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# OFFICIAL SUMMARY MINUTES

The Miami Downtown Development Authority  
Special Board of Directors Meeting  
200 S. Biscayne Blvd., Suite 2929  
Conference Room  
Friday, November 17, 2017  
8:30 A.M.

**BOARD MEMBERS PRESENT:**

Ken Russell, Chairman  
Alvin West, Board Treasurer  
Neisen Kasdin, Vice Chair  
Bruno Barreiro  
Jerome Hollo  
Philippe Houdard  
Danet Linares  
Alan Ojeda  
Gary Ressler  
Kim Stone  
Marta Viciado

**BOARD MEMBERS ABSENT:**

Alicia Cervera- Lamadrid  
Nitin Motwani  
Greg West

**OTHERS PRESENT:**

Alyce Robertson, Executive Director  
Karry Sargent, Board Secretary  
Barnaby Min, Deputy City Attorney,  
City of Miami

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## 1. ROLL CALL

Chairman Ken Russell called the meeting to order at 8:30 a.m., welcomed members of the Board and the public to the November 17, 2017 Miami DDA Board of Directors meeting and proceed with the roll call.

## 2. SPECIAL GUEST

- Honorable Carlos A. Gimenez - Mayor, Miami-Dade County  
Mayor Gimenez addressed the DDA Board and presented a video about transit initiatives. He mentioned that the County is working on improving transit and signalization. Adaptive signals are expected to be implemented by the end of December, there is need to improve transit using current /new technologies. A good system would make property values greater. Moving forward, Mayor Gimenez said that he would urge the County Commission to acquire the development of corridors to alleviate the transit issues. He would like to work with other Mayors to create connectivity in areas that are disconnected maybe through the implementation of Baylink. Commissioner Ken Russell, expressed that DDA has a Transit Committee and as an agency, DDA has the desire to help him in initiatives that would benefit our residents. Board member, Marta Viciado said that ridership is in decline, except in cities like Seattle due to the reliability, but in New York, for instance, Uber and Lyft are creating more congestion on the road for transit due to high demand.

Ms. Vicedo asked how can DDA be more helpful in improving the decision-making to help alleviate transit congestion. Mayor Gimenez said that people are looking for more choices to get from point A to point B whether is Uber or Lyft. The market dictates the transit needs. The only way to have success with transit if it's convenient and fast, therefore; the county is working on reducing the number of stops of the busses to speed the ride. New metro rail trains will be on the rail on November 30<sup>th</sup> this will provide reliability on metrorail, also traffic lights improvements will follow to provide better transit service. Board member, Jerome Hollo said that he would like to see improvements for the benefit of the Downtown workers as there are many issues they face. Commissioner Ken Russell and the rest of the Board members thanked Mayor Gimenez for attending the Board meeting and stated that DDA would help him advocate and help in any initiative that would benefit the Greater Downtown area.

### 3. COMMITTEE(S) REPORT - Program Committee(s)

- **Arts, Culture & Entertainment - Chair: Kim Stone**

Committee Chair, Kim Stone reported that Robert Geitner presented at the Committee meeting, he provided a presentation of the Olympia Theater & Office Building Revitalization Plan 2017-2026, the meeting was attended by Daniel Rotenberg the City of Miami's Real Estate and Asset Management Department and other stakeholders, the Committee members agreed to form an Olympia Theater Task Force and asked Christine Rupp to Chair this group, a meeting will be scheduled in December.

- **Business Development & Marketing - Chair: Nitin Motwani**

Senior Manager, Nicholas Martinez reported that the Principal from South Side Elementary attended the committee meeting to continue the conversation and work with the parents and the school district to expand school options for Downtown residents. The school district is planning a facility in the west Brickell area to accommodate 650 students and affordable housing, DDA is working with the architect firm to find out if this is a viable option. Commissioner Russell asked staff to work in concert with the school district and added that he feels optimistic about the proposed school plans.

*Resiliency Task Force – Chair: Greg West*

In absence of Greg West, Marta Vicedo reported the taskforce members agreed to move forward to include affordable housing in resiliency report, she would like to extend an invitation to Sharzad Emami to present to the full board on affordable housing.

- **Quality of Life – Chair: Gary Ressler**

Committee Chair, Gary Ressler reported that his committee had a full and active meeting, the new NRO attended the meeting. Staff is planning a Downtown walk through, his committee would like to conduct several walk-throughs in quarterly manner through different areas of the city. A meeting took place on November 6th to discuss the next steps to create a pilot program for parklets. The meeting was attended by DDA staff, D-2, MPA, Tilia staff, Gary and WYNbox. Also, FPL attended the committee meeting and were not able to provide feasible solutions to current outages problems, the committee members expressed their dissatisfaction with their performance, and lastly, staff is working with the City of Miami Police, Solid Waste and the Downtown Ambassadors to create an outreach educational program to educate residents on Pet Waste Ordinance Enforcement, the program will include an educational period where residents will receive education on proper disposal of pet waste.

- **Transit, Connectivity & Mobility - Chair: Alan Ojeda**

Committee Chair, Alan Ojeda reported that the Committee heard from Brightline regarding its pending service. It expects to be operational between Ft. Lauderdale and Palm Beach by the end of the year and it expects its service into downtown Miami to be up and running by early next year. Service will be approximately 6 am to 11pm, with trains leaving from Miami and West Palm on the hour. Speeds will range from 60-125 mph depending on location. First Phase is from WPB to FLL, Second Phase into Downtown and then Brightline will go to Orlando—not sure when that will be realized. Trains will have a VIP (Select) and SMART class, bike storage, ADA access off all cars and snacks and beverages. Fares were not disclosed, but will be released soon. Brightline will offer annual and monthly passes and 50 packs for employers. Staff announced that the Miami-Dade Transportation Planning Organization voted the North Corridor and the South Corridor as their two priority corridors. This means the County will prioritize resources to try to construct these the corridors first. Mr. Ojeda concluded that he's looking forward to creating a working relationship with the new City of Miami Mayor on transit issues.

- **Urban Placemaking - Chair: Jerome Hollo**

Committee Chair, Jerome Hollo reported that the Urban Placemaking Committee met and approved the results of the RFQ for Unifying Element, he asked the Board to consider approving the Evaluation Committee's recommendation to award the Baywalk-Riverwalk Unifying Design Element and Branding RFP to Savino Miller Design Studio. Should negotiations fail, to award the contract to Perkins + Will. Board members voted in favor of this resolution, Board member, Gary Ressler abstain from voting due to a potential conflict of interest. Also, Mr. Hollo said that on the board agenda there was a resolution from the committee asking the City of Miami to help expedite the rebuilding of Ft. Dallas Park. After Irma, the damaged dock was removed for safety reasons. However, given the flexible permitting climate created by the Hurricane, his committee strongly encourage the City to act swiftly on the dock's replacement. The Miami DDA received 51 grant applications for activating the Baywalk. Staff narrowed this group down to 23 proposals and will send the pared down list to the Urban Placemaking Committee for its review. As the memo in your packet indicates, the Selection Committee met on Monday, November 13 and selected 7 programs for awards and 4 more that could be combined to make the programming more dynamic. Staff will begin working with the groups to negotiate budgets and partnerships. We envision the first activation project to begin in January and extend through May/June.

#### 4. FINANCIAL REPORT – October 31, 2017

Cecilia Core presented the Financial Report – No reported issues.

#### 5. EXECUTIVE DIRECTOR REPORT – Alyce M. Robertson

Executive Director, Alyce M. Robertson reported that:

- Go Bond passed and thanked Comm Russell for your advocacy efforts, staff will be working with the Commissioner and Mayor to be engaged in the process and advocate for a downtown representative to serve on the citizen advisory committee.
- Agency has been selected by a prominent group of judges as the “Outstanding Institution” to receive the Greater Miami Chamber’s 2017 Alvah H. Chapman Jr Award of Excellence. Please let us know if you’d like to come to the luncheon.

- DDA is working on scheduling a sunshine meeting on transportation, a meeting invite will be sent once the meeting is confirmed.

## 6. LEGISLATIVE ITEM(S)

[Note: All legislative items are recommended by the Executive Director]

### 6A. APPROVAL OF MINUTES – October 20, 2017

*Kim Stone moved to approve item, Al West seconded, and the motion passed unanimously by the Board members present.*

### 6B. RESOLUTION NO. 043/2017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("MIAMI DDA") OF THE CITY OF MIAMI, FLORIDA SELECTING SAVINO & MILLER AS THE TOP RANKED FIRM IN RESPONSE TO THE MIAMI DDA'S REQUEST FOR PROPOSALS ("RFP") NO. 16-17-02 FOR THE DEVELOPMENT OF MIAMI BAWYALK-RIVERWALK'S UNIFYING ELEMENT AND BRANDING; AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH SAVINO & MILLER AND SHOULD NEGOTIATIONS FAIL, AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH PERKINS + WILL, THE SECOND RANKED FIRM, FOR AN AMOUNT NOT TO EXCEED THREE HUNDRED THOUSAND DOLLARS (\$300,000.00). Item was amended to include both a focus on pedestrians and cyclists in the design of the Baywalk-Riverwalk.

*Neisen Kasdin moved to approve item with amendment, Jerome Hollo seconded, and the motion passed unanimously by the Board members present.*

*Board Member, Gary Ressler abstained from voting due to potential conflict of interest.*

### 6C. RESOLUTION NO. 044/2017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("MIAMI DDA") OF THE CITY OF MIAMI, FLORIDA URGING THE CITY OF MIAMI TO REBUILD THE DOCKS AT FORT DALLAS PARK, WHICH WERE DAMAGED BY HURRICANE IRMA AS QUICKLY AS POSSIBLE; DIRECTING THE EXECUTIVE DIRECTOR TO FORWARD A COPY OF THIS RESOLUTION TO THE OFFICIALS STATED HEREIN.

*Jerome Hollo moved to approve item, Richard Lydecker seconded, and the motion passed unanimously by the Board members present.*

### 6D. RESOLUTION NO. 045/2017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("MIAMI DDA") OF THE CITY OF MIAMI, FLORIDA, SUPPORTING THE EXPANSION OF THE DDA DISTRICT BOUNDARIES TO INCLUDE THE RIGHT-OF-WAY LANDS UNDERNEATH THE MIAMI METRORAIL, ALSO KNOWN AS THE UNDERLINE, FROM THE MIAMI RIVER TO SOUTHEAST 15 ROAD.

*Neisen Kasdin moved to approve item, Marta Vicedo seconded, and the motion passed unanimously by the Board members present.*

## 7. New Business

Vice-Chair Neisen Kasdin spoke about Chapter 4 Alcohol Ordinance and his discontent about the issuing of unlimited alcoholic Licenses, this issue has taken a bad turn for Downtown Miami, and mentioned that in his experience he has seen that on properties on the Beach where there was no limit to alcoholic licenses,

the streets got sleazier and retarded the revitalization of that area. Due to this issue, Lincoln Road restricted the issuance of licenses and became the most successful business. Mr. Kasdin expressed that this ordinance will deter businesses from coming to Downtown. Board member, Gary Ressler expressed his disagreement with Mr. Kasdin's statement and stated that Flagler Businesses are working on building a cafe district, and there was not comparison on the neighborhoods Mr. Kasdin mentioned and Downtown Miami. Mr. Ressler said that he felt that putting limits on reservations is counterproductive for Downtown. He then proceeded to mention that DDA had already passed a resolution in regarding chapter 4, DDA staff provided copies. The discussion concluded with Mr. Kasdin announcing that this ordinance would be discussed at City Commission on December 14.

## **8. Meeting Adjournment**

*The meeting was adjourned by general consent.*