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The Miami Downtown Development Authority **Board of Directors** met on Friday, May 21, 2010 at 8:30 a.m. at the Miami DDA office located at 200 S. Biscayne Blvd., #2929, Miami, Florida 33131.

**PRESENT:**

Chairman Marc D. Sarnoff  
Neisen Kasdin, Vice-Chairman  
Alvin West, Treasurer  
Comm. Bruno Barreiro  
Jose Goyanes  
Oscar Rodriguez  
Rodrigo Trujillo  
Tony Alonso  
Nitin Motwani  
Alan Ojeda  
Hank Klein  
Danet Linares  
Dr. Rolando Montoya

**ABSENT:**

Jerome Hollo  
Misha Mladenovic

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Chairman Marc D. Sarnoff called the meeting to order at 8:30 AM.

I. SPECIAL PRESENTATION

A. Port of Miami – Bill Johnson, Director

Bill Johnson presented a power point overview of the Port of Miami’s “Cusp of Transformation”, which included:

- Port of Miami Business Leader
  - 2009-2010 Cruise Business: Another record year with 4.1 million cruise passengers.
  - 2009-2010 Cargo Business: Regained # 1 position in State of Florida; Moved up in the Ranking in U.S. (from 12<sup>th</sup> to 11<sup>th</sup> busiest container port).
- The Future
  - Cruise and Cargo Growth
- Gearing Up for Post-Panamax
  - Port of Miami Tunnel
  - Deep Dredge – 50 feet
  - Intermodal Upgrades
- Port Tunnel
  - Public-Private Partnership
  
- Deep Dredge Project Enables Port to double cargo output & creates 30,000+ jobs.

- One of three East Coast Ports authorized to dredge to -50ft to receive the post Panamax ships by 2014.
  - Must secure \$75 Million in federal funding.
  - Launching countywide support campaign.
- Intermodal Upgrades: Freight Rail Access
    - Direct rail service another critical component for accommodating future cargo growth.
  - Benefits of Freight Rail Access
    - Job creation
    - Increased competitiveness
    - Reduced road congestion
    - Positive environmental impact
    - Addresses safety issues

Mr. Johnson proceeded to inform the Board about the future plans for the Port Tunnel and spoke about the benefits of this project in relation to job creation and transportation. He asked for the Miami DDA and City of Miami's support for the Port Tunnel.

The Board briefly discussed the following issues:

Support for Downtown Miami retailers from the Port of Miami:

Members of the Board Jose Goyanes and Tony Alonso expressed interest in working with the Port of Miami to ensure that the cruise crew members and others consumers be directed towards the CBD district, so they can shop and take advantage of the best that downtown has to offer. Mr. Johnson mentioned that he had previous conversations with Carnival and other cruise liners and he fully advocated for their support to attract customers to the downtown area.

Rail-Port connection:

Mr. Kasdin requested Mr. Johnson to get DDA involved in the decision-making in regards to the execution of this project and work with the appropriate Port committees to ensure that DDA is fully involved in the process. Mr. Kasdin mentioned that Javier Betancourt would be designated to work on this task on behalf of Miami DDA.

Quality of Life:

Mr. Klein expressed his concern in regards to the noise factor that will be created by the Port Tunnel rail at night especially for residents living in the Biscayne Boulevard area. Mr. Kevin Little mentioned that the noise from rail should have very little effect on the community and that FEC will establish quiet zones, so the trains can run quietly.

Commuter Rail:

Several Board members expressed their interest in using the F.E.C railway for commuter rail. Mr. Motwani suggested that at the next Urban Design Committee scheduled in June the committee will explore the commuter-rail concept and will come back to DDA June Board meeting with a motion and recommendations.

Additionally, it was further discussed that all these concerns would be addressed at the next Urban Design Committee meeting in June and this committee will be making recommendations in regards to the Port Tunnel and the commuter rail to DDA Board at their next board meeting in June.

- B. Jane Teague, Executive Director, EDC - Marc Billings, Co-Founder, Incubate Miami presented a power point overview of EDC and Incubate Miami.

## *Incubate Miami Technology Industry for DWNTWN*

- National Movement- Incubators Succeed
  - Betaworks, NY
  - Techstars, CO
  
- *Who is EDC?*
  - Founded in 1994, non-profit organization
  - Assists emerging science and technology companies throughout South Florida
  - Promotes South Florida as a center for science and technology excellence
  - Small organization with extensive business and academic network
  - Overall economic impact in excess of \$300 million
  
- *EDC Services Offered*
  - BusinessLINC Mentoring Program
  - Business Incubation
  - Conferences and workshops
  - Florida Institute for the Commercialization of Public Research
  - Economic Gardening
  - Access to Capital
  
- *Developing Startup Technology Companies*
  - Community of like- minded talent
  - Low Cost Flexible Lease Terms
  - Access to academic resources
  - Mentoring by local professionals
  - Education programs for entrepreneurs
  - Funding guidance and assistance
  
- *Incubation Generates 30x ROI*
  
- *Good Job, Local*
  - 84% of companies stay in the local community after graduating
  - Avg. cost per job created = \$2,500 - \$4,600
  - Avg. salary \$52,000/job
  
- *6 Steps to Success*
  - Attract corporate technology investment in MIA
  - Startups create revenue and jobs in MIA
  - Launch first wave of startup ventures
  - Build community of entrepreneurs
  - Engage local government and community support
  - Establish Incubate Miami as science and technology enterprise nexus.
  
  
- *Miami- An Innovation Economy*
  - Important component of urban landscape
  - Lifestyle choice for young population
  - Support attraction for larger companies

- Culture of innovation
- Long-term job growth
- Live/work environment
- Ecosystem of Technology Startups
  - Tech Firms
- *Next Steps*
  - Continue to engage local community leaders
  - Attract outside resources (capital, IP) to downtown Miami
  - Engage with legislature for continued support
  - Ensure that entrepreneurs have the resources they need in order to succeed.

Mr. Billings explained that one of the goals of EDC was to create an Incubator in Downtown Miami, which is a tool that provides assistance to young people who have ideas, get support and transform those ideas into businesses. He emphasized that other major cities like New York City are currently benefiting from the creation of Technology Incubators and he believes that the Downtown Miami community will benefit as well from Incubate Miami, which is a project that he recently started in partnership with EDC.

Ms. Jane Teague proceeded to address the Board and spoke about the importance of job creation especially through the technology market. EDC is mentoring new technology business entrepreneurs at their location at FAU. Ms. Teague mentioned that one of the benefits of this project is that companies that go through the incubation process stay in the local community and create local jobs. For this to happen they need to obtain local government and community support. Mr. Billings mentioned that Incubate Miami wants to create a culture of innovation and attract corporate technology investment to Miami. He mentioned that Miami-Dade County has awarded Incubate Miami a grant in the amount of \$156,000 for this year. They approached DDA Economic Development Department seeking additional funding.

As per request of Chairman Sarnoff, the Economic Development Committee will meet with Incubate Miami and will report to DDA Board in July with recommendations of support for Incubate Miami.

#### C. Kim Romaner – Miami Dade Broadband Coalition

- *Miami –Dade Broadband Coalition*
  - 30% of Miami-Dade’s citizens have no Internet access
- *Miami-Dade’s Digital Divide*
  - Adults with limited Internet access are disadvantaged in job searches and qualifying for jobs.
  - Senior citizens without Internet access have limited connections to information and support resources.
  - Children with limited Internet access are disadvantaged in successfully completing homework.
  - Citizens with limited Internet access are far less likely to participate in democracy and community change.

(Presentation)

Ms. Romaner addressed the DDA Board; she mentioned that the goal of Miami-Dade Broadband Coalition is to get everyone in the community connected to the Internet. They currently are looking for matching funds to their present budget as well as donations of computer equipment to help people in underserved areas in Miami-Dade County. Ms. Romaner mentioned that Miami-Dade County Coalition is working in obtaining the Intelligent Community designation for Miami

Dade County by 2013 and she would like the DDA's support. Also, she mentioned that she would like the DDA to consider launching a Broadband Pilot in the Downtown Miami area to help tourists, residents and businesses getting connected.

Vice-chairman Kasdin and Mr. Klein asked for the Economic Development Committee to meet with Miami- Dade Broadband Coalition at their next meeting to find out more about their projects and initiatives.

II. APPROVAL OF MINUTES~ (*April 16, 2010*)

**Chairman Sarnoff motioned to approve this item, Mr. Alan Ojeda seconded, and the motion passed unanimously by the board members present.**

III. FINANCIAL REPORT ~ *as of April 30, 2010*

Staff accountant, Carolina Londoño, presented the report. There were no reporting issues.

IV. EXECUTIVE DIRECTOR REPORT

A. Staff changes

Executive Director Alyce M. Robertson informed the Board about Mr. Spanioli's departure from the DDA and mentioned that DDA Administration, in an effort to be more effective had decided to combine the Board and Executive Secretary positions, Sandra Hernandez is no longer the Board Secretary, Madelyne Raybourn is the Board & Executive Secretary.

B. Information Technology

Executive Director Alyce M. Robertson informed the Board that all IT issues experienced during the Exchange Server Migration are being taken care of.

C. South Miami Avenue Update

Chairman Sarnoff asked the Executive Director Alyce M. Robertson to meet with the Brickell Homeowners Association's new leadership to find out what their issues are, how much they contribute, if they are getting a return of their investments, and lastly to produce a report with findings to better assist them.

Metro-mover:

Chairman Sarnoff asked Mrs. Robertson to follow-up on helping resolve issues related to the Metromover maintenance, security and overall aesthetics. Mr. Klein mentioned that Mr. Kapoor who is the Miami-Dade Transit Director made some representations to the DDA Board and assured them that these issues would be resolved. The Board requested that Mr. Kapoor be present at the next DDA Board meeting to report on the representations that he had previously made.

V. COMMITTEE(S) REPORT

A. Annual Review Committee

The committee did not present a report.

B. Nominating Committee

The committee did not present a report.

C. Program Committee(s)

i. Urban Design, Transportation & Capital Improvement Projects Program Committee

The committee did not present a report.

ii. Service Delivery Program Committee

The committee did not present a report.

- iii. Marketing-Communications Program Committee  
The committee did not present a report.
- iv. Economic Development & Research Program Committee  
Mr. Klein reported that the committee met with Juan Porras of Incubate Miami and he gave a presentation to the committee members. They will meet again with Incubate Miami at the next committee meeting. Also, Chairman Sarnoff encouraged the Board to schedule a tour of the NAP of the Americas.

## VI. LEGISLATIVE ITEM(S)

- A. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, URGING THE CITY OF MIAMI TO FULLY FUND AND EXPEDITIOUSLY COMPLETE REDEVELOPMENT OF BICENTENNIAL PARK INTO MUSEUM PARK.  
**Chairman Sarnoff motioned to approve this item, Tony Alonso 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, AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AMENDEMENT ONE TO LOCALLY FUNDED AGREEMENT (“AGREEMENT”) IN SUBSTANTIALLY THE ATTACHED FORM BETWEEN MIAMI DDA AND THE FLORIDA DEPARTMENT OF TRANSPORTATION (“FDOT”) FOR THE INSTALLATION OF DECORATIVE PEDESTRIAN CROSSWALKS ALONG S.R. 5/BRICKELL AVENUE FROM SOUTH OF SE 25<sup>TH</sup> ROAD TO SE 5<sup>TH</sup> STREET TO SUPPLEMENT THE INITIAL DEPOSIT AMOUNT OF TWO HUNDRED TWENTY-EIGHT THOUSAND SIX HUNDRED FORTY TWO DOLLARS (\$228,642) BY THE INCREASED AMOUNT OF THIRTY-NINE THOUSAND EIGHT HUNDRED TWENTY-EIGHT DOLLARS (\$39,828) FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED TWO HUNDRED SIXTY-EIGHT THOUSAND FOUR HUNDRED SEVENTY DOLLARS (\$268,470).  
**Vice-Chairman Neisen Kasdin motioned to approve this item, Rodrigo Trujillo 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, URGING THE CITY OF MIAMI TO EXPEDITIOUSLY INSTALL MOORING BOLLARDS AT BICENTENNIAL PARK’S FEC SLIP.

**Tony Alonso motioned to approve this item, Alan Ojeda seconded and the motion passed unanimously by the board members present.**

- D. A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY (“DDA”) OF THE CITY OF MIAMI, FLORIDA, SUPPORTING THE NATIONAL INFRASTRUCTURE INVESTMENT GRANT APPLICATION BY FLORIDA DEPARTMENT OF TRANSPORTATION TO BRING ON-DOCK RAIL TO THE PORT OF MIAMI.

**Resolution was deferred back to the Urban Design Committee for further consideration.**

VII. OTHER BUSINESS

- A. Ethics Course- Robert Meyers, Executive Director (Miami-Dade County Commission on Ethics and Public Trust)
- Required for DDA Board Members and Executive Director
  - Attended by some of the Board Members.

**ADJOURNMENT**