

200 S. BISCAYNE BOULEVARD  
SUITE 2929  
MIAMI, FLORIDA 33131  
TEL: (305) 579-6675  
FAX: (305) 371-2423

The Downtown Development Authority **Board of Directors** met on Friday, November 16, 2007 at 8:30 a.m. at the DDA office, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131.

**PRESENT:**

Alvin West, Treasurer  
Neisen Kasdin (*State Cabinet Rep.*)  
Loretta Cockrum  
Jose Goyanes  
Scott Robins (Via Teleconference)  
Oscar Rodriguez  
Rodrigo Trujillo  
Tony Alonso  
Nitin Motwani  
Jay Solowsky

**ABSENT:**

Com. Joe M. Sanchez, Chairman  
Sergio Rok, Secretary  
Com. Audrey M. Edmonson (*County Commission Rep.*)  
Jorge Gonzalez  
Jerome Hollo

**OTHERS PRESENT:**

Dana Nottingham	Leo Zabezhinsky	Catherine Lackner
Beatriz Barberio	Olga Ramirez-Seijas	Ben Launerts
Davon Barbour	Brian Alonso	Marta Martinez-Aleman
Risha Daniel	Basil Binns	Eddie Padilla
Sandra Hernandez	Annabelle Bovet	Gary Ressler
Alonso Menendez	Rodolfo Calderon	Jami Reyes
Cristina Raecke	Tina Cornely	Carolina Terrones
Madelyne Raybourn	Josie Correa	Fernando Schlaen
Yami Roa	Robert Geitner	Tim Schmand
Mark Spanioli	H. Bert Gonzalez	
Dania Vergel	Armando Gutierrez, Jr.	

Treasurer, Al West called the meeting to order at 8:40 a.m.

I. Approval of the Minutes ~ *October 19, 2007*

**Neisen Kasdin motioned to approve the minutes of October 19, 2007, Jose Goyanes seconded and the item passed unanimously.**

II. Financial Report ~ *As of October 31, 2007*

Carolina Terrones from BKR Garcia & Co. CPA, presented the Financial Report as of October 31, 2007 and stated that there were no reporting conditions.

III. Committee(s) Update

- A. Operational Committees
- By-Laws Committee

Olga Ramirez-Seijas reminded the board that at its last meeting (10/19/07) they had discussed whether non-board members could be appointed to committees by the chairperson of any given

committee with the approval of the board chair. As a result, she was directed to prepare a resolution to that effect. In any event, a resolution making any kind of amendment to the By-Laws needed to be mailed out seven days prior to the meeting. So, this item was deferred last month. The item will be addressed during the legislative portion of this agenda.

- DRI Committee

Adam Lukin reported on the following:

- The committee is scheduled to meet on Monday, November 26<sup>th</sup>.
- Increment II: The Annual Report is being completed.
- NOPC (*regarding affordable housing*): The committee is working on getting this item addressed before the City Commission at the earliest date possible.
- Increment III: The analysis work has started.

For the benefit of the new board members, Mr. Lukin presented a brief overview of the Downtown DRI. Neisen Kasdin and Jay Solowsky stated that they wanted to serve on this committee.

- Finance Committee

The Finance Committee has not convened, however the City Attorney continues to work with the Department of Revenue concerning the adoption of the DDA millage.

Neisen Kasdin inquired as to the status of the bonding matter and using DDA funds for capital improvements. Brief discussion ensued.

The Assistant City Attorney recommended inviting Al Del Castillo, who has been working on this matter, to address the board in this regard.

- Nominating Committee

It was reported that all of the new candidates (Tony Alonso, Nitin Motwani, and Jay Solowsky) had been confirmed by the City Commission on November 9, 2007 and have been administered the Oath of Office by the City Clerk.

- B. Program Committees

- Economic Development / Research Program

Neisen Kasdin and Davon Barbour reported on the following:

- The committee convened on October 30<sup>th</sup> and discussed the Holiday Parking Program, Downtown Retail Expansion, Restaurant/Retail Permitting, Shutter Program Development, and Economic Development RFQs.
- Shutter Program Development: Miami DDA released a RFQ for an Economic Development Administrator on November 6<sup>th</sup> to assist Miami DDA with existing economic development and marketing programs. Once the RFQ process has concluded, the selected contractor will work with Miami DDA staff to develop program guidelines and to administer the program starting in January 2008.
- Research Program: Miami DDA released a RFQ for a Research Partner to continue the previously board approved Research Program. The outcome will be a series of economic indicator reports that measure downtown's progress and contributions to the regional economy, which is one of the most requested research resources.
- Holiday Parking Program: Miami DDA together with Miami Parking Authority and DMP worked to develop a program to encourage downtown shopping by offering free parking

during specific time periods. Miami DDA and DMP will distribute parking vouchers to the CBD merchants and track their usage.

- Marketing Program

Rodrigo Trujillo and Cristina Raecke reported on the following:

- Marketing Plan: the committee continues to review and tweak the plan, which it plans to present to stakeholders in January 2008.
- State of Downtown Event: the event was held yesterday evening (11/15). Miami DDA's presentation was "standing room" only. Tina Cornely stated that it was one of the most largely attended events to date.
- Art Basel: With this event beginning December 6<sup>th</sup>, DDA needs to look at all the opportunities that can be taken advantage of in respect to a "press plan". Brief discussion ensued concerning the need to be more pro-active and to prioritize opportunities. The Marketing Manager was directed to prepare a PR strategy.

- Services Delivery Program

- Panhandling Ordinance: The committee met to discuss the boundaries with input from board members, stakeholders in the area, and the City Attorney's office. Assistant City Attorney, Veronica Xiques advised that the boundary being proposed was too large and the committee should consider reducing the boundary to particular and distinct areas that would likely withstand a challenge if the City could demonstrate a substantial government interest, i.e., protecting its investment in those areas, encouraging tourism, and furthering economic growth. Discussion ensued (*a boundary map was distributed for reference*).

**Neisen Kasdin motioned for a Resolution urging the City of Miami Commission to adopt an Ordinance to completely ban panhandling in the areas most vital to the City's economy as outlined in the aforementioned boundary map, Jose Goyanes seconded, and the item passed unanimously.**

- Urban Design, Transportation & CIP Program

Mark Spanioli provided a brief update on the following:

- Flagler Street Enhancement: Almost all of the planters have been installed.
- Paul Walker Park: The demolition will be done very soon.
- Committee Chairperson: A chairperson for this committee needs to be appointed. Tony Alonso stated that he wanted to serve on this committee. *The appointment of a chairperson was deferred.*

IV. Legislative Item(s)

1. A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA, AMENDING THE MIAMI DDA'S RULES OF PROCEDURES ("BY-LAWS") OF THE DDA TO AUTHORIZE THE APPOINTMENT OF NON-BOARD MEMBERS TO CERTAIN COMMITTEES OF THE DDA, AT THE DISCRETION OF THE CHAIRPERSON OF THE BOARD, SAID NON-BOARD MEMBERS TO BE VOTING MEMBERS OF THE COMMITTEE TO WHICH APPOINTED PROVIDED THAT THE MAJORITY OF THE COMMITTEE MEMBERS PRESENT ARE MEMBERS OF THE BOARD.

**Neisen Kasdin motioned to approve this item, Jose Goyanes seconded and the item passed unanimously.**

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

Brief discussion ensued and the authorized signatories are as follows:

Commissioner Joe M. Sanchez, Chairman  
Alvin Lee West, Treasurer  
Sergio Rok, Secretary  
Jerome Hollo, Board Member

Oscar Rodriguez, Board Member  
Jose Goyanes, Board Member  
Dana Nottingham, Executive Director

**Rodrigo Trujillo motioned to approve this item, Neisen Kasdin seconded and the item passed unanimously.**

V. Other Business

- Ethics Commission Presentation: Assistant City Attorney Olga Ramirez-Seijas reminded the board concerning inviting Robert Meyers from the Ethics Commission to present an overview to the board in January concerning but not limited to conflicts of interest, sunshine law, etc. The presentation is expected to last approximately 1 hour.
- Port Tunnel: Tony Alonso inquired as to DDA’s position on the proposed port tunnel. Brief discussion ensued, however since quorum was lost, no action was taken. Acting chairman, Al West recommended that this matter be taken up at the Urban Design, Transportation & CIP Committee.

Tony Alonso stated that he wished to serve on that committee.

With no further business, the meeting was adjourned.