
The Downtown Development Authority Board of Directors met on Friday, November 19, 2010 at 8:30 a.m., at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

PRESENT

Chairman Marc D. Sarnoff
Alvin West, Treasurer
Tony Alonso
Jose Goyanes
Jerome Hollo
Hank Klein
Danet Linares
Alan Ojeda
Kim Stone

ABSENT

Neisen Kasdin, Vice Chair
Commissioner Bruno Barreiro
Misha Mladenovic
Dr. Rolando Montoya
Nitin Motwani
Oscar Rodriguez

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

1. SPECIAL PRESENTATION

Update on the Biscayne-Brickell Trolley by José R. Gonzalez, Office of the City Manager/Transportation.

Mr. Gonzalez updated the Board on the Biscayne-Brickell Trolley, which was presented at the City Commission Meeting of November 18, 2010.

The presentation and subsequent discussion included the following:

- Proposed Trolley Systems – Routes
- Modeling Effort – Ridership Projections
- Funding Sources
- Potential Funding Sources
- Estimated Operating Costs
- City reviewing recently completed modeling study of all routes
- Study: Downtown route has highest projected ridership
- Project will be re-bid
- Develop advocacy plan
- Meet with City Commissioners and other stakeholders

Commissioner Sarnoff directed the City to return to the January Board meeting with additional information as requested.

2. APPROVAL OF MINUTES~ (October 15, 2010)
Al West motioned to approve this item, Jose Goyanes seconded, and the motion passed unanimously by the Board Members present.

3. FINANCIAL REPORT ~ *as of October, 2010*
Staff accountant, Carolina Londoño, presented the report. There were no reporting issues.

EXECUTIVE DIRECTOR REPORT

Alyce Robertson's Report:

- Panhandling Ordinance passed on second reading
- Copy of Staff 2010/2011 Work Plan Goals provided to Board
- Staff Retreat held to strengthen the team
- Successful Iron Fork
- Co-Hosted an event with NBA Commissioner David Stern
- Miami Beach Chamber of Commerce: Downtown Conference Center
The Chamber will go on the record of opposing us on the Conference Center
- DDA/Brickell Area Association Meeting
BAA requested that a DDA Board Member attend these meetings;
Danet Linares will be attending.
- DDA/CRA met to discuss collaborations between both agencies, such as planters and closing off parking on 7th and 8th street for more sidewalk area for people going to the Arena.
- Introduction of Jennifer Rodero
- Update on Concert Series: Spin Doctors, one of the highest attended concerts, with over 2,000 people.

4. COMMITTEE (S) REPORT

Program Committee(s)

- i. Economic Development & Technology Program Committee – Leo Zabeshinsky
- Announcement of the opening of Whole Foods
 - Grand Opening of the JW Marriott
 - Retail Advisory Group – Quarterly Meeting – Provided them with updates
 - Residential Market Trend Update – Goodkin 2010-Q3
 - Dashboard of Key Visitor Industry Indicators
 - Update on Incubate Miami

ii. Marketing-Communications Program Committee- Robert Geitner

Overview and Update:

- Legislative Item was discussed and approved.
- Initiated Game On! Promotion – 20 participants signed on and more coming on board. Survey with participants scheduled for January to evaluate program.
- “Where We Live” Herald Special Neighborhood Section featuring Downtown, Staff and Schwartz Media worked with the Herald to pull piece together.
- Downtown Art Days: To coincide with Art Basel and run through the month of January. Highlight of Art Events in December with Brochure, and shuttle service
- American Airlines Magazine: DDA is working on a proposal to take to the American Airlines – to put some of stories in the Inflight Magazine. Pitch angles developed, key demographics and area statistics being compiled for final document.

Events:

Family Fest, DWNTWN Miami Concert Series, Miami Music Festival, Bike Miami Days, Miami Book Fair, Meet Your Neighbors at Macy’s.

Schwartz Media Report:

Tadd Schwartz from Schwartz Media reported how the “Where We Live” Herald piece, is the crystallization of what we are trying to do with the press. The cover story talks about downtown as a destination, and how celebrities, people and businesses are moving here.

The message of downtown Miami is getting picked up in all the publicity. Stories of big brands moving to downtown Miami, Whole Foods, JW Marriott, Daniel Boulud Restaurant, as well as more Four Star hotels are in the downtown area than anywhere in the State.

South Florida Business Journal Magazine: Story focusing on the office market, stating that even though we have a high vacancy rate, we are one of the top urban cores in the country, particularly with regards to how many law firms are taking space in downtown.

iii. Urban Design, Transportation & CIP Projects Program Committee

Jerome Hollo

- Museum Park: \$50M plus underground parking garage \$13M needed to complete the park component
- Park status: 100% construction documents
- Garage status: 30% design build plans
- No funding is allocated
- Explore \$: CRA, special assessment district, FEC slip revenue
- Look at financing of other parks: ex. Millennium Park
- Develop advocacy plan
- Meet with City Budget/Finance, CRA

iv. Service Delivery Program Committee - Jose Goyanes

Cesar Garcia-Pons reported for Jose Goyanes:

- Code Enforcement attended Service Committee meeting.
- Flagler Street corridor garbage collection – KFC issue has been resolved
- Will continue with targeted enforcement in coordination with DMP QOL committee
- AAA area parking lots – none shut down, numerous citations issued
- Noise ordinance – look at Miami Beach ordinance for potential City of Miami revisions
- DMP sent letter to Chief Exposito re: staffing; DDA to provide letter as well
- No-panhandling zone expansion – adopted on 2nd reading City Commission meeting
- Letter will be sent to CBD businesses regarding lighting/security/trash
- Shoplifter tracking – will request discussion at December DMP QOL meeting
- MPA to ban NE 7/8 Street parking for current NBA season; County to stripe; CRA \$ assistance
- MPD “identify and assist” team seeks DET team support for Camillus-area; DDA to discuss with Homeless Assistance Team and Solid Waste Department
- Homeless Trust Executive Committee – met on 10/29 and directed County Attorney to explore street feeding enforcement options

5. 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 ISSUE A REQUEST FOR QUALIFICATIONS (RFQ) FOR A DOWNTOWN MIAMI CONFERENCE CENTER MARKET ANALYSIS, SUBJECT TO CITY ATTORNEY REVIEW AND APPROVAL.

Cesar Garcia-Pons presented the Wayfinding and Signage Program Design Development Package. (Handed out to Board Members).

Mr. Tony Alonso motioned to approve this item, Al West seconded, and the motion passed unanimously by the Board Members present.

- B. 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 DDA FISCAL YEAR 2010-2011 BUDGET THE AMOUNT OF \$10,000, TEN THOUSAND DOLLARS (\$10,000) 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 A GRANT AGREEMENT FOR EACH APPLICANT.

Mr. Al West motioned to approve this item, Jerome Hollo seconded, and the motion passed unanimously by the Board Members present.

- C. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY ("DDA") OF THE CITY OF MIAMI, FLORIDA ACCEPTING THE DOWNTOWN SIGNAGE AND WAYFINDING PLAN, DIRECTING STAFF TO PURSUE IMPLEMENTATION, AND REQUESTING THE CITY OF MIAMI, MIAMI-DADE COUNTY, FDOT, THE MIAMI PARKING AUTHORITY, THE OMNI COMMUNITY REDEVELOPMENT AGENCY, THE SOUTHEAST OVERTOWN/PARK WEST COMMUNITY REDEVELOPMENT AGENCY AND ANY OTHER APPLICABLE AGENCY OR ORGANIZATION TO PROVIDE IMPLEMENTATION FUNDING AND ASSISTANCE.

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

6. OTHER BUSINESS

With no further business, the meeting was adjourned at 10:30 a.m.