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The Downtown Development Authority **Board of Directors** met on Friday, February 20, 2009 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

PRESENT:

Com. Joe M. Sanchez, Chairman
Neisen Kasdin (*State Cabinet Rep.*)
Alvin West, Treasurer
Jose Goyanes
Tony Alonso
Nitin Motwani
Alan Ojeda
Hank Klein
Danet Linares
Dr. Rolando Montoya

ABSENT:

Comm. Bruno Barriero
Oscar Rodriguez
Jerome Hollo
Rodrigo Trujillo

Chairman Sanchez called the meeting to order at 8:40 AM.

I. Invited Guest Speaker

- M. John Richard, President & CEO / Adrienne Arsht Center for the Performing Arts
Mr. Richard was invited to address the Board concerning the Performing Arts Center, as the newly appointed President and CEO. Mr. Richard briefly informed the Board on some the exciting shows/events coming to the PAC in the next few weeks. Also, the PAC's financial performance is hitting their numbers despite the economic times. The PAC plans to "roll-out" a membership program for the first time in 2 ½ years to help build its financial strength. Brief Q&A ensued.

- David Rosemond & David Raymond regarding Homeless issues in Downtown
David Rosemond addressed the Board concerning the consistent challenge of the homeless population in Downtown Miami. The City's yearly census was completed last month and the number of homeless counted on the street on the night of the census was 383 down from the 514-counted last year at approximately the same time. It is important to note that this number reflects only the number of homeless sighted out on the street on that particular night. It does not take into consideration any homeless who might be in one of the many facilities for the night including the Camillus House Courtyard Program. Downtown continues to have the largest population of homeless individuals. The City is committed to addressing this situation. One of the ways the City is addressing this is through its aggressive public education campaign to make sure the public understands the causes of homelessness. The ultimate goal of the Miami Homeless Assistance Program is to get the homeless individuals into one of the continuum care facilities/programs. Brief Q&A ensued. Mr. Rosemond clarified that Ron Book and the Homeless Trust were the entities responsible for implementing the "Feed the Meter" program, not the DDA. One of the underlying reasons why Downtown has the highest number of homeless is because not only are many of the service providers located in Downtown but, as is typical throughout the

country, commercial and/or industrial areas provide the best opportunity for the homeless to be in. As more and more residents begin to fill the condo units, this trend will be counter balanced.

Chairman Sanchez acknowledged the difficulty associated with handling the homeless issue and re-iterated the need for all entities to continue to work together on this matter.

II. Approval of the Minutes ~ *(January 16, 2009)*

Neisen Kasdin motioned to approve the minutes of January 16, 2009, Al West seconded and the item passed unanimously by the board members present.

III. Financial Report ~ *As of January 31, 2009*

Carolina Terrones presented the Financial Report as of January 31, 2009 and informed the board that the "Draft" stamp on the report is for the format not the numbers. There were no reporting conditions.

The Executive Director informed the Board she had met yesterday with the external auditors, Watson & Rice, who have stated that there were no major findings. They will present their formal report to the Finance Committee in early March and then to the Board.

IV. Executive Director Report

Alyce Robertson addressed the board on the following items:

- Concert Series: The concert was held at the Tina Hills Pavilion at Bayfront Park, approximately 500 attended. The next concert is scheduled for March 13th.
- Flagler Fest & Bike Miami: Flagler Fest will be held in conjunction with Bike Miami tomorrow (2/21). Flagler Fest celebrates the Flagler Street featuring an antique car display as well as various entertainments throughout the day. Bike Miami encourages participants to get out of their cars and enjoy Downtown Miami in a different way. Bicycles are NOT required to participate.
- Board Retreat 2009 (Saturday 3/28): The purpose of the retreat is to discuss next year's priorities and budget. The retreat location is yet to be determined.
- RFQ for Public Relations: DDA went through a formal RFQ process; four board members participated in the selection process. A total of 11 proposals were submitted. The Selection Committee short-listed to three firms, Turkel, rbb PR, and Schwartz Media Strategies. After the oral presentations, it was determined that Schwartz Media Strategies was the best qualified to provide the services needed by the DDA at this particular time. A Resolution for Board consideration is included in today's agenda package.

V. Committee(s) Update

A. Program Committees

- Urban Design, Transportation & CIP Program Committee
 - Miami 21: City staff attended the Urban Design Committee and addressed the questions/concerns provided by the committee/board members.
 - Downtown Master Plan Workshop: DDA hosted a Downtown Master Plan Workshop on February 18th. Members of the Chamber Task Force Committee also attended. DDA will coordinate a series of public workshops, dates/time/location to be determined.

- Service Delivery Program Committee

Jose Goyanes informed the Board on the following:

- Street Vendor Program: In an effort to coordinate a uniformed look, the DDA staff has delivered new umbrellas, chairs, coolers, hats and aprons to the vendors.

- Ambassador Program Update: The program continues to be success. There has been little to no turnover and the ambassadors have become more familiarized with the area and merchants. The committee recommends continuing the program another one year period.

- Marketing-Communications Program Committee

Al West informed the Board on the following:

- ICSC Las Vegas 2009: The committee discussed that ICSC Las Vegas 2009 is in direct conflict with POW WOW, which the DDA has already committed to participate/attend. Staff is coordinating two 3-hour FAM tours, one with media and one with travel experts. Therefore, the staff and committee's recommendation is that given the country's economic state, DDA should not exhibit at ICSC Las Vegas this year at the same level as in past years. DDA should send a named staff member for networking and/or meetings, but not set-up an exhibit.

- Downtown Holiday Decorations Sub-Committee - The Committee discussed forming a Holiday Decorations Sub-Committee to begin discussions/planning for the 2009 holiday season. Josie Correa volunteered to chair this sub-committee. Additional members to be determined.

- Economic Development & Research Program Committee

Hank Klein informed the Board on the following:

- Corporate Recruitment Initiative: The committee discussed the Beacon Council/DDA Joint-Visitation Program to Downtown corporations to determine what their needs are and how the Beacon Council and DDA can help.

- Live+Work DWNTWN Project: The committee briefly discussed how this initiative might work. DDA will prepare a formal presentation for the March meeting.

- Retail Advisory Group: The sub-committee met on February 11th and discussed how DDA can be most relevant working with the local real estate community.

- Research: DDA has hired Alpen Sheth as the Research/GIS associate.

- Façade & Shutter Program: Six projects have been completed, eleven more or underway.

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, ACCEPTING THE NOMINATING COMMITTEE'S RECOMMENDATION NOMINATING A CANDIDATE TO THE BOARD OF DIRECTORS OF THE MIAMI DDA FOR ONE (1) VACANT SEAT DUE TO RESIGNATION WITH A TERM EXPIRING ON AUGUST 31, 2011; SAID NOMINEE TO BE SUBMITTED TO THE MIAMI CITY COMMISSION FOR CONFIRMATION AS REQUIRED.

Neisen Kasdin motioned to approve this item, Jose Goyanes 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, AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AMENDMENT NO. 1 (the “AMENDMENT”) WITH VERASYS, INC. (“PROVIDER”) FOR THE CONTINUED IMPLEMENTATION OF THE AMBASSADOR PROGRAM FOR DOWNTOWN MIAMI (“SERVICES”); AND FURTHER ALLOCATING AND APPROVING ADDITIONAL FUNDING IN AN AMOUNT NOT TO EXCEED TWO HUNDRED TWENTY-FIVE THOUSAND DOLLARS (\$225,000) FOR SAID SERVICES.

Tony Alonso motioned to approve this item, Jose Goyanes 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, ACCEPTING THE EXECUTIVE DIRECTOR’S RECOMMENDATION OF SCHWARTZ MEDIA STRATEGIES AS THE MOST QUALIFIED FIRM TO PROVIDE PUBLIC RELATIONS SERVICES IN RESPONSE TO THE REQUEST FOR QUALIFICATIONS (“RFQ”) NO. 09-01; AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO AN AGREEMENT WITH SCHWARTZ MEDIA STRATEGIES, IN AN AMOUNT NOT TO EXCEED TWO HUNDRED FIFTY THOUSAND DOLLARS (\$250,000) FOR SAID SERVICES FOR AN INITIAL SEVEN (7) MONTH PERIOD RENEWABLE FOR TWO (2) ONE-YEAR PERIODS INCLUDING REIMBURSABLE EXPENSES.

The Board discussed that the wording of the resolution was misleading in that the allocation appeared to be for the initial 7 months period only.

The Executive Director explained that the proposed allocation of \$250,000 was for the entire term of the proposed agreement, 2 years and 7 months., which is yet to be negotiated. Brief discussion ensued.

The Chairman recommended that the resolution be amended to authorize the Executive Director to negotiate an agreement and bring back a resolution next month as to allocation and execution term.

Neisen Kasdin motioned to approve this item as amended, Al West seconded and the item 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 URGING THE MIAMI-DADE COUNTY METROPOLITAN PLANNING ORGANIZATION (MPO) TO ELEVATE DOWNTOWN MIAMI TRANSPORTATION PROJECTS IN THE 2030 LONG-RANGE TRANSPORTATION PLAN (LRTP) AND 2009 TRANSPORTATION IMPROVMENT PROGRAM (TIP) IN ORDER FOR SAID PROJECTS TO OBTAIN FUNDING FROM THE “AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009.”

Chairman Sanchez stated that the American Recovery and Reinvestment Act of 2009 a/k/a the Obama Stimulus Plan presented a perfect opportunity for cities who have planned for the future

and have many projects essentially ready to go to find ways to get this money. This money will be given only to projects that are time certain, project certain, and cost certain. If the project cannot be completed the money is lost and there will be many other cities in line waiting to get the money. A lot of the money will be for infrastructure and transportation projects because they provide the most job opportunities, which is what the stimulus plan is for.

Neisen Kasdin stated DDA has a compelling case being that our density, the people who live and work here, and the existing transportation network that this is the best and most effective place for transit dollars. Mr. Kasdin requested that this case be put in writing to present to all the decision makers, the entire MPO and staff.

Nitin Motwani motioned to approve this item, Danet Linares seconded and the item passed unanimously by the board members present.

In addition, Mr. Kasdin motioned to authorize the Executive Director to spend up to \$10,000 in an advocacy strategy/effort as she sees fit for this initiative, Tony Alonso seconded, and the item passed unanimously by the board members present.

VII. Other Business

- » Miami International Film Festival: Dr. Montoya distributed the Festival Informational Brochure. This year's festival is scheduled for March 6-15, 2009. Dr. Montoya urged everyone to "mark your calendar".
- » Florida Center for the Literary Arts at Miami Dade College: Dr. Montoya distributed the Florida Center for the Literary Arts at Miami Dade College brochure, Spring 2009 program. This program is a cultural and academic initiative that promotes the advancement and appreciation of literature in all forms. Most of the events are free and open to the public.
- » Bayfront Park Walk for the Animals: Tim Schmand informed the Board on the Bayfront Park Walk for the Animals, which will be held tomorrow (2/21) and benefits the Humane Society. Everyone was encouraged to attend.
- » Farmer's Market at Bayfront Park: Tim Schmand reminded the Board that every Thursday through April 2nd from 11 AM – 3 PM there will be a Farmers Market at Bayfront Park. Everyone was encouraged to attend.

With no further business, the meeting was adjourned.