
The Downtown Development Authority Board of Directors met on Friday, April 15, 2011 at 8:40 a.m., at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

PRESENT

Chairman Marc D. Sarnoff
Neisen Kasdin, Vice Chair
Alvin West
Tony Alonso
José Goyanes
Jerome Hollo
Hank Klein
Danet Linares
Misha Mladenovic
Dr. Montoya
Kim Stone

ABSENT

Commissioner Barreiro
Nitin Motwani
Alan Ojeda
Oscar Rodriguez

Chairman Marc D. Sarnoff called the meeting to order at 8:40 a.m.

1. Special Guests:

- Tadd Schwartz – Annual Report, Schwartz Media Strategies
- Alice N. Bravo, P.E. Director – City of Miami-Capital Improvements Program

Tadd Schwartz started his presentation by introducing the newest staff member, Kelly Penton.

Report included:

Where We Were in 2009

- Poor public perception
- National and International Media cast downtown as an urban wasteland

Campaign Objectives

- Transform public's perception of Downtown
- Enhance the Miami DDA's credibility as an effective agent for supporting economic development and enhancing quality of life in Downtown Miami

Telling the Downtown Story

- Residential Occupancy
- Economic/Business Growth
- Downtown as a Destination
- Enhancing the credibility of Downtown and the DDA

The Road Ahead – Next steps

- Current situation and challenges
- Downtown's commercial office market
- Dearth of education/schooling options
- Need for enhanced pedestrian access and public transit
- Lack of strong national retail presence

Upcoming objectives

- Development of an integrated marketing campaign PR, marketing, and social media
- Further strengthen relationships with Spanish-language media
- Advance the message of Downtown Miami as an international destination and “urban alternative” to South Beach

(Schwartz Media Strategies Annual Report is available upon request)

- Alice N. Bravo, P.E. Director – City of Miami-Capital Improvements Program presented various scenarios on the City of Miami Trolley Program including:
 - Proposed Trolley Routes
 - Projected Ridership
 - Secured Funding Sources
 - Potential Funding Sources
 - Operating Plan
 - Procurement Timeline

The Health District and Brickell/Biscayne Routes have matching grants for the operating costs. These two routes will start as soon as trolleys are ordered and delivered. (Handouts available upon request)

2. APPROVAL OF MINUTES~ (*March 18, 2011*)
Al West moved to approve, Neisen Kasdin seconded, and the minutes were approved unanimously by the Board Members present.
3. FINANCIAL REPORT ~ *as of March, 2011*
 Due to time constraints, no report was given.
4. EXECUTIVE DIRECTOR REPORT

Alyce Robertson's Report:

- Board Retreat Report emailed and included in Board package. We will be scheduling a follow up meeting to the retreat to talk about the mission and vision statements of the DDA. We have three different ones being used; Carla Coleman will come back to consolidate them.
- Bicycle-Pedestrian Mobility Plan going to the MPO on April 28th at 2:00 – we will send notice if you are interested in appearing. Meeting scheduled with Commissioner F. Suarez – City representative to the MPO to go over the item with him in detail.
- FY 11012 Budget: Next month we will meet with each Committee to discuss proposed line items for next year. Our Budget needs to be ready in June 2011, and then go to the City in July 2011.
- Exploring the creation of a Flagler Street Task Force
 Commissioner Sarnoff directed Alice Bravo to start studying it and report on short term, and long term solution for Flagler's improvement. Flagler Task Force would include Jose Goyanes and others.
- Last concert of the season took place last Friday. We are looking at ways to improve next season, starting October, 2011.
- Sonja Bogensperger, Senior Marketing Manager was introduced to the Board. Sonja mentioned that she was reviewing the vision and strategies as to how to bring the message of downtown and to promote Miami as a destination. At the moment, she is reviewing and evaluating everything that is being done and has been done – media campaign, events – and looking at the overall branding of downtown.
- Introduction of Nicholas Martinez, as Coordinator of Research and GIS.

5. COMMITTEE (S) REPORT

Program Committee(s)

- i. Economic Development & Technology Committee – Hank Klein:
There was no Economic Development Committee meeting in April.
 - Resident Advisory Group:
 - This group met on March 29th, 2011 reaching out to condominium associations, property managers. This group will assist DDA to open up lines of communication with all our new residents in downtown.
 - Technology Advisory Group: Introductory meeting was held March 31st.
- ii. Marketing and Communications Committee Meeting
Tadd Schwartz presentation was accepted as the Marketing review.
- iii. Service Delivery Program Committee - José Goyanes
No report was given.
- iv. Urban Design, Transportation & CIP Program Committee- Cesar Garcia-Pons
 - FDOT/UF CBD Parking Study
Invited guest: Ruth L. Steiner, Ph.D., University of Florida
 - Dr. Steiner presented an overview of the study and asked Committee members questions regarding Downtown Parking.
 - Biscayne Boulevard Streetscape
 - DDA staff presented draft report and requested Committee members to review and comment.
 - Flagler Street Comprehensive Planning
 - A DDA Board Task force is being established to address the cross-disciplinary array of Flagler Street issues.
 - Transportation 2005 Master Plan
 - MPO “call for ideas” submittal transit was not shortlisted. Committee discussed whether the DDA should pursue study independently.

Project Updates:

 - Brickell Avenue Construction Coordination
 - Second meeting scheduled for April 13th, 2011. DDA Staff preparing an updated map of all area ROW construction projects.
 - South Miami Avenue Streetscapes:
 - Brickell – Commissioner Gimenez is assisting in identifying phased funding for project implementation.
 - CBD – Short term improvements are under way in conjunction with Macy’s master leasing project.
 - Bicycle-Pedestrian Mobility Plan
 - Presentation to MPO Governing Board for adoption April 20, 2011.
 - Biscayne/Brickell Trolley
 - City RFP received four responses. DDA staff will serve on selection committee; service anticipated to begin by calendar year-end.

6. LEGISLATIVE ITEM(S) [Note: All legislative items are recommended by the Executive Director]

A. 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 A LOCALLY FUNDED AGREEMENT (“AGREEMENT”) BETWEEN DDA AND THE FLORIDA DEPARTMENT OF TRANSPORTATION (“FDOT”) IN SUBSTANTIALLY THE ATTACHED FORM FOR THE INSTALLATION OF DECORATIVE PEDESTRIAN CROSSWALKS AND OTHER AESTHETIC IMPROVMENTS ALONG S.R. 5/BRICKELL AVENUE FROM SE 8TH STREET TO SE 5TH STREET FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED ONE HUNDRED THIRTY-FIVE THOUSAND TWENTY-EIGHT DOLLARS (\$135,028).

Al West motioned to approve this item, José Goyanes, seconded, and the motion passed unanimously by the Board Members present.

7. OTHER BUSINESS

With no further business, the meeting was adjourned at 10:00 a.m.