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The Downtown Development Authority Board of Directors met on Friday, October 15, 2010 at 8:30 a.m., at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

**PRESENT**

Chairman Marc D. Sarnoff  
Neisen Kasdin, Vice Chair  
Alvin West, Treasurer  
Commissioner Bruno Barreiro  
Tony Alonso  
José Goyanes  
Jerome Hollo  
Hank Klein  
Danet Linares  
Misha Mladenovic  
Dr. Rolando Montoya  
Nitin Motwani  
Alan Ojeda  
Kim Stone

**ABSENT**

Oscar Rodriguez

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

1. SPECIAL PRESENTATION

Special Recognition and Certificate of Appreciation was awarded to Ramon Puertas of the Downtown Ambassadors' team for performing an excellent job, and consistently performing a high level of customer service throughout Downtown.

2. APPROVAL OF MINUTES~ (*September 17, 2010*)

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

3. FINANCIAL REPORT ~ *as of September, 2010*

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

4. EXECUTIVE DIRECTOR REPORT

- Budget Hearings September 27, 2010

Executive Director Alyce M. Roberson informed that the DDA Budget was approved at the September 27<sup>th</sup> City Commission Budget Hearing and thanked all Board Members who participated and attended the meetings with the City Commissioners and attended both Budget Hearings.

- Alyce Robertson handed out the Board Members' Terms document, which included the reappointed and newly appointed Board Members. City Clerk's office to perform the swearing in of Board Members.
- Alyce Robertson informed that DDA hosted the Dean's Council from the FIU Business School. FIU School of Business has their Masters Program at Macy's and looking for space in downtown to move to a more visible and expanded program. We are working with them to use the downtown brand and their marketing efforts, as part of our joint effort with them, we also have a scholarship with a value of \$42,000, that FIU has given us, which we will find a way to raffle it off or a competition to give better marketing for FIU and for Downtown.

## 5. COMMITTEE (S) REPORT

### **Finance Committee** – Alvin West

Al West reported that the Finance Committee met October 14<sup>th</sup> and discussed the preparation for the upcoming Audit, which is scheduled to begin in a few weeks, and the Finance Committee feels confident that we will have a good start.

### **Miami Heat Get it Done Task Force** – Nitin Motwani

Mr. Motwani reported to the Board that the DDA Staff has done a great job following up with the different parties that are involved with this process.

Mr. Garcia-Pons reported that physical improvements are 80% complete with all the items on the list. On going items such as graffiti and stickers, but the NET and DET teams doing a fantastic job keeping up, and the Public Works Department and Solid Waste Department. Still working on crosswalks at NE 2<sup>nd</sup> Avenue, utility boxes to be replaced, safety and aesthetics issues are mostly taken care of.

### **Marketing and Business Outreach**

Robert Geitner reported on the Marketing aspect: Created a campaign "Game On" reaching out to 80 business in Downtown Miami in the past two weeks – overall campaign effort, billboards, dedicated website launched next week – the essential goal is to say it is just not coming downtown to see a "Heat game" but to party, play during the Heat game. Overwhelmingly positive, it continues to be a collaboration of downtown businesses.

### Program Committee(s)

#### i. Urban Design, Transportation & CIP Projects Program Committee- Jerome Hollo

##### ***FEC Corridor Passenger Service***

Jerome Hollo reported that Scott Seeburger from FEC Corridor Passenger Service would be making a presentation in regards to Legislative item 6A listed on current agenda for Board members to discuss and provide feedback.

***Biscayne Boulevard Promenade***

This committee is also working on an initiative to turn the parking areas in the middle of Biscayne Boulevard into promenade parks. For that purpose staff is working to get in touch with the Mayor's office. This committee is in the process of obtaining information from FDOT to prepare a study exploring the possibility of turning the parking lot into promenades on Biscayne Boulevard.

***FPL Transmission Lines***

Mr. Hollo informed the Board that potential route locations lie outside DDA boundaries; therefore, no position was taken on this issue by DDA. However, staff has been instructed to research future development electrical capacity needs because this issue affects district's growth.

***Pre-qualified Design Services***

The process of qualifications is being analyzed and discussed; once guidelines have been established and defined this item will be brought to the Board for discussion.

***Solar Trash Compactor Pilot Program***

This committee met with Big Belly Solar who provided an overview of the solar trash compactor product and outlined a pilot program being initiated in Coconut Grove; it was decided that Downtown Miami would not be an ideal location for implementation of a second pilot due to costs and other restrictions.

ii. *Service Delivery Program Committee - Jose Goyanes*

***Extension of the No-panhandling zone***

Jose Goyanes reported that his committee met with the City of Miami Police Commanders for the Downtown and Brickell area regarding the panhandling issues, he asked the Board to provide support at the next City Commission meeting to extend the No-panhandling zone.

***Street vending program***

He informed that the street vendors lottery was successfully conducted and spots were assigned.

***Solid Waste***

His committee will be scheduling a meeting with Solid Waste to address issues related to street sweeping in Downtown.

Lastly, Mr. Goyanes announced that a dog park project is underway.

iii. *Marketing-Communications Program Committee - Rodrigo Trujillo*

In absence of Rodrigo Trujillo, Robert Geitner was asked to provide a report on this committee. He reported on the following topics:

### ***Downtown Special Project Funding Grant Applications***

Robert Geitner reported that grants applications were submitted to Miami DDA and later on at the end of the month a meeting would be scheduled to review applications and create recommendations for grant funding.

### ***Other Marketing Projects***

A campaign to promote Downtown Miami's businesses through Game On! initiative has been successfully implemented. Also, a new City Guide showcasing local restaurants will be distributed next week. A concept for Mary Brickell Village Welcome Center is being examined and further discussion with DowntownMiami.com will ensue at the next committee meeting in November in regards to this concept.

### ***Schwartz Media Report***

Alisha Marks from Schwartz media reported that their firm is currently working on several marketing campaigns aimed at Downtown Miami in relation to arts, culture, entertainment, technology, hospitality, residential and office market. Additionally, she mentioned that a new Downtown Residential and Occupancy study will be released later on this year.

### ***Downtown Miami Concert Series***

The Marketing Committee was requested to examine what aspects of the Concert Series should be managed by Arsht Center for this initiative to be kept as a unique Downtown event.

#### **iv. Economic Development & Technology Program Committee - Hank Klein**

Hank Klein informed the Board that the name of his committee was changed from Research to Technology Program Committee. An Office Advisory Group meeting was scheduled on Sept. 30<sup>th</sup>, the purpose of this meeting was to convene high-profile office building managers and discuss the betterment of Downtown Miami. Also, he mentioned that a UM Life presentation would be scheduled for the next Board meeting. In regards to Downtown Conference Center, this committee will be working in conjunction with the Urban Design and Transportation committee to establish guidelines to conduct a Downtown Conference Center RFP/RFQ.

9:40 a.m.: Oath of Office:

City Clerk's Office performed the Oath of Office to reappointed Board Members Alvin West, Jose Goyanes, Alan Ojeda, and newly appointed Board member Kim Stone

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

*Scott Seeburger presented a video presentation in regards to FEC Corridor Passenger Service new rail technology from FDOT District 4 prior to approval of this resolution.*

- A. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA ENCOURAGING THE FLORIDA DEPARTMENT OF TRANSPORTATION TO ADOPT “REGIONAL RAIL–DMU” ***OR STATE OF THE ART SELF-PROPELLED TECHNOLOGY, BOTH WITHOUT AUDIBLE SIGNALS IN URBAN AREAS,*** AS THE LOCALLY PREFERRED ALTERNATIVE AND TO EXPEDITIOUSLY PROCEED WITH PHASE THREE OF THE SOUTH FLORIDA EAST COAST CORRIDOR PROJECT.

*(This resolution was modified during the course of the Board meeting by Chairman Marc Sarnoff - Bold and Italic shows amendment)*

***Dr. Rolando Montoya motioned to approve this item, Danet Linares seconded, and the motion passed unanimously by the Board Members present.***

#### **New Appointments for DDA Committees:**

Chairman Marc Sarnoff appointed Nitin Motwani to serve as Chairman of the Marketing and Communications Committee and new member Kim Stone to Service Delivery Program Committee.

#### 7. OTHER BUSINESS

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