
The Downtown Development Authority Board of Directors met on Friday, May 20th, 2011 at 8:35 a.m. at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

PRESENT

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

Phone

ABSENT

Commissioner Barreiro

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

Chairman Sarnoff requested to acknowledge the Recognition of Dennis Betancourt, Downtown Ambassador.

Special Guests:

Honorable Tomás Regalado, Mayor of Miami

Mayor Tomás Regalado thanked the DDA Board for the invitation. Mayor Regalado referred to the two resolutions on the DDA Agenda:

- **First Resolution Supporting the CitiCentre Project:**

Mayor Regalado stated “we want to send a message that the administration is trying to assist and willing to participate in this project as a partner, not as an obstacle. “We are willing not only to endorse and participate in the press conference and the ribbon cutting ceremony, but be real and we believe that we are doing this with the staff of the Planning, Zoning and building department and we are ready to move forward.”

Second Resolution: Window Dressing Ordinance:

“This ordinance was brought to the City Commission meeting and out of respect to the DDA, which will be the most impacted area, we brought it to you.”

Mayor Regalado reported on the Olympia/Gusman Project: City Commission endorsed and approved the plan to transfer the management of the Gusman to the Olympia Trust.

It is important to understand that Herman Echeverria and his team are getting a lot of support from companies outside downtown and stakeholders and we believe we can reach the goal that they have set for themselves of raising 1 million dollars by September 30th, 2011. Mayor Regalado concluded with thanking DDA for what it is doing for downtown.

Honorable Francis Suarez, Commissioner, District 4, City of Miami

Commissioner Suarez discussed the implementation of the Trolley Program. What the City of Miami has decided to do with its Peoples' Transportation Plan (PTP) funds, is to implement a trolley system so our citizens can be circulated around major business centers. The City Resolution was going to pre-establish a one dollar fee, but was removed as there have been debates about the charge for the trolley.

Commissioner Suarez stated that he feels that the Trolley should be free of charge – that there is a general consensus that the trolley system should be free of cost so it may be successful – this would remove one of the barriers from using the system.

Commissioner Suarez requested that this Board consider his request as recommendations are made as to how we implement the trolley system. The City Commission clearly listens to this Board and feels it is instrumental in guiding the City Commission and making decisions that involves everyone. Commissioner Suarez thanked the Board for the opportunity to express his concerns and will continue to work together to find different options.

Stephen Owens, President, Swire Properties

Bernardo Fort-Brescia, Principal of Arquitectonica

Anne Cotter, AIA, LEED AP, Vice-President – Arquitectonica

The Brickell CitiCentre (Hand-outs on File)

- The Brickell CitiCentre project was presented by Stephen Owens from Swire Properties and Bernardo Fort-Brescia, Arquitectonica. This project is a 9-acre, 4.6 million square-foot mixed used project being developed by Swire Properties and Arquitectonica. Brickell CitiCentre is planned as one of the Nation's largest urban, mixed-use, LEED for Neighborhood Development-registered projects. This project will be submitted under "special area plan" zoning status under Miami 21. (DDA Legislative Item A).

Chairman Sarnoff suggested moving the resolution for vote, but directed staff to change Section 2 in the last sentence to ad "the special area plan".

Oscar Rodriguez motioned to approve this item, Alan Ojeda, seconded, and the motion passed unanimously by the Board Members present.

1. APPROVAL OF MINUTES~ (April, 2011)

Al West moved to approve, Misha Mladenovic seconded, and the minutes were approved unanimously by the Board Members present.

2. FINANCIAL REPORT ~ as of April 30th, 2011
Staff accountant, Carolina Londoño, presented the report. There were no reporting issues.

3. EXECUTIVE DIRECTOR REPORT

Alyce Robertson's Report:

- Attended the Corenet Global Summit in Chicago.
- Budget: Preliminary budget discussion at Program Committees and Finance Committee. Review of draft will be presented at the June Board Meeting.
- Trolley: Met with Commissioners to discuss and promote the trolley; Commission voted in support of our route, and asked for longer service hours.
- Bicycle-Pedestrian Mobility Plan was approved. Working on funding and implementation. Thank you to Commissioner Barreiro and Commissioner Suarez.
- Biscayne Boulevard: DDA hosted a Board workshop for the Biscayne Boulevard Streetscape Design.
- Downtown Votes: Working on a voter registration/get-out-the-vote initiative.
- FIU: Working with FIU to promote their expansion to Brickell. Promoting FIU MBA Scholarship. \$45,000 scholarship to a downtown resident.
- CitiCentre: Hosted a City Coordinated Review Committee meeting to review Brickell CitiCentre project.
- Filming: Hosted a coordination meeting with location scouts for a new Miami based cable show called "Magic City".
- Gusman Theatre: Meeting with Herman Echevarria to discuss next steps.

Flagler Street Task Force

Commissioner Sarnoff informed the Board and everyone present, that he is appointing an ad-hoc committee to focus on practical multi-disciplinary strategies for improving and activating the Flagler Street corridor. Commissioner Sarnoff appointed Tony Alonso to Chair the task force and appointed José Goyanes, Dr. Rolando Montoya and Sergio Rok as initial members. Alyce Robertson will appoint a high ranking employee to staff the task force. Alice Bravo should be invited as the City's primary liaison. This Task Force will report to this Board periodically.

At this time, Commissioner Sarnoff invited the Chair of every Program Committee to update Mayor Tomas Regalado on goals, objective and projects being handled by each committee.

4. COMMITTEE (S) REPORT

Program Committee(s)

i. Finance Committee – Al West

On May 11th, the Finance Committee (Al West, Jerome Hollow & Tony Alonso) met with DDA staff to review the preliminary goals and objectives for FY 11-12 Budget. Al West directed Alyce Robertson to meet with staff and Committee Chairs. The Finance Committee will meet the first week of June with each Chair so they can support their budget for next year. FY11-12 Budget will be presented at the June Board meeting.

- ii. Economic Development & Technology Committee – Hank Klein:
Hank Klein briefly presented an overview of the Economic Development & Technology Committee:

Goals and objectives for the downtown area

- Attract Investment and Development
- Create jobs
- Increase the tax base and economic vitality on the area

Business Development

- New Business Outreach & Assistance
- Beacon Council
- Incubate Miami

Real Estate

- Property Incentive Programs
- Downtown Miami Center

Research

- Goodkin/Focus
- 2010 U.S. Census Challenge
- Market Research, Demographics
- New Business Outreach & Assistance
- Beacon Council

Quarterly Advisory Groups

- Retail Advisory Group
- Office Advisory Group
- Technology Advisory Group
- Resident Advisory Group

- iii. Marketing and Communications Committee Meeting – Nitin Motwani

Nitin Motwani briefly presented an overview of the Marketing & Communications Committee:

Communication

- Residents & Stakeholders
- Continuous communication to the **70,000 residents** and stakeholders within the District

Media

- Continuous outreach to national and international media to promote downtown and transform public perception of Downtown Miami into a 24/7 urban destination.

Events

- The DDA supports events that have a significant impact on Downtown such as
- ING Marathon – 30,000 visitors and participants
- Miami International Film Festival – DDA funds extended their downtown programming
- The International Book Fair – 25,000 visitors
- Mercedes Corporate Run - over 600 corporations and 120+ CEO participated; over 22,000 attendees.

Collaborations

- Hotel Advisory Group
- Arts & Culture Advisory Group

Partnerships

- FIU
- Miami Heat
- Arsht Center
- DMP

- iv. Service Delivery Program Committee - José Goyanes
José Goyanes briefly presented an overview of the Service Delivery Program Committee:

Goal: Foster a clean, safe, attractive and welcoming environment that showcases Miami as a world-class tropical waterfront city.

Activities:

Downtown Ambassadors

- 18 Member team providing roving concierge and security-related services
- 7 day service in CBD, weekend evening service in Brickell
- Coordination with police, NET, 311, and homeless assistance services

Downtown Enhancement Team

- 24 member team in partnership with Camillus House
- 7 day service clean-up and landscape installation/maintenance service

Downtown Special Vending District

- Administer and manage district with 20 vendors on behalf of the City of Miami

Coordination with City/County/State Agencies

- NET
- Public Works
- Solid Waste
- Police
- Homeless Trust/Homeless Assistance Program

- v. Urban Design, Transportation & CIP Program Committee – Jerome Hollo-Chair
Jerome Hollo briefly presented an overview of the Urban Design, Transportation & CIP Program Committee:

Goal:

Envision, create and advocate for a new, improved downtown urban environment that establishes Downtown Miami as the preferred destination to live, work, plan and learn.

Activities:

- Planning
- Streetscape plans (ex. South Miami Avenue, Biscayne Boulevard, Flagler Street)
- Partner organization coordination (ex. Port of Miami, Miami Dade College)

Design

- Signage and way finding system;
- Urban pocket parks (ex. Paul Walker Urbanscape)
- Landscape installations (ex. neglected corners, Flagler Street planters)

Transportation

- Traffic and transit studies (ex. Bicycle-Pedestrian Mobility Plan)
- Downtown rail service (ex. FEC Corridor)
- Interagency coordination (ex. Brickell Avenue construction coordination)
- Coordination with City/County/State Agencies
- Planning – Zoning – CIP - Public Works – Transit – MPO - FDOT

Special Presentation – Ray Lee, InWindow Outdoor Re: City of Miami Proposed Ordinance: “Temporary Vacant Storefront Window Signs” and DDA Legislative Item B.

Mr. Ray Lee from InWindow Outdoor presented on a proposed ordinance from the City of Miami for “Temporary Vacant Store Front Window Signs”. During his presentation, Mr. Lee highlighted the benefits of this ordinance: Revitalization of storefronts that are currently vacant in Downtown Miami

- Inhibits vandalism and encourages a sense of activity through the displays
- Only vacant storefronts would be used
- Limited supply of vacant spaces would prevent ad saturation
- Permits will be limited to 50 at any given time
- Postings will be limited to 90 days per permit
- Up to \$400,000 revenue to the City of Miami per year

After it was agreed that both City and DDA Resolutions, and per Commissioner Sarnoff, should be revised to include the removal of phone booths, unused newspaper stands and bus stops that are just used for advertising.

Alyce Robertson stated that Neisen Kasdin, Vice-Chair wanted to be part of this discussion and respectfully requested that this Legislative item be deferred. Mayor Regalado agreed to bring this item to the City Commission at the second meeting in June 2011.

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 IN SUPPORT OF THE BRICKELL CITICENTRE PROJECT IN DOWNTOWN MIAMI’S BRICKELL DISTRICT AND URGING THE CITY OF MIAMI AND OTHER REGULATORY AGENCIES TO APPROVE THE PROJECT AND FACILITATE ITS DEVELOPMENT.

Oscar Rodriguez motioned to approve this item, Alan Ojeda 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, IN SUPPORT OF THE CITY OF MIAMI ORDINANCE FOR “TEMPORARY VACANT STOREFRONT WINDOW SIGNS” SUBJECT TO CONDITIONS.

This item was deferred to the June 17th Board meeting.

6. OTHER BUSINESS

With no further business, the meeting was adjourned at 11:40 a.m.