

The Downtown Development Authority Board of Directors met on Friday, September 16<sup>TH</sup>, 2011 at 8:35 a.m. at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

**PRESENT**

Chairman Marc D. Sarnoff  
Commissioner Bruno Barreiro  
Neisen Kasdin, Vice Chair  
Alvin West  
Hank Klein  
Tony Alonso  
Alan Ojeda  
Dr. Montoya  
Oscar Rodriguez  
Kim Stone  
Misha Mladenovic

**ABSENT**

José Goyanes  
Jerome Hollo  
Danet Linares  
Nitin Motwani

**ROLL CALL at 8:45**

1. Downtown Enhancement Team Recognition to Roy Ricks – DET Team Member  
Chairman Sarnoff introduced Roy Ricks – who was selected by his peers and supervisors to receive this recognition. Mr. Ricks addressed the Board, thanked Camillus House and the DDA for giving him another chance and for getting him off the streets after being homeless for several years.

Special Guest:

John Kaatz, CSL International – Downtown Miami Conference Center

Mr. Kaatz presented the preliminary findings associated with a Feasibility Analysis of a new Downtown Miami Conference Center.

Components of the presentation included:

- Local Market Conditions
- Industry Characteristics
- Historical Miami Convention Operations
- Lost Business Analysis
- Competitive & Comparable Markets
- National Convention & Tradeshow Surveys
- Interviews with Corporate Event Planners

Next Steps:

CSL will be coming to the October Board meeting with the written report.

2. APPROVAL OF MINUTES~ (July 11<sup>th</sup>, 2011)

*Al West moved to approve the minutes, Neisen Kasdin seconded, and the minutes were approved unanimously by the Board Members present.*

3. FINANCIAL REPORT ~ as of August 30<sup>th</sup>, 2011  
Staff accountant, Ana M. Focil, presented the report. There were no reporting issues.

#### 4. EXECUTIVE DIRECTOR REPORT

##### Alyce Robertson's Update:

- DDA Budget was approved on the first reading last night, September 15<sup>th</sup>; second and final reading scheduled for Tuesday, September 27<sup>th</sup>, 2011.
- FIU: Today there is long series of events to celebrate the opening of FIU Downtown Brickell. DDA is helping with the event, and will announce the DDA's FIU MBA scholarship winner at the event. DDA has also partnered with FIU to offer two more partial DDA scholarships in the coming year.
- Downtown Votes!: DDA's "Downtown Votes!" voter outreach effort continues. This outreach has resulted in the registration of over 300 new absentee ballot voters, increased registration numbers, and increased turnout during the last election. Another mail-out will be going out in the next few weeks.
- Trade Shows:
  - ICSC Florida
  - Sonja Bogensperger will be joining the trade mission to Brazil with the Beacon Council and the GMCVB.
- Advocacy
  - Met with two County Deputy Mayors to discuss DDA/County issues.
  - Met with Senator Miguel Diaz de la Portilla to discuss State issues.
  - DDA hosted State CFO Atwater; advocated for various issues
  - DC Fly-In with the Chamber will push for visa waiver program and transportation projects

#### 5. COMMITTEE(S) REPORT

##### Urban Design, Transportation & CIP Program Committee – Jerome Hollo Update: Cesar Garcia-Pons

- Transit Enhancement Trust Fund/Miami 21 Development Parking:  
DDA staff met with the City Planning & Zoning Department to discuss. The City is researching comparable programs in other cities and currently preparing legislation for Coconut Grove and the Design District which may serve as a model for Downtown.
- GMCC Transportation Priorities:  
DDA will submit legislative request for two projects (South Florida East Coast Corridor Study and South Florida Regional Transportation Funding) through the GMCC's Transportation & Infrastructure Committee.
- Bicycle-Pedestrian Mobility Plan: Grant request will be considered at MPO's Transportation Planning Council meeting on 9/6. DDA projects were ranked #1 (Signage & Wayfinding) and #4 (Bicycle-Pedestrian Mobility) overall.

Service Delivery Program Committee – José Goyanes

Update: Cesar Garcia-Pons

- DDA Service Surveys: Second survey of Ambassador Program showed 77% overall satisfaction, and the first year survey for the DET Program showed 83% overall satisfaction. Staff is developing a business outreach program to address service concerns and respond to feedback from survey.
- DET team provided clean-up and litter pick-up to the area; NEAT team performed landscape maintenance and removal of debris.
- Special Vending Program – Lottery scheduled for September 22, 2011. There are 15 available locations with 26 qualified applicants.

Marketing & Communications Program Committee – Nitin Motwani

Update: Al West:

- Support Resolution for the CRA 's Miami Entertainment Complex.
- Concert Series Planning Season 4
- Arts & Culture Program: August 2<sup>nd</sup> – Cocktail Reception hosted by Arsht Center
- Art Days Brochure, Art Walk Downtown
- ICSC Orlando: August 22 & 23, 2011
- Updated City Guide Directory, adding new information regarding delivery, hours of operation, meals served, etc.
- Constant Contact List: Deleted bad email addresses, segmented lists and updated New contacts

Economic Development & Technology Program Committee – Hank Klein

Update:

- AIA Miami/Downtown Center for Architecture Presentation
- Downtown Miami Conference Center Market Analysis
- Office Advisory Group met 9/13
- Retail Advisory Group met 8/17 & 11/9
- Residential Advisory Group met 9/27

Flagler Street Task Force – Tony Alonso

Update: Javier Betancourt & Cesar Garcia-Pons

Last meeting was held July 22, 2011.

Flagler Street Vision & Action Plan hand out shows the 12 points that the task force feels will turn Flagler into the pedestrian friendly main street that we all want as reflected in the Master Plan. Task Force determined that they did not want a band-aid solution.

Rehabilitate historic buildings: Establish local historic district for Flagler Street

Wide sidewalks: A complete reconstruction of Flagler Street, including the widening of sidewalks through removal of parallel parking.

Lighting: Hire lighting experts to develop a lighting program

Next Steps: Task Force to meet in October.

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 PRELIMINARY ANNUAL BUDGET OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2011 AND ENDING SEPTEMBER 30, 2012, REQUESTING THAT THE MIAMI CITY COMMISSION ESTABLISH THE MILLAGE TO SUPPORT THE FINANCIAL REQUIREMENTS OF THE BUDGET; AUTHORIZING THE EXECUTIVE DIRECTOR OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY TO EXPEND FUNDS FOR THE BUDGET; DIRECTING THE EXECUTIVE DIRECTOR TO FILE A DETAILED STATEMENT OF THE PROPOSED EXPENDITURES AND ESTIMATED REVENUES FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2011 AND ENDING SEPTEMBER 30, 2012 WITH THE CITY CLERK OF THE CITY OF MIAMI AFTER ADOPTION AND ESTABLISHMENT OF THE MILLAGE BY THE MIAMI CITY COMMISSION; AND FURTHER PROVIDING THAT A COPY OF THIS RESOLUTION BE FILED WITH THE CITY CLERK OF THE CITY OF MIAMI.

*Neisen Kasdin moved to approve item, Al West 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 AND AUTHORIZING THE EXPENDITURE OF ATTORNEY’S FEES AND COSTS, IN AN AMOUNT APPROVED BY THE CITY ATTORNEY, FOR THE ENGAGEMENT OF COLE, SCOTT & KISSANE P.A. AS OUTSIDE COUNSEL FOR THE PURPOSE OF REPRESENTING THE DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI IN VARIOUS MATTERS INVOLVING QUALITY OF LIFE ISSUES IN THE DDA AREA; 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.

*Dr. Rolando Montoya moved to approve item, Oscar Rodriguez seconded, and the motion passed unanimously by the Board Members present.*

- C. A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, APPROVING THE EXPENDITURE OF AN AMOUNT NOT TO EXCEED ONE HUNDRED SEVENTY FIVE THOUSAND DOLLARS (\$175,000), AS ALLOCATED IN THE FY 2010-2011 BUDGET FOR PARTNER PARTICIPATION IN PHASE III OF THE “WHERE WORLDS MEET” CAMPAIGN WITH THE BEACON COUNCIL, GREATER MIAMI CONVENTION & VISITORS BUREAU, AMERICAN AIRLINES ARENA, PORT OF MIAMI, AND MIAMI INTERNATIONAL AIRPORT.

*Misha Mladenovic moved to approve item, Al West seconded, and the motion passed unanimously by the Board Members present.*

- D. A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA, URGING THE FEDERAL GOVERNMENT TO EXTEND VISA WAIVER STATUS TO ARGENTINA, BRAZIL AND CHILE IN ORDER TO ATTRACT GREATER LEVELS OF INTERNATIONAL TRADE, BUSINESS AND VISITORS TO DOWNTOWN MIAMI AND THE GREATER SOUTH FLORIDA REGION.

*Al West moved to approve item, Tony Alonso seconded, and the motion passed unanimously by the Board Members present.*

7. OTHER BUSINESS

**ADJOURNMENT**