

## OFFICIAL SUMMARY MINUTES

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

**BOARD MEMBERS PRESENT:**

Ken Russell, Chairman  
Neisen Kasdin, Vice Chair  
Alvin West, Board Treasurer  
Bruno Barreiro  
Alicia Cervera  
Jose Goyanes  
Jerome Hollo  
Richard Lydecker  
Nitin Motwani  
Alan Ojeda  
Gary Ressler  
Kim Stone  
Marta Viciado  
Greg West

**BOARD MEMBERS ABSENT:**

Danet Linares

**OTHER**

Alyce Robertson, Executive Director  
Karry Maravilla, 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 8:45am, welcomed members of the Board and the public to the March 17, 2017 Miami DDA Board of Directors meeting and proceeded with the roll call.

### 2. PRESENTATIONS

- Annual Residential Market Study – Tony Graziano, Integra Realty Resources

**Report on file**

Members of the Board commended the findings of the study and recommended that Mr. Graziano include the increase of the population in the DDA area in the analysis. Tadd Schwartz from Media Strategies said that he will be sending a press release about the study to the DDA Board.

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

- **Arts, Culture & Entertainment - Chair: Kim Stone**  
Committee Chair, Kim Stone reported that due to the success of Biscayne Green, her committee is looking for partners to create activation projects in Downtown Miami; Omni Park opening is today; her committee is working with Frost Museum and exploring the creation of events on 3<sup>rd</sup> Avenue; MLB contract is still being negotiated, the pamphlet will be ready in the following weeks; DDA staff is working with Arsht Center on Art Days; Art Guide is being updated. Commissioner Russell added that he presented at a symposium in Kanazawa, Japan last month and talked about Biscayne Green because he felt that it was a big success for Downtown Miami, noting that it is important to capitalize on the momentum and make the project permanent.

Board Member Jerome Hollo asked about using park impact fees in the Downtown area. Commissioner Russell said that the impact fees accumulated could be used for permanent acquisition of new parks or expansion of a existing parks. He added that he would get information about the amount of impact fee funds currently available. Additionally, Commissioner Russell noted that he would like advocate for creation of new parks and requested the Urban Placemaking Committee to make a recommendation of potential park spaces available in the DDA area.

Alyce Robertson asked if park impact fees could be used for the construction of the Baywalk project. Commissioner Russell said that he was not sure. Gary Ressler asked Commissioner Russell if parklets could be created on parking spaces and Commissioner Russell said that he was unsure because parking spaces are owned by the Miami Parking Authority (MPA) and would have to be purchased from them in order to create the parklets. Jerome Hollo said that his committee would be working on creating a map of possible park areas with rankings and this information would be passed to the Board. Other Board members suggested to include in the map possible waterfront activation areas. Commissioner Bruno Barreiro said that he also supports creating green spaces in the Downtown area.

- **Business Development & Marketing - Chair: Nitin Motwani**  
Committee Chair, Nitin Motwani reported that a resolution for the PR RFQ and Annual Market Study were on the agenda. An update was provided at his committee regarding State legislation concerning Enterprise Florida and Visit Florida. DDA staff member Ilona Vega reported that she participated on a mission to Spain and met with 12 companies that showed interest in moving to Miami. A tourism report was presented at the committee meeting and will be distributed to the DDA Board before the next committee meeting.
- **Quality of Life – Chair: Jose Goyanes**  
Committee Chair, Jose Goyanes was not able to attend the meeting and asked DDA staff member Jennifer Roderer to report. Ms. Roderer reported that currently Downtown NET includes 17 beat officers and 21 patrol officers (including the CRA addition); and that the Miami Police Department coordinated the Ultra Music Festival Community meeting on March 7 @ the Police College. Jerome Hollo interjected and expressed his concern about the low number of officers working in Downtown per shift. The Solid Waste Department Director presented recycling initiatives at the Committee meeting, as commercial recycling is not optional and has been required countywide since July 1992, per Chapter 15, Section 2.3 of the Miami-Dade County Code. As of today, there are 254 trash receptacles in the Downtown Miami District, this is an increase from last year (225). Ultra Music Festival (UMF) is scheduled to take place next weekend - March 24, 25, and 26. DDA staff met with Code Compliance Director and Solid Waste Director on March 6 to ensure adequate City Services (trash collection) during the Ultra weekend. DDA staff met DNA member Cristina Palomo and identified a few issues along Biscayne Blvd. The issues

included pavers/sidewalks that have excessive spray paint (utility markings) on them, a hotel that has graffiti on the side of the building, and planters that need to be maintained on NE 7 ST. DDA staff is working on identifying and reporting the issues to the appropriate entities for resolution, and a walk-through follow-up meeting was scheduled and completed on March 15. Pit Stop program restroom has been used over 25,267 times (compared to last year 8,139). Lastly, CIP Department has completed the accessibility drawing following the requirement for the permanent restroom unit to be raised to flood elevation (added access ramp, steps and railing).

Andres Althabe, President of the BNA, acknowledged that he requested the Director of Solid Waste to provide additional trash receptacles and the task was completed on a timely manner. Commissioner Russell urged Mr. Althabe to note that DDA services are provided only within the existing DDA District.

Board Member Alicia Cervera added that DDA staff and Board members had a meeting regarding the expansion of DDA's boundaries into BNA. One of the ways to accomplish the expansion would be to commission a study showing the development of the proposed additional DDA area, cost of which may need to be approved by the DDA Board. Ms. Cervera said that Related Group is on board with the expansion and now it's important to get the community support.

#### **Homeless Task Force Update – Chair: Tim Schmand**

Task Force Chair, Tim Schmand commented that the current issue with Homelessness in Downtown is mental health. Tim Schmand noted that he had been in conversations with the Lazarus Project team and Judge Leifman on how to address this issue and discussed two options: (1) expansion of the Lazarus Project that costs \$650,000; (2) "general" option which would involve hiring a person who would be working with downtown homeless in identifying and responding to their needs. In the last headcount, the number of homeless individuals in Miami on the ground were 609, 40% of them were in the CBD district. He expressed that is important to be aware that some of these individuals have mental health issues and information needs to be collected and put into the system when they go to jail, so we can assess how we can help them. Board Member Gary Ressler said that the City of Miami Beach has a workable system that tracks down homeless individuals, he said that when Mr. Schmand is talking about a new strategy, this could be another way to support the homeless community and find the treatment in a humane way. Commissioner Russell expressed that once The Leifman facility is opened there will be options for the individuals with mental health issues to receive treatment. Board Member Jose Goyanes expressed his concern of seeing criminal individuals intermingling with the homeless population.

- **Transit, Connectivity & Mobility - Chair: Alan Ojeda**  
Committee Chair, Alan Ojeda reported that he spoke in front of the County Commission on March 9<sup>th</sup> and expressed his support for the SMART plan. Alice Bravo has been invited to his April Committee meeting to discuss the metromover issues. Commissioner Russell, suggested that DDA staff compile a list of metromover issues and present it to Alice Bravo at the meeting. Commissioner Russell made a request to have a sunshine meeting with Alan Ojeda and Marta Viciedo to discuss Transit, Connectivity & Mobility Committee initiatives.
  
- **Urban Placemaking - Chair: Jerome Hollo**  
Committee Chair, Jerome Hollo said that his committee did not meet and added that the success of Biscayne Green and the use of impact fees for parks would be addressed by his committee. He asked Alyce Robertson to start discussions with Miami Parking Authority (MPA) to see if the impact fees could be used towards doing something on the parking spaces. He asked Commissioner Russell to make sure

that the funds collected for impact fees can be used in the Downtown area. Mr. Hollo added that he would like to study the possibility of waterfront activation and park on Parcel B. Commissioner Russell asked the Urban Placemaking and Marketing Committees to consider a marketing campaign for Baywalk, using the Underline Project campaign as an example. Jerome Hollo finalized his report by adding that his committee met and discussed the DDRI impact fees collection and use.

#### **4. FINANCIAL REPORT – February 28, 2017**

Cecilia Core presented the Financial Report – No reported issues.

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

Alyce Robertson reported that the Annual Board retreat will be held on April 1<sup>st</sup> from 9am until 2pm, at Akerman offices and asked the Board members to fill out the survey distributed to them, in preparation for the retreat. On March 3<sup>rd</sup>, Commissioner Heyman and County staff invited her and Nicholas Martinez to participate in the discussion with the Chief Judge regarding the civil court house and next steps. On March 6<sup>th</sup>, she met with City Manager regarding the need to address Night Time Economy in Downtown. She attended the Groundbreaking of new Royal Caribbean Terminal A on March 8<sup>th</sup>. Lastly, on March 1<sup>st</sup>, DDA staff and Commissioner Russell met with FDOT Secretary to follow up on Brickell bridge matters. As a result, a new sign indicating bridge opening curfew times was installed on the bridge and DDA staff is working with FDOT to be included on an upcoming meeting with the Coast Guard.

#### **6. LEGISLATIVE ITEM(S)**

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

##### **6A. APPROVAL OF MINUTES – February 17, 2017**

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

##### **6B. RESOLUTION NO. 09/2017**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“MIAMI DDA”) OF THE CITY OF MIAMI, FLORIDA RESCHEDULING THE REGULAR MIAMI DDA BOARD OF DIRECTORS MEETING SCHEDULED FOR FRIDAY, APRIL 21, 2017 TO THURSDAY, APRIL 20, 2017.

*Jose Goyanes moved to approve item, Nitin Motwani seconded, and the motion passed unanimously by the Board members present.*

##### **6C. RESOLUTION NO. 10/2017**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“MIAMI DDA”) OF THE CITY OF MIAMI, FLORIDA, (“CITY”) REQUESTING THE FLORIDA DEPARTMENT OF TRANSPORTATION, MIAMI-DADE COUNTY (“COUNTY”) AND THE CITY TO DIRECT THEIR RESPECTIVE STAFF TO DEVELOP AND IMPLEMENT A PLAN TO LOWER THE SPEED LIMIT TO TWENTY-FIVE (25) MILES PER HOUR (“MPH”) ON ALL STREETS WITHIN THE MIAMI DDA DISTRICT (“DOWNTOWN MIAMI”) ; URGING THE CITY TO IMPLEMENT AN AGGRESSIVE TRAFFIC ENFORCEMENT PROGRAM; AND FURTHER DIRECTING THAT COPIES OF THIS RESOLUTION BE FORWARDED TO THE OFFICIALS STATED HEREIN.

*Jose Goyanes moved to approve item, Gary Ressler seconded, and the motion passed unanimously by the Board members present.*

#### **6D. RESOLUTION NO. 011/2017**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“MIAMI DDA”) OF THE CITY OF MIAMI, FLORIDA, WITH ATTACHMENT(S), ACCEPTING THE EXECUTIVE DIRECTOR’S RECOMMENDATION OF SCHWARTZ MEDIA STRATEGIES AS THE TOP RANKED FIRM TO PROVIDE PUBLIC RELATIONS SERVICES IN RESPONSE TO THE REQUEST FOR QUALIFICATIONS (“RFQ”) NO. 16-17-01; FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE A CONTRACT IN AN AMOUNT NOT TO EXCEED \$11,500.00 PER MONTH INCLUDING A STANDARD COST OF BUSINESS INCREASE OF THREE PERCENT (3%) EACH YEAR FOR A PERIOD OF THREE (3) YEARS WITH TWO (2) ONE (1) YEAR OPTIONS TO RENEW.

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

#### **6E. RESOLUTION NO. 012 /2017**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“MIAMI DDA”) OF THE CITY OF MIAMI, FLORIDA, WITH ATTACHMENT(S), AUTHORIZING THE DDA TO ENTER INTO A MEMORANDUM OF UNDERSTANDING (“MOU”) WITH THE CITY OF MIAMI (“CITY”) REGARDING THE FLAGLER STREET RECONSTRUCION AND BEAUTIFICATION PROJECT (“FLAGLER PROJECT”).

***Gary Ressler moved to approve item, Jose Goyanes seconded, and the motion passed unanimously by the Board members present.***

Board Member Jose Goyanes asked Commissioner Russell for an update on the street café fees ordinance. Commissioner Russell said that he’s working with City departments on details for this item, as it will go to the next City Commission meeting. Mr. Goyanes asked the Commissioner to reach out to Code Enforcement and Public Works departments so they don’t impose fines on the businesses on Flager Street that have set-up cafes on the sidewalks.

## **7. Meeting Adjournment**

*The meeting was adjourned at 11:00AM by general consent.*