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The Downtown Development Authority **Board of Directors** met on Friday, April 17, 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
Comm. Bruno Barriero
Jose Goyanes
Jerome Hollo
Misha Mladenovic
Alan Ojeda
Danet Linares
Dr. Rolando Montoya

ABSENT:

Alvin West, Treasurer
Neisen Kasdin (*State Cabinet Rep.*)
Oscar Rodriguez
Rodrigo Trujillo
Tony Alonso
Nitin Motwani
Hank Klein

Chairman Sanchez called the meeting to order at 8:45 AM.

I. Approval of the Minutes ~ (*March 20, 2009*)

Com. Bruno Barreiro motioned to approve the minutes of March 20, 2009, Dr. Rolando Montoya seconded and the item passed unanimously by the board members present.

II. Financial Report ~ *As of March 31, 2009*

Carolina Terrones presented the Financial Report as of March 31, 2009. There were no reporting conditions.

III. Executive Director Report

Alyce Robertson addressed the board on the following items:

- Property Tours (Epic 4/1 and Brickell on the River 4/3)

DDA is visiting various properties throughout the district to become familiar with each site.

- Concert Series (4/10) *Recap*

The last concert of the season was held at the Tina Hills Pavilion at Bayfront Park on Friday, April 10th, approximately 2,000 attended. The second season of the concert series is scheduled to begin in October 2009.

- Master Plan Workshops (3/24, 3/26, & 3/31) *Recap*

Three workshops were held on the referenced dates. The direction/message of the feedback has been to spend our dollars on “clean” and “safe” initiatives. Javier Betancourt stated that there was an emerging consensus that DDA needs to focus on the basics, such as streetscape, quality of life, and public and open spaces.

- Paul S. Walker Park

DDA has scheduled an opening celebration of the park on Tuesday, April 28th at 10 AM. The other two “mini park” green spaces will also be highlighted.

- DawnTown Winners Review at Water & Sewer Dept (4/8) *Recap*

DDA met with executives of WASA to review the submittals of the winners of the DawnTown competition. The intension is for WASA to consider doing something with their water pump on Biscayne Blvd. and how to make it look better.

- City of Miami Monthly CAD Comparison (Miami Police Dept)

The Miami Police Dept's monthly CAD comparison report was included in the board agenda package. DDA intends to provide this report every month from now on.

- Downtown Master Plan Update (*Special Meeting in May TBD*)

DDA will be scheduling a special meeting in May to review the "new" Master Plan.

IV. Outside Counsel Report (Jay Solowsky)

Counsel reported on the following:

- » Status on issues with the Carpenter's Counsel: DDA's outside counsel has been in discussions for the past 8 or 9 months with the Carpenter's Counsel concerning their picketing outside of various DDA district wide buildings trying to help resolve the matter.

Terry Darling, representing the Carpenter's Counsel, briefly addressed the Board concerning their initiatives and DDA's assistance in the matter. Mr. Darling thanked the Board and acknowledged their responsible leadership along with that of the politicians in getting a lot of doors open to talk about their issues. And because of that, the Carpenter's Counsel feels that it has turned a corner concerning their dispute and feels that they are heading in the right direction.

- » Class Action Case (Milan Investment Group): DDA outside counsel stated that the case has been moved from the general jurisdiction division at the circuit court into the complex business division. The complex business division tends to rule in a much more expeditious manner and in fact DDA's outside counsel has filed a motion in this division seeking to stop the plaintiff from taking discovery on merits of the case until the court determines whether or not there is a claim. If not limiting the case entirely, then at least limiting it to the class action issues. That motion is set for hearing on Wednesday, April 29th. Additionally, the city, county, tax assessor, and the DDA have all filed a motion to dismiss the case as a matter of law because they all believe it has no merit. DDA's outside counsel has requested that the court provide a date for that motion within the next 2 weeks. Counsel is hopeful that the date for that motion will be set within the next 60 – 90 days.

With regard to the parties that are suing DDA, DDA's outside counsel has provided a notice to their attorney outlining DDA's position and intent to pursue it's right as to fees under Florida Statute law. Their attorney has until April 27th to respond.

V. Committee(s) Update

A. Operational Committee(s)

- Appoint Advocacy Committee

The Executive Director stated that at this year's Board Retreat, the board had decided that it should appoint an advocacy committee to look at and assist with issues when DDA needs to reach out to other government agencies. (i.e. Miami 21 and Port Tunnel). Any member wishing to serve in this committee should contact the Executive Director at their earliest convenience.

The Chairman stated he would work with the Executive Director and staff to look at possibly restructuring DDA's committees to ensure that DDA is using the board members' expertise and talents to the best of its ability. In addition, the board from time to time has discussed having non-board members serving on committees in a voting or non-voting capacity, the chairman will be considering this as well. Any member wishing to serve in any committee should contact the Executive Director at their earliest convenience.

B. Program Committees

- Marketing-Communications Program Committee

Robert Geitner briefly highlighted the following points from the committee's meeting of April 6th.

- Where Worlds Meet: DDA joined the trip to Toronto as part of the "Where Worlds Meet" live/work/play marketing campaign.

The committee also discussed Phase II for the “Where Worlds Meet” campaign as part of the International Marketing Co-op.

- DWNTWNR Co-op: The committee looked at implementing a DWNTWNR Card, which would be linked to a credit card. Said card would identify user as a DWNTWNR and would be eligible for special discounts.
- POW WOW: The committee discussed DDA’s programming for POW-WOW, which will be in Miami in May. DDA will be a sponsor of the May 17th Media Brunch, which brings approximately 400 lifestyle and travel reporters to the event in Bayfront Park. Additionally, DDA has planned 2 FAM tours showcasing the “new” downtown and will have a presence in the “Where Worlds Meet” pavilion on the trade show floor.
- Schwartz Media PR Update: Tadd Schwartz briefly informed the board on initiatives being worked on. (A handout was distributed for reference).

- Urban Design, Transportation & CIP Program Committee

Jerome Hollo stated that the committee had not convened. However, Javier Betancourt provided an updated on some the efforts being worked on.

- Downtown Master Plan: DDA has been working with Zyscovich on finalizing their work as a study discussed at DDA’s workshop. Working on finalizing a consolidated Master Plan. A special board member workshop to discuss / review the consolidated Master will be scheduled in May.
- IFB Landscape & Irrigation Construction for Brickell Ave: The Invitation for Bid (“IFB”) was issued April 3rd with a due date on April 30th. DDA expects to bring the bid for board approval at the May Board meeting. DDA expects the project to be completed in 3 months from notice to proceed.
- Brickell “Triangle Park”: DDA is working with the University of Miami School of Architecture as a class “project” to determine a proposal for the site.
- Downtown Beautification Project: This project is on-going, but is expected to be completed by July 2009.

Board member Alan Ojeda requested an update/status report on improvement plans for South Miami Avenue. Brief discussion ensued.

Chairman Sanchez directed that staff contact the County on this item and that an update/status report be placed on the Board agenda next month.

Clinton Forbes provided a brief update on Miami Dade Transit initiatives as it relates to the DDA district.

- Service Delivery Program Committee

Jose Goyanes stated that the committee had not convened. However, Mark Spanioli provided an updated on some the efforts being worked on:

- Miami Parking Authority: At the last Executive Committee meeting, a number of inquires were made regarding the Miami Parking Authority. A memo addressing said inquiries was distributed for review.
- Vendors Program: DDA has finished distributing new umbrellas, aprons, and hats to all authorized program vendors within the district.
- Sidewalk Café Ordinance: DDA is working with the City of Miami Public Works Department looking at revamping said ordinance within the District.
- Newsrack and Phone Kiosk: DDA is working with the City of Miami Public Works Department to revamp/ improve this ordinance.

- Economic Development & Research Program Committee

Leo Zabezhinsky briefly addressed the board on the following:

- Residential Occupancy Study: This study is currently underway. The consultants expect to present a report next month.
- Pedestrian Study: A preliminary study on Flagler Street was distributed for review.
- Monthly Economic Dashboard Report from the GMCVB: This report provides stats of all airport and seaport activity.
- National Association of Industrial and Office Properties (NAIOP): DDA is sponsoring a bus tour of Downtown Miami projects.

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, ALLOCATING & APPROVING FROM THE FY 2008-2009 BUDGET AN AMOUNT NOT TO EXCEED ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000) FOR PARTNER PARTICIPATION IN THE “WHERE WORLDS MEET” CAMPAIGN WITH THE BEACON COUNCIL, GREATER MIAMI CONVENTION & VISITORS BUREAU, AND AMERICAN AIRLINES AS RECOMMENDED BY THE MIAMI DDA MARKETING-COMMUNICATIONS PROGRAM COMMITTEE.

The Executive Director informed the Board that DDA had joined this campaign in the New York and Toronto trips and had gotten a lot of residual effects from those trips already. The partners would like DDA to participate at \$250,000, but DDA’s budget can only support \$150,000 at this time. DDA has committed to try to raise an additional \$100,000 from stakeholders within the district to reach the \$250,000 level. Brief discussion ensued concerning the importance of this campaign incorporating the live, work, and play components. Job creation is also a big part that needs to be considered. The City and the County must lead the way to make economic development successful (i.e. Job creation, education).

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

VII. Other Business

- Miami Dade Transit Update: Clinton Forbes briefly addressed the Board on efforts being worked on by Miami Dade Transit. Twelve of the twenty-nine new cars have been received and are running on the system. In addition, painting of the Metro-mover stations is being expedited for POW WOW.

With no further business, the meeting was adjourned.