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The Downtown Development Authority **Board of Directors** met on Friday, July 17, 2009 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

PRESENT:

Comm. Joe M. Sanchez, Chairman
Alvin West, Treasurer
Comm. Bruno Barreiro
Jose Goyanes
Jerome Hollo
Rodrigo Trujillo
Oscar Rodriguez
Tony Alonso
Alan Ojeda
Hank Klein
Dr. Rolando Montoya

ABSENT:

Neisen Kasdin, Vice Chairman
Danet Linares
Nitin Motwani
Misha Mladenovic

Chairman Sanchez called the meeting to order at 8:35 AM.

I. Invited Guest(s)

- Bill Anido, Assistant City Manager (City Services Update)

Bill Anido and other City Administration staff addressed the board as follows:

- Mario Soldevilla (Solid Waste Department)

Mario Soldevilla updated the board concerning issues/concerns throughout the DDA district, which were discussed at the last board meeting (6/19). Subsequent to last month's meeting, Mark Spanioli (DDA Senior Manager, Planning, Design, Transportation & Services), provided a list of "hot-spots" including the following:

- Litter container pick-up during the day at specific "hot-spots" within DDA district: In addition to regular nightly pick-ups, mid-day pick-ups have started this week at sited "hot-spots".
- Bus benches missing litter containers: Approximately 16 locations have been identified as missing litter containers. Approximately 10 litter containers will be installed beginning next week. The balance will be installed in the next fiscal year budget beginning October 1st.
- David Hernandez (Public Works Dept)
 - FPL Street Light Installation: Installation of new lighting is on going at night. Many conduits have already been installed.

II. Approval of the Minutes ~ (June 19, 2009)

Al West motioned to approve the minutes of June 19, 2009, Comm. Barreiro seconded and the item passed unanimously by the board members present.

Regarding the minutes referencing a meeting concerning South Miami Avenue, Comm. Barreiro wished to clarify for the record that he represents only a portion of the downtown district in that area. Comm. Gimenez represents the other portion.

Alyce Robertson stated that DDA had met with Comm. Gimenez on the matter as well.

III. Financial Report ~ *As of June 30, 2009*

Carolina Terrones presented the Financial Report as of June 30, 2009. There were no reporting conditions.

IV. Executive Director Report

Alyce Robertson addressed the board on the following:

- Staff changes

Alyce Robertson informed the board on hiring of Sarah Ingle, who will be handling strategic issues, such as legislation and homelessness; and the promotion of Milliene "Smiley" Michel from receptionist to Administrative Assistant.

- Budget FY 2009-2010

Budget packages were distributed for reference. The package included the budget advertisement as part of the TRIM requirement.

The Executive Director informed the board that the existing properties within the DDA district area are down by approximately 18%, however with new properties that came on line there was an increase in the number of new properties so the actual millage being applied (.5 mills) holds DDA about even from one year to the next. DDA is scheduled to go before the City Commission next week (7/23) to request a .5 millage. In the calculation, it is a 14.19% decrease from the rollback rate.

The Finance Committee along with DDA Administration have agreed to go on a 3 year budgeting cycle trying to spread out the budget and programs so that DDA can hold even from one year to the next so that the anticipated bump down in taxes does not effect the operations of the organization or its programs.

V. Committee(s) Update

A. Program Committee(s)

- Marketing-Communications Program Committee

Rodrigo Trujillo reported that the committee had addressed the following:

- Reviewed the FY 09-10 Budget: The committee recommends the budget as discussed.
- City Guide: In production for September distribution
- DWNTWNR Dining Issue: In production
- Hotel Advisory Group: Committee agreed that committee should comprise of Hotel General Managers.
- Media Report: Tadd Schwartz updated the board on media outreach and target stories.

- Economic Development & Research Program Committee

Hank Klein reported that the committee had addressed the following:

- Reviewed the FY 09-10 Budget. The committee recommends the budget as discussed.
- Corporate Recruitment Initiatives Discussion: The committee had allocated in the FY 08-09 Budget \$100,000 for corporate recruitment initiatives. However the committee is not anticipating spending this money by the end of the current fiscal year (9/30/09). In addition, the committee is allocating an additional \$100,000 in the FY 09-10 budget for this initiative. In the end, the Committee directed staff to develop a plan with various options on how to best utilize/leverage this money.

- Service Delivery Program Committee

Jose Goyanes reported that the committee had addressed the following:

- Reviewed the FY 09-10 Budget. The committee recommends the budget as discussed.
- Vendor Program: The committee directed staff to revisit the vending ordinance and to development a plan to streamline, amend, update, etc. as needed.
- Ambassador Program: The management company, Verasys, Inc., provided a briefing on the program to date. The committee directed staff to work with Verasys, Inc. on amending the working schedule, as more and more restaurants/businesses are staying open later and more and more residents move into the district.
- Panhandling Meter Program: The committee discussed this program being sponsored by the Homeless Trust. The committee directed staff to work with the Homeless Trust concerning placement of these meters.

- Parking Signage Ordinance: The ordinance is now be reviewed/worked on by City administration.
- Miami Police Department: The committee discussed the need for more police presence at night as more and more restaurants/businesses are staying open later and more and more residents move into the district

- Urban Design, Transportation & CIP Program Committee

Jerome Hollo reported that the committee had addressed the following:

- Reviewed the FY 09-10 Budget. The committee recommends the budget as discussed.
- FDOT Commuter Rail Presentation: FDOT representatives provided an overview of their desire to use the FEC line to bring commuter rail into the Downtown area. Currently they are reviewing two options.
- Biscayne/ Brickell Trolley: The City approved an agreement with the County to purchase the trolleys using the Federal Stimulus Dollars. Hopefully by next year the line will be up and running. Brief discussion ensued. The board directed that through the committee the route be revisited.
- Brickell Avenue Improvements: The landscaping portion is currently underway. The DDA crosswalks were approved by FDOT but will not begin implementing until FDOT finished their storm water improvements.
- South Miami Avenue Improvements: The County presented an overview of their intended improvements, which due to limited funding only consists of simple resurfacing, a few bump-outs, and converting a small triangle area space near the “flat iron parcel” into green space.
- Brickell Triangle Park: DDA working with the City and property owner are in discussion to convert into a temporary or permanent park space.

VI. Legislative Item(s) [Note: The Executive Director recommends all Legislative Items]

1. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, REVISING THE FY 2008-2009 BUDGET REFLECTING THE FINAL AMOUNT IN THE CERTIFICATION OF TAXABLE VALUE FOR FY 2009-2010 FROM MIAMI-DADE COUNTY.

Comm. Barreiro motioned to approve this item, Al West seconded, and the item passed unanimously by the board members present.

2. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, WITH ATTACHMENT(S) ACCEPTING THE EXECUTIVE DIRECTOR’S RECOMMENDATION OF AEG LIVE SE, LLC AS THE MOST QUALIFIED FIRM TO PROVIDE EVENT PRODUCTION SERVICES FOR THE DWNTWN CONCERT SERIES (“SERVICES”) IN RESPONSE TO THE REQUEST FOR QUALIFICATIONS (“RFQ”) NO. 09-02; AND FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AN AGREEMENT WITH AEG LIVE SE, LLC FOR SAID SERVICES, IN A AN AMOUNT NOT TO EXCEED \$50,000 FOR PRODUCTION FEES PLUS APPROVED REIMBURSEABLE EXPENSES AND ADDITIONAL SERVICES AS NEEDED WITH OPTIONAL ANNUAL RENEWALS IN AN AMOUNT TO BE NEGOTIATED BY THE EXECUTIVE DIRECTOR, SUBJECT TO CITY ATTORNEY APPROVAL AND BUDGETARY CONSTRAINTS.

Rodrigo Trujillo motioned to approve this item, Oscar Rodriguez seconded, and the item passed unanimously by the board members present.

3. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, WITH ATTACHMENT(S) ACCEPTING THE EXECUTIVE DIRECTOR’S RECOMMENDATION OF IGT MEDIA HOLDINGS, INC. AS THE MOST QUALIFIED FIRM TO DEVELOP AND MANAGE A LOCAL ADVERTISING COOPERATIVE AND CONSUMER DISCOUNT/LOYALTY CARD PROGRAM SERVICES (“SERVICES”) IN RESPONSE TO THE REQUEST FOR QUALIFICATIONS (“RFQ”) NO. 09-03; AND

FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AN AGREEMENT WITH IGT MEDIA HOLDINGS, INC. FOR SAID SERVICES, IN AN AMOUNT NOT TO EXCEED \$150,000 FOR AN INITIAL TERM OF 14 MONTHS WITH OPTIONAL ANNUAL RENEWALS IN AN AMOUNT TO BE NEGOTIATED BY THE EXECUTIVE DIRECTOR AND PRESENTED TO THE BOARD FOR APPROVAL, SUBJECT TO CITY ATTORNEY APPROVAL AND BUDGETARY CONSTRAINTS.

Oscar Rodriguez motioned to approve this item, Jose Goyanes seconded, and brief discussion ensued concerning ad buy, placement, and media schedule options. Oscar Rodriguez recommended that the ad buy, placement, and media schedule options be reviewed/approved by the Marketing-Communications Program Committee and any budget amendments be brought back to the Board for review/approval. The item passed unanimously by the board members present with the aforementioned amendments.

Regarding board member participation in the local advertising cooperative, Assistant City Attorney Veronica Xiques stated that Miami DDA's program would be modeled/mirrored after a similar program currently used in Coconut Grove. However, a board motion would be needed requesting the City to amend Chapter 14, Section 14-62 of the City Code allowing board members equal participation only as it relates to said program.

Oscar Rodriguez motioned to request the City Attorney to draft an Ordinance amending Chapter 14 of the City Code as aforementioned, Al West seconded, and the motion passed unanimously by the board members present.

4. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA AUTHORIZING THE SUBMITTAL OF AN APPLICATION FOR GRANT FROM THE SAFE NEIGHBORHOOD PARKS BOND PROGRAM.

Jose Goyanes motioned to approve this item, Hank Klein seconded, and the item passed unanimously by the board members present.

5. 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 REVISE AND STREAMLINE THE PLAN REVIEW, PERMITTING, INSPECTION AND LICENSING PROCESSES FOR NEW AND EXPANDING RETAIL, RESTAURANT, AND COMMERCIAL BUSINESSES IN THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT, TO PROVIDE FOR, AMONGST OTHER THINGS, ON-SITE PROCESS RESOLUTION, MINIMIZING BUSINESS OPENING DELAYS, AND FACILITATING JOB CREATION AND CAPTIAL INVESTMENT; TO PROFFER NECESSARY CODE CHANGES; AND TO REQUEST COORDINATION WITH THE NECESSARY MIAMI-DADE COUNTY DEPARTMENTS.

Jose Goyanes asked that this item be placed on the agenda to bring attention to the permitting process and the numerous unnecessary and costly delays caused by uninformed/inefficient inspectors, city personnel, and permitting system in general. Discussion ensued with many board members conveying their experiences with the permitting process in their personal businesses.

Chairman Sanchez affirmed that many similar stories/situations had been heard at the City and agreed that changes needed to be made to streamline the process. In addition, several years ago Chairman Sanchez had suggested that DDA put together a stand-alone team comprised of City department representatives and DDA representatives to address the needs of Downtown Miami to walk-through the permitting process of businesses wanting to open within the DDA district.

Comm. Barreiro and Jerome Hollo suggested that DDA staff through the Service Delivery Program Committee develop a pilot program for streamlining/simplifying the permitting process.

Hank Klein motioned to approve this item, Jose Goyanes seconded, and the item passed unanimously by the board members present.

VII. Other Business

» Board Meeting Absences (Oscar Rodriguez):

Subsequent to DDA Rules of Procedure, Section 3.7, "Removal", Oscar Rodriguez addressed the board concerning his absences during the 2009 calendar year. Mr. Rodriguez explained that due to personal business related trips out of town he had not been able to attend some board meetings, but affirmed his commitment to the board and Downtown. And stated he wished to continue serving as a board member.

Dr. Montoya motioned to accept Mr. Rodriguez's explanation as a valid excuse and waive his absences, Alan Ojeda seconded, and the motion passed unanimously by the board members present.

- » High Speed Train: Alan Ojeda stated that this initiative is being discussed again and addressed the importance of bringing this initiative to fruition and of DDA supporting this initiative helping it become a reality. Brief discussion ensued. High-speed trains are the transportation of the past and the future and are currently being used very successfully throughout China, Japan, and Europe. Mr. Ojeda opined that bringing this initiative to Miami would put Miami ahead of many cities.

With no further business, the meeting was adjourned.