 - Solid Waste Director cancelled, re-invited to January 2011 Committee meeting.
 - Safety & Security
 - Commander Sanchez stated that 5 to 6 additional officers will be assigned to Downtown for the holiday season starting December 15th, 2010.
 - DDA to prepare and present information regarding increased downtown demographic and usage changes to MPD higher ups.
 - TGK is closed for +/- 1 year, requires additional time for arresting officers, possible reductions of space for lower priority offenders.

- Identify & Assist Program
 - DDA requested that the City Solid Waste and/or NET Office provide the MDP requested services for trash collection in support of their Identify & Assist Program.
 - Will continue with targeted enforcement in coordination with DMP QOL committee.
- Special District Street Vendors
 - Follow-up meeting scheduled by City NET to be held Thursday, December 9th, 2010.

6. LEGISLATIVE ITEM(S) [Note: All legislative items are recommended by the Executive Director]

- A. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA APPROVING THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY 2010 ANNUAL REPORT IN ACCORDANCE WITH CITY CODE SECTION 2-890-892.

Neisen Kasdin motioned to approve this item, Nitin Motwani, 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 DIRECTING THE EXECUTIVE DIRECTOR TO TAKE THE NECESSARY COURSE OF ACTION FOR DECLARING COMPUTERS, SOFTWARE, FURNITURE, AND/OR OTHER AGENCY ASSETS OBSOLETE AND/OR BROKEN, REMOVING THEM FROM INVENTORY, AND DONATING THOSE ITEMS TO A BONA FIDE NONPROFIT CIVIC, CHARITABLE, EDUCATIONAL, SCIENTIFIC OR CULTURAL ASSOCIATION OR ENTITY PURSUANT TO §501(C) (3) OF THE INTERNAL REVENUE CODE WITH PREFERENCE TO ORGANIZATIONS WITHIN THE DDA DISTRICT, AND/OR DISCARDING OR SELLING THOSE ITEMS ACCORDINGLY.

Neisen Kasdin 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 WAIVING ANY CONFLICT OF INTEREST THE LAW FIRM OF COLE, SCOTT & KISSANE P.A. MAY HAVE, IF ANY, TO ENABLE IT TO REPRESENT THE DDA AND THE CITY OF MIAMI, AND APPROVING AND AUTHORIZING THE ATTORNEY'S FEES AND COSTS IN AN AMOUNT APPROVED BY THE CITY ATTORNEY, FOR THE ENGAGEMENT OF OUTSIDE COUNSEL IN PROCEEDINGS FILED BY MILAN INVESTMENT GROUP, INC., IN THE CIRCUIT COURT OF THE 11TH JUDICIAL CIRCUIT, CASE NO.: 08-77800 CA 08: ALLOCATING FUNDS FROM ACCOUNT TITLED "LEGAL FEES/LITIGATION"; AND REQUIRING THE CITY ATTORNEY TO REPORT TO THE BOARD OF DIRECTORS ON A QUARTERLY BASIS THE AMOUNT OF FEES AND COSTS INCURRED TO DATE.

Misha Mladenovic motioned to approve this item, Nitin Motwani, 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, SUPPORTING THE PORT OF MIAMI DEEP DREDGE PROJECT AND ALL NECESSARY EFFORTS TO SECURE STATE AND FEDERAL FUNDING TO INITIATE THE PROJECT.

Alan Ojeda motioned to approve this item, Nitin Motwani, 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 ALLOCATING AND APPROVING FROM THE DDA FISCAL YEAR 2010-2011 BUDGET THE AMOUNT OF \$10,000, TEN THOUSAND DOLLARS (\$10,000) 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.

Oscar Rodriguez motioned to approve this item, Misha Mladenovic, 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 APPROVING THE DOWNTOWN MIAMI BICYCLE/PEDESTRIAN MOBILITY PLAN, REQUESTING THE MIAMI-DADE METROPOLITAN PLANNING ORGANIZATION TO EXPEDITIOUSLY ADOPT AND IMPLEMENT THE PLAN, AND URGING THE CITY OF MIAMI, MIAMI-DADE COUNTY, AND THE FLORIDA DEPARTMENT OF TRANSPORTATION TO UPDATE ALL RELEVANT STANDARDS, MANUALS, GUIDELINES, TRANSPORTATION PLANS, AND CAPITAL IMPROVEMENT PROGRAMS SO AS TO SUPPORT PLAN IMPLEMENTATION.

This items was deferred to the January Board meeting for further discussion.

- G. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA URGING THE FLORIDA DEPARTMENT OF TRANSPORTATION TO INCORPORATE REVISIONS INTO THE BRICKELL AVENUE IMPROVEMENT PROJECT TO ENHANCE BICYCLE AND PEDESTRIAN SAFETY AND COMFORT.

Oscar Rodriguez motioned to approve this item, Kim Stone seconded, and the motion assed unanimously by the Board Members present.

7. OTHER BUSINESS

With no further business, the meeting was adjourned at 10:30 a.m.