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# OFFICIAL SUMMARY MINUTES

The Miami Downtown Development Authority  
Board of Directors Meeting  
200 S. Biscayne Blvd., Suite 2929  
Conference Room  
Thursday, April 20, 2017  
8:30 A.M

**BOARD MEMBERS PRESENT:**

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

**BOARD MEMBERS ABSENT:**

Alvin West, Board Treasurer  
Bruno Barreiro

**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 8:45 am, welcomed members of the Board and the public to the April 20, 2017 Miami DDA Board of Directors meeting and proceeded with the roll call.

## 2. PRESENTATIONS

- GMCVB Hotel Co-op Program Partnership  
Josie Llado, AVP, Advertising & Digital Marketing - Greater Miami Convention & Visitors Bureau  
**Presentation on file**  
Josie Llado provided an overview of the GMCVB Co-op Partnership and explained that the GMCVB has collaborated with hotel and Downtown community partners to deploy a cooperative digital marketing campaign, on an annual basis, with the objective to drive hotel bookings on partner sites and increase awareness of Downtown Miami's destination experience. The key performance indicator of this program would be measured by using the ADARA reporting program, which allows DMOs to measure the true impact of marketing campaigns, using actual booking data (the program will report the total estimated bookings and total estimated revenue). The campaign is scheduled to launch on May 30, 2017 and end on July 15, 2017, the campaign reporting is scheduled for August 15, 2017.

Commissioner Ken Russell said that he would like to get a report by summer with the results of the Co-op campaign.

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

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

Kim Stone reported that her committee met and Robert Geitner presented a report about the Olympia Theater, which is self-sustained and has about 200 programmed nights. The cost of restoring the facility is about \$26 million and issues with the building date back to 1926. In terms of funding, so far, the City has allocated \$1.1 million for repairs. This funding has been received for years 2013-2016, but nothing has been received for 2016-2017. The theater's OCI has applied for a FL State Preservation Grant, and if awarded it will be used for Phase A of the restoration project. The project is budgeted at \$1.5 million and is fully funded. Procurement process will start in approximately 120 days. Next steps include Robert Geitner to come back to committee with a specific ask for this project. Gary Ressler clarified that the \$1.5 million expense is to assess where the building stands today. Kim Stone continued her report and added that PAMM presented their Inside Out exhibition at her committee. PRISM events provided an overview of their community involvement and events to the Committee members. DDA staff is working on finalizing the MLB pamphlet and the Downtown event at the new Frost Museum has been moved to May 9.

Commissioner Russell added that at the May Board meeting he would be introducing a resolution for a General Obligation Bond (GOB) to the City, to request funding for capital projects such as the Olympia Theater, Baywalk and other improvements. He requested that in May each committee come up with a wish list of priority projects that they would like to have the city fund.

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

Nicholas Martinez reported that a resolution for the Co-op Hotel Program is on the agenda for this meeting. The Office Advisory Group had a meeting as a kick-off to the Residential Market Study. Other topics that were addressed at the last committee meeting included a report by Jorge Luis Lopez with regards to AirBnB. Also, the Downtown Video item was discussed and committee members agreed to issue a Request for Qualifications (RFQ) to refresh the video pool list. DDA staff is working with the Homeowner's Associations and an Education Survey has been sent out, a report will be provided at the next committee meeting.

#### *Miami DDA Website – Lauren Bourgoyne*

Lauren Bourgoyne provided an overview of the features of the new DDA's website.

The following recommendations were made by the Board members:

- Change the main image on the web page as it's outdated, doesn't show the current developments.
- Include the Downtown Ambassadors contact information and phone number.
- Include Downtown hotels information.
- Make sure to include the new Downtown Video to the main page on the website.
- Make sure that the website is user friendly and available through a mobile app.
- Make sure that the layout of the website is conducive to public involvement so, stakeholders have easy access to DDA's public meetings and agendas.
- The current website has a split logo, staff to explore the idea of only using one logo as it needs to be clear if this is a Downtown website or the Miami DDA's website.

- For Beta testing, test the functionality of the website with people who are not familiar with Downtown Miami or the Miami DDA.
  - DDA staff and Schwarz Media Strategies should focus on a strategy to have a campaign to promote the new website.
- **Quality of Life – Chair: Jose Goyanes**  
Committee Chair, Jose Goyanes reported that during Ultra event there were far less incidents than in previous years. There was a 50% decrease in arrests and in calls for services from the Fire Rescue Department. Rolling Loud Festival is coming to Bayfront Park, this is a three-day hip-hop festival to be held from May 5 until May 7, with 40K attendees expected each day. Corporate Run will take place on April 27 and there will be street closures throughout the CBD and Overtown areas for the race route. DDA staff is working with Solid Waste on the coordination of installing 20 blue recycling bins around the Downtown District as part of a pilot project to begin a street level recycling program. Installation will take place at the end of April/beginning of May. \$200,000 was allocated in the budget for lighting improvements in the D-2 District, funds will be allocated to the Downtown District. Quality of Life Committee Members voted to approve funding for the Sushi Americana project as part of the Tenant Improvement Grant. Lastly, on the Pit Stop program, to date, the restroom has been used over 30,680 times, compared to last year's 10,697.

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

Tim Schmand reported that he and Elena Bondarenko met with Judge Leifman to possibly identify potential service providers to conduct outreach to homeless individuals in the Downtown area. A meeting with the South Florida Behavioral Health Network has been set up for next Monday to talk about peer specialists that can work on the ground to help the mentally unstable homeless. Also, the Methodist Church in Downtown is working with a renowned sculpture artist to create a sculpture of a Homeless Jesus seating on a bench to raise awareness of the homeless issues in Downtown. Board member, Jose Goyanes expressed his concern about street feeding and asked Mr. Schmand if there was a way to regulate street feeding. Mr. Schmand said that he has a great concern about this issue becoming a political disaster if regulations are imposed to the churches who provide meals for the homeless individuals in Downtown. He said that at his next meeting with the Homeless Trust, he would bring up this issue. Commissioner Russell added that he is not in favor of creating a legislation against street feeding. However, he'd be glad to work with Mr. Schmand to identify locations at shelters to host feeding for the homeless individuals.

- **Transit, Connectivity & Mobility - Chair: Alan Ojeda**  
Committee Chair, Alan Ojeda reported that his committee met and presented a list of metromover related issues to Alice Bravo. Ms. Bravo reported that funds would be invested to improve the electrical components of the transportation backbone infrastructure as it's outdated. She committed to come back in July to report on the maintenance issues reported by the Miami DDA. In regards, to the Brickell Bridge, DDA staff members are working on this issue and gathering data. The Brickell tunnel feasibility study is scheduled to be completed in May. Patrice Gillespie-Smith introduced legislative item 014/2017 regarding Complete Streets, this project is scheduled to be completed by June. After the item was approved, Board Member Jerome Hollo agreed to include it as part of his committee initiatives.

Discussion ensued regarding bike lanes and advocacy in finding funding sources to make this project permanent. A resolution was introduced by Richard Lydecker asking the City of Miami to identify existing bike lanes. However, the resolution was withdrawn and the Board suggested that Collin Worth

be invited to present at the next Urban Placemaking Committee meeting to discuss this issue and recommend a targeted resolution that specifies funding for bike lanes.

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

Committee Chair, Jerome Hollo asked Patrice Gillespie-Smith to report on his behalf. Ms. Gillespie-Smith reported staff applied for a public space challenge grant for a Bark Park in the Miami Dade College area, staff received a notice from Barnaby Min that park impact fees could be used towards new portions of the Baywalk on public land, Barnaby Min is still reviewing whether enhancements can go on private property and he's also looking into the possibility of using DRI funds for the maintenance of Baywalk. Chris Hodgins, has started Baywalk Now with other residents and staff is going to connect with him to join forces to activate Baywalk. On Biscayne Green, staff has been tasked with building a strategy to grow the momentum of Biscayne Green during the FDOT lane elimination study. Staff is exploring the temporary use of the Bayfront Trust dockage as transient dockage and is considering potential vendors to activate the waterfront. A meeting with DERM has been scheduled to discuss updates to the Manatee Protection Plan.

Commissioner Russell said that he would like allocate funding for a marketing campaign for the Baywalk. Ms. Gillespie-Smith added that Neal Schafers has put together a Request for Proposals (RFP) for the Branding and Aesthetic of Baywalk. Commissioner Russell said that he would like to add an advocacy component to the RFP, so there's more public involvement in this project. Alyce Robertson said that the RFP would be presented at the next Urban Placemaking Committee meeting.

DDA Expansion Update

Nicholas Martinez reported that a meeting has been scheduled on May 4th with the BNA to discuss the DDA boundaries expansion and determine if DDA should go with a formal study to bring a new expansion to the City of Miami for legislation, as required by Florida Statutes.

Andres Althabe requested to speak and said that the City Manager would be attending the expansion meeting. He added that he has spoken to the residents of the area, so they don't have false expectations about the services and advocacy that the expansion would bring to the area.

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

Cecilia Core presented the Financial Report – No reported issues.

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

Alyce Robertson reported that:

- 14 Board members attended the DDA Annual Board Retreat.
- Mr. Javier Aviñó was appointed to serve at the Transit, Connectivity & Mobility Committee.
- The proposed Budget FY 2017-18 will be discussed at May committees and a Board Budget Workshop will be scheduled in June.
- A meeting with the City Manager and Jerome Hollo to discuss DDA's Budget requests to the City will be scheduled in May and an invite will be sent to all the Board members.
- She attended a Sotheby's Panel with Vice Chair Neisen Kasdin in New York.
- She met with the Miami Parking Authority to discuss the next steps for Biscayne Green.

- She met with Jane Gilbert the new Chief Resilience Officer of the City of Miami.

## 6. LEGISLATIVE ITEM(S)

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

### 6A. APPROVAL OF MINUTES – March 17, 2017

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

### 6B. RESOLUTION NO. 013/2017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“MIAMI DDA”) OF THE CITY OF MIAMI, FLORIDA AUTHORIZING SIGNATORIES FOR DDA ACCOUNT(S).

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

### 6C. RESOLUTION NO. 014/2017

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“MIAMI DDA”) OF THE CITY OF MIAMI, FLORIDA ENDORSING AND SUPPORTING THE COLLABORATIVE EFFORTS BETWEEN MIAMI-DADE COUNTY DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS, CITY OF MIAMI AND THE MIAMI DDA TO EXECUTE THE IMPLEMENTATION OF A COMPLETE STREETS PILOT PROJECT ALONG SE/SW FIRST (1ST) STREET BETWEEN SW SECOND (2ND) AVENUE AND BISCAYNE BOULEVARD, REPURPOSING THE STREET AS A MULTIMODAL CORRIDOR THROUGH CONTEXT SENSITIVE DESIGN, INCREASING BICYCLE AND PEDESTRIAN SAFETY, AND PRIORITIZING TRANSIT.

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

### 6D. RESOLUTION NO. 015/2017

A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”), BY A FOUR-FIFTHS (4/5THS) AFFIRMATIVE VOTE, FINDING THAT COMPETITIVE NEGOTIATION METHODS AND PROCEDURES ARE NOT PRACTICABLE OR ADVANTAGEOUS, PURSUANT TO SECTION 18-85(A) OF THE CODE OF THE CITY OF MIAMI, FLORIDA, AS AMENDED; WAIVING THE REQUIREMENTS FOR SAID PROCEDURES; AUTHORIZING THE ALLOCATION OF AN AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000.00) AS ALLOCATED IN THE FISCAL YEAR 2016-2017 BUDGET TO THE 2017 DOWNTOWN MIAMI DIGITAL COOPERATIVE ADVERTISING PROGRAM FOR PARTICIPATION IN A DIGITAL COOPERATIVE ADVERTISING PROGRAM WITH MATCHING FUNDS FROM THE GREATER MIAMI CONVENTION AND VISITORS BUREAU AND DOWNTOWN MIAMI HOTELS; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE ANY AND ALL DOCUMENTS, IN A FORM ACCEPTABLE TO THE GENERAL COUNSEL, NECESSARY TO EFFECTUATE THE PROGRAM.

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

## 7. Meeting Adjournment

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