
The Downtown Development Authority Board of Directors met on Friday, January 21, 2011 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
Commissioner Bruno Barreiro
Tony Alonso
Jose Goyanes
Jerome Hollo
Hank Klein
Danet Linares
Misha Mladenovic
Dr. Rolando Montoya
Nitin Motwani
Alan Ojeda
Oscar Rodriguez
Kim Stone

ABSENT

Misha Mladenovic

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

Chairman Sarnoff began the Board Meeting by mentioning Detectives Roger Castillo and Amanda Haworth who were shot and killed while serving a felony warrant on a man wanted for murder. A moment of silence was requested in honor of the fallen officers.

1. **SPECIAL PRESENTATION**

Larry Gautier, Keyes Real Estate and Bill Fuller/Martin Pinilla II, Barlington Group presented and unveiled plans together with Macy's downtown Miami, the retailer is leasing unused space on the ground floor of its store to a local developer with plans to create a new entertainment complex.

Miami developer Barlington Group unveiled plans for a mix of restaurants, lounges and cafes to fill up the 20,000 square feet in the Macy's West building at the intersection of Flagler Street and North Miami Avenue. Total investment in the project, including improvements to the building and tenant build-out costs are estimated at about \$1.5 million. "The idea is to create foot traffic in the evening for downtown that will allow Macy's to keep their doors open longer," said Martin Pinilla II, co-managing director of Barlington, which focuses on small residential and commercial urban development projects. Construction is scheduled to begin in March with the new tenants starting to open this summer.

Dr. Montoya reported that the Miami Dade College will also have tremendous developments soon in terms of cafeterias and restaurants— we are close to inaugurating the New Culinary Arts building, which will have an elegant restaurant.

Joseph A Reagan, JR, AIA, Wexford Equities, UM Life Sciences & Technology Park

Mr. John Reagan introduced Wexford Equities as a private real estate investment and development company that focuses on serving the needs of university, healthcare, science, and technology based organizations. Presenting the UM Life Science & Technology Park – which will have a \$150 Million Direct Investment, over 500 Construction Jobs, 65% of construction jobs from Miami/Dade; over 1000 permanent Jobs, with average annual salary of \$48,600. (Handout distributed to public)

2. APPROVAL OF MINUTES~ (December, 2010)
Neisen Kasdin motioned to approve this item, Danet Linares seconded, and the motion passed unanimously by the Board Members present.
3. FINANCIAL REPORT ~ as of December, 2010
Staff accountant, Carolina Londoño, presented the report. There were no reporting issues.

EXECUTIVE DIRECTOR REPORT

Alyce Robertson's Report:

- Legislative items were presented before the Dade Delegation of state legislators in December. The downtown Bicycle Mobility Plan will go before the MPO.
- Attended the Chamber's Economic Summit with the Governor. Very positive comments about what's happening in Miami. Al West mentioned that at the summit that downtown has become the buzz of Miami Dade. Residential Real Estate was looked at very favorable and education is very important to attract companies to Miami. The world is looking at us favorably and we can expect that Miami will grow and prosper in the years ahead.
- Occupancy study coming out in February 1, 2011.
- Concert last Friday with "Locos por Juana" went well – over 1,000 attendees.
- Met with Brickell Area Association – we were able to convince FDOT to change the proposed light poles along Brickell Avenue to a more modern design.
- New IT Company on board that is working on stabilizing and improving our IT system.

4. COMMITTEE (S) REPORT

Program Committee(s)

i. Finance Committee – Al West

Al West reported that the Members of the Finance Committee which oversees the finances of the organization include Jose Goyanes, Jerome Hollo, Tony Alonso and himself. The committee was very active and involved this year with the staff and also with Watson Rice. Ron Thompkins was introduced.

Ron Thompkins reviewed the Audit Report for Fiscal Year ended September 30, 2010 with Board Members. (Handout). The TCBA Watson Rice LLP Auditors mailed full report directly to Board Members. Report Included:

- Independent Auditors' Report
- Management's Discussion & Analysis
- Basic Financials & Highlights
- Notes to Financials
- Auditor's Report on Internal Control and Compliance

- Auditors' Management Letter as Required by the auditor general of the State of Florida Ron Thompkins stated that DDA Staff corrected all 5 prior findings and concluded that there are no issues that need to be reported. No adverse findings to report, as staff was very cooperative, and financial statements are being prepared internally, and are pleased to report, that they are accurate.

AI West concluded that the members of the Finance Committee wanted to thank staff and especially the Executive Director for the work they have done. We have been pleased with results of the audit and the work of the staff has done this past year.

ii. Service Delivery Program Committee - Jose Goyanes

New Business:

- **AA Arena Event Maintenance of Traffic**
Propose that the AAA install an information sign at the South garage exit directing vehicles either right (to CBD) or left (to I-95).

Updates:

- **Solid Waste:** Staff will coordinate with Solid Waste Department to give further consideration to commercial hauling hours of operation
- **Code Enforcement:** Staff is researching code provisions relating to display of wares/signage in the public ROW; will coordinate with Code Enforcement regarding enforcement.
- **Repeat Nuisance Offender Program**
Letter writing campaign addressing Judge Francis is underway.
- **Identity & Assist Program**
Solid Waste Department has committed to assist with pick-up of abandoned items in ROW three times per week.
- **Downtown Ambassadors:** Staff will coordinate will AI to ensure all Ambassadors are provided with cold weather jackets clearly indentifying the wearers as DWNTWN Ambassadors.
- **DET/NEAT update:** Flagler street planters are in the process of being treated with insecticide, fertilized, and replanted.
- **New Business:** Flagler Street: Pursue media outreach regarding illegal handicap parking on Flagler Street; work with City to provide for striping of Flagler Street loading zones; explore option of removing on-street parking on Flagler.
- **New Business:** South Miami Avenue: Prepare resolution-urging City to implement streetscape improvements including new sidewalks and upgraded street lighting between Flagler and the Miami River.

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

Updates:

- **Downtown Trolley Update:** City staff will attend Board Meeting. DDA pilot project is not feasible due to high cost and service limitations.
- **Museum Park Update:** Funding research is ongoing. Value engineering will be prioritized to ensure feasible construction and maintenance costs.
- **Bicycle-Pedestrian Mobility Plan:** redistribute plan to Board for review and approval (resolution)
- **Biscayne Boulevard:** Return to committee February with consultant work scope and schedule.

- **New Business:** Downtown Rail Service: Add a recurring agenda item regarding regional rail service to Downtown; provide an update and action plan at February meeting.

iv. Marketing & Communications Program Committee – Nitin Motwani

Overview and Update:

- **Concert Series:** Locos por Juana – great success – over 1,200 attendees
- **Miami International Film Festival:** Gusman Nights – Assisting with more programming nights at the Gusman Center
- **American Airlines Publications** – Developed pitch document and reviewed during conference call, making adjustments to presentations 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 February meeting.

Events:

- **Concert Series:** February 11, 2011 – South Florida Jazz Orchestra & Nicole Henry
- **ING Marathon** January 30th, 2011
- **Flagler Fest,** February 5th, 2011

Schwartz Media Report:

Tadd Schwartz from Schwartz Media reporter the following:

- **Condo Stability Pitch:** Per our discussions with the marketing committee, SMS is in the process of developing a pitch that reinforces the end of distress to downtown Miami’s residential condo market. With stable owners now in place in all of Downtown’s major condo projects, what was once the poster child for the boom-turned-bust is now a model for recovery.
- **Hospitality Outreach:** SMS continuing to leverage the growth of the hospitality sector in downtown Miami to position the district as an emerging destination for tourists and business travelers (working with Travel +Leisure, Departures, etc.)
- **Retail Uptick / Macy’s deal:** SMS secured a number of stories regarding last week’s Macy’s deal; working with press to continue showing increased demand for retail and how the residential population is driving national tenants to the district.
- **Residential Occupancy Study:** SMS working closely with the economic development committee to prepare outreach for the upcoming occupancy report (which is expected to show significant findings of over 80% occupancy). Our campaign will include press; marketing and social media initiative to ensure this news reaches target audiences.
- **My DDA:** SMS is working with Alyce and Javier to redevelop the My DDA stakeholder mailer to ensure it is presented in a manner that meets our organizational objectives.
- **Issues Management:** SMS continuing to manage key issues for the DDA on an ongoing basis

5. 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, ACCEPTING THE REPORT ON AUDIT OF THE COMPONENT UNIT FINANCIAL STATEMENTS FOR THE YEAR ENDING SEPTEMBER 30, 2010.

Al West motioned to approve this item, Neisen Kasdin, 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 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. **(Deferred from Board meeting of December 17, 2010)**

Jerome Hollo updated that this item was deferred from the last Board Meeting due to loss of quorum. Board Members wanted to have a chance to review the plan.

Hank Klein motioned to approve this item, Neisen Kasdin, 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 URGING THE CITY OF MIAMI TO EXPAND THE DOWNTOWN BEAUTIFICATION PROJECT TO INCLUDE SIDEWALK AND RELATED STREETScape IMPROVEMENTS ALONG SOUTH MIAMI AVENUE IN THE CENTRAL BUSINESS DISTRICT, AND URGING MIAMI-DADE COUNTY AND THE CITY OF MIAMI TO WORK COOPERATIVELY TO IDENTIFY THE NECESSARY FUNDING TO EXPEDITIOUSLY IMPLEMENT THESE IMPROVEMENTS.

Neisen Kasdin motioned to approve this item, Jerome Hollo, seconded, and the motion passed unanimously by the Board Members present.

6. OTHER BUSINESS

With no further business, the meeting was adjourned at 10:45 a.m.