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The Downtown Development Authority **Board of Directors** met on Friday, October 16, 2009 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

**PRESENT:**

Neisen Kasdin, Vice Chairman  
Alvin West, Treasurer  
Jose Goyanes  
Jerome Hollo  
Oscar Rodriguez  
Rodrigo Trujillo  
Tony Alonso  
Nitin Motwani  
Misha Mladenovic  
Alan Ojeda  
Hank Klein  
Danet Linares  
Dr. Rolando Montoya

**ABSENT:**

Comm. Joe M. Sanchez, Chairman  
Comm. Bruno Barreiro

Vice-chairman Neisen Kasdin called the meeting to order at 8:45 AM.

I. Approval of the Minutes ~ *(September 18, 2009 & October 9, 2009)*

**Al West motioned to approve the minutes of September 18, 2009 & October 9, 2009, Rodrigo Trujillo seconded and the item passed unanimously by the board members present.**

II. Financial Report ~ *As of September 30, 2009*

Carolina Terrones presented the Financial Report as of September 30, 2009. There were no reporting conditions.

III. Executive Director Report

Executive Director Alyce Robertson announced that the City, County and State had closed on the Port deal yesterday (10/15/09). The total cost of design and construction is \$607 million. Additionally, the Executive Director addressed the board on the following:

- Green Update

The Executive Director informed the board that DDA has been responsible for much of the greening/planting projects within the DDA district.

- Roberto Burle Marx Celebration - *Recap*

The Executive Director recapped the Roberto Burle Marx celebration, which took place on Friday, October 2<sup>nd</sup>. The DDA and the project received a lot of positive press and feed back.

- Concert Series 2<sup>nd</sup> Season – Friday, October 9, 2009 – *Recap*

The second season kicked-off on Friday, October 9<sup>th</sup>. The event was well attended and everyone was invited/encouraged to come out to the next one on November 13<sup>th</sup>.

- Disclosure of Real Estate Owned – *(Remind Board Members to Submit to City Clerk by 12/1/2009)*

The Executive Director reminded all board members to file their disclosure forms on or before the deadline date.

- Iron Fork- Thursday, October 15 2009- Recap

The event was very well attended with over 1,000 participants; Downtown's own Area 31's chef won the competition over Miami Beach's Escopazzo's chef.

#### IV. Committee(s) Update

##### A. Program Committee(s)

- Urban Design, Transportation & CIP Program Committee

Javier Betancourt, stated that the committee had not convened, however Miami DDA did issue a RFP seeking proposals for the development of a Downtown Miami Signage and Wayfinding System. A resolution accepting the Executive Directors recommendation of Gannet Fleming and MERJE as the most qualified team of consultants to provide said services is included in today's agenda for consideration. Brief discussion ensued.

Additionally, for the benefit of board members who may not have been present at the Special Board meeting, the board adopted the "DWNTWN MIAMI... Epicenter of the Americas: The 2025 Downtown Miami Master Plan" on Friday, October 9, 2009. Brief discussion ensued concerning the "next steps" as it relates to implementation of the plan.

Oscar Rodriguez stated that he wished to serve in the "implementation committee" once it has been determined.

Vice-chairman Kasdin informed the board of a conversation he had with Joe Giuletti, Executive Director of South Florida Regional Transportation Authority, concerning their master plan, which includes an expansion of Tri Rail into Downtown Miami. Mr. Kasdin directed that the Urban Design, Transportation & CIP Program Committee contact the South Florida Regional Transportation Authority concerning this initiative. Furthermore, Mr. Kasdin would like to see this program committee develop a strategy to become the advocate for this initiative becoming the priority capital expansion for Tri Rail and help garner support from the County. Brief discuss ensued.

- Service Delivery Program Committee

This item was addressed in the context of the legislative item(s) below concerning support of the Miami-Dade County Homeless Trust's Adopt-A-Homeless Donation Meter Program and supporting the Sidewalk Cafes ordinance.

- Economic Development & Research Program Committee

Hank Klein and Leo Zabezhinsky stated that the focus at the meeting had been on the retail strategy and corporate recruitment initiative. During the summer, DDA took an inventory of all the corporations located in Downtown by industry type. At the next meeting, the committee will focus on how it wants to allocate the money set aside for the corporate recruitment initiative.

- Marketing-Communications Program Committee

Rodrigo Trujillo stated the committee had met on the following:

- Special Projects Funding Program 2010: this item was addressed in the legislative item below.
- Local Advertising Cooperative: IGT Media presented their plan.
- Hotel Advisory Committee – the committee met immediately following the program committee. Approximately 10 hotels were represented. They are very interested in participating/ helping DDA make Downtown a "destination".
- Iron Fork: as aforementioned, the event was very well attended. It was a great event for downtown.

Alisha Marks, from Schwartz Media briefly informed the board on initiatives they've been working on. They have really been showcasing the retail that has been taking shape in downtown.

V. 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, SUPPORTING THE ORDINANCE COMING BEFORE THE CITY OF MIAMI COMMISSION AMENDING CHAPTER 54, ENTITLED “STREETS AND SIDEWALKS,” OF THE CODE OF THE CITY OF MIAMI, FLORIDA, AS AMENDED, MORE PARTICULARLY BY AMENDING ARTICLE VI, ENTITLED “SIDEWALK CAFES”.

**Nitin Motwani 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, IN SUPPORT OF THE MIAMI-DADE COUNTY HOMELESS TRUST’S ADOPT-A-HOMELESS DONATION METER PROGRAM (“PROGRAM”), SUBJECT TO CONDITIONS.

**Jose Goyanes motioned to approve this item, Nitin Motwani 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 GANNET FLEMING AND MERJE AS THE MOST QUALIFIED TEAM OF CONSULTANTS TO PROVIDE PLANNING, DESIGN AND CONSTRUCTION ADMINISTRATION SERVICES FOR A DOWNTOWN MIAMI SIGNAGE & WAYFINDING SYSTEM PROGRAM (“SERVICES”) IN RESPONSE TO THE REQUEST FOR PROPOSALS (“RFP”) NO. 09-04; AND FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AN AGREEMENT WITH GANNET FLEMING AND MERJE FOR SAID SERVICES, AND RETURN TO THE BOARD AT THE NEXT AVAILABLE MEETING, BUT IF UNSUCCESSFUL, TO NEGOTIATE WITH THE SECOND, THIRD AND FOURTH RANKED FIRMS RESPECTIVELY UNTIL AN AGREEMENT HAS BEEN SUCCESSFULLY NEGOTIATED.

**Oscar Rodriguez motioned to approve this item, Danet Linares 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, ALLOCATING AND APPROVING FROM THE FY 2009-2010 BUDGET THE AMOUNT OF \$160,000 FOR VARIOUS PROJECTS/EVENTS AS RECOMMENDED BY THE SPECIAL PROJECTS FUNDING REQUEST PROGRAM ADMINISTRATIVE REVIEW COMMITTEE AND MIAMI DDA MARKETING-COMMUNICATIONS PROGRAM COMMITTEE AND FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE AN AGREEMENT FOR EACH APPLICANT.

(For the record, Dr. Rolando Montoya excused himself from the meeting and left the room during the presentation/discussion of this item).

Meredith Nation presented an overview of the Special Projects Funding Request Program 2010 and the evaluation and methodology used for reviewing and making funding recommendations.

**Oscar Rodriguez motioned to approve this item, Danet Linares seconded; discussion ensued concerning the evaluation and methodology used for determining recommended amount to be awarded for each applicant. The item passed unanimously by the board members present, subject to the Marketing-Communications Program Committee re-consideration of applicants/proposed award. The Board requested that all members be invited to the Marketing-Communications**

**Program Committee meeting and agreed/directed that the committee would make final determination for award/funding amount.**

VI. Other Business

- Brickell Park

Jay Solowsky addressed the board concerning the lack of either a children's park or a dog park in the Brickell area. The only park is Simpson Park, which is a hammock park with no open areas. On the 22<sup>nd</sup> of October, there is an agenda item before the City Commission to request that the City Commission authorize the City Manager to make an offer to purchase a parcel of land in the Brickell area to be used as a children's park and a dog park. While it is outside of the DDA district boundary, it impacts residents within the DDA district, particularly within the Brickell area. Ms. Solowsky is requesting that the board consider a board resolution in support of the October 22<sup>nd</sup> item.

Oscar Rodriguez stated for the record that Simpson Park is not the only park in the district. Brickell Park is within the district, but Mr. Rodriguez is in full support of such a resolution.

The Executive Director stated that she would recommend in favor of such a resolution. With Brickell Park being such a small park and Simpson Park being a "passive" park, this proposed park would be an active open park for the area.

**Oscar Rodriguez motioned to draft a Resolution in support of the aforementioned October 22<sup>nd</sup> item even though it is technically outside of DDA's boundary, Jose Goyanes seconded and the motion passed unanimously by the board members present.**

With no further business, the meeting was adjourned.