

The Downtown Development Authority Board of Directors met on Friday, March 18, 2011 at 8:35 a.m., at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

PRESENT

Neisen Kasdin, Vice Chair
Alvin West
Commissioner Barreiro
Jerome Hollo *Via Phone*
Tony Alonso
José Goyanes
Danet Linares
Misha Mladenovic *Via Phone*
Nitín Motwani
Alan Ojeda
Oscar Rodriguez
Kim Stone *Via Phone*

ABSENT

Chairman Marc D. Sarnoff
Hank Klein
Dr. Montoya

Vice-Chairman Neisen Kasdin called the meeting to order at 8:35 a.m.

1. APPROVAL OF MINUTES~ (*February 18, 2011*)
Al West moved to approve, José Goyanes seconded, and the minutes were approved unanimously by the Board Members present.
2. FINANCIAL REPORT ~ *as of February 28, 2011*
Staff accountant, Carolina Londoño, presented the report. There were no reporting issues.
3. EXECUTIVE DIRECTOR REPORT

Alyce Robertson's Report:

- Board Retreat Saturday March 12, 2011 was well attended and received good input and feedback. Carla Coleman will complete the retreat report and it will be used as a budgetary guide to move our efforts forward.
- Concert Series: March 11th with May Day. About 700 people attended. Last concert of the season will be April 8th; artist to be determined.
- Appointment of new Sr. Marketing Manager Sonja Bogensperger; will start March 30th, 2011.
- DDA staff attended the Miami Circle Park dedication on February 23rd; DDA provided a \$25K to help match the funding gap.
- Javier Betancourt hosted a "Burn Notice" coordination meeting with various stakeholders on Wednesday to coordinate film shoot issues with area retailers. The City does not have a film coordinator and together with the DMP, we are trying to bridge the gap.

4. COMMITTEE (S) REPORT

Program Committee(s)

i. Marketing and Communications Committee Meeting

- American Airlines Publication Meeting:
 - DDA hosted a discovery meeting with an American Airlines Publications delegation to showcase Downtown Miami in an effort to establish a marketing partnership.
- DWNTWN Miami Concert Series
 - Last concert was on March 11th, 2011
Crowd of +/- 700 people
Next concert is April 8th and it will be the final concert of the season
- Miami International Film Festival – (DWNTWNR Night)
 - Special Presentation for Downtown Community – Monday 03/07/2011; Movie: Ceremony (2010). DWNTWN Movie Night was very successful. Preliminary reports suggest that they will surpass their projected attendance numbers. Overall consensus of the audience was that it was a great event and that they would like to have more opportunities like that. A new crowd was introduced to the Gusman and to area restaurants.
- Hotel Advisory Group
 - Will be meeting April 5th to discuss a marketing co-op, concierge outreach and education, and other issues.
- Downtown Miami Welcome Center
 - Staff met with DMP to brainstorm improvements for the Welcome Center located inside the Gusman Theatre. Looking for ways to make the Welcome Center more functional, efficient and visible.
- Upcoming Events:
 - Family Fest – Arsht Center – March 26th
 - Meet Your Neighbors @ Mary Brickell Village – March 31st
 - Wine Down Wednesday @ The History Miami Museum – April 6th
 - Concert Series – April 8th – Artist TBD
 - Mercedes Benz Corporate Run – April 28th
 - Next Marketing Meeting April 4th

ii. Service Delivery Program Committee - José Goyanes

- Solid Waste Issues
 - Invited – Fred Hobson, Director, City of Miami Solid Waste Department
 - City to bleach cans on Flagler (weekly), downtown (monthly).
 - City to look for alternatives to leaf blower to avoid dirt/dust being blown into cafes/stores.
 - DDA to meet with the night & day supervisors to discuss cleaning operations.
 - Explore commercial hauling options/opportunities
- Illegal Handicap Parking:
 - Working with MPD and MPA to verify validity of handicap parking permits enforcing the 4 hour limit.
- CBD restriping and loading zones
 - Coordinate with City CIP office to get the utility companies (FPL & AT&T) to complete their work for restriping; it has been resolved.

- South Miami Avenue Streetscape Improvements – Cesar Garcia-Pons
 - Met with Miami Dade Transit and the CIP offices about improvements to the right of way around where the new Macy’s projects are going. Miami Dade Transit has agreed to relocate the bus stop and CIP has figured out a solution to renovating the sidewalks versus replacing the sidewalks. Project will start in April and should be ready by when the restaurants are scheduled to open in the summer.
- Flagler Street streetscape improvements:
 - Individual meetings scheduled with Flagler property owners. Summary will be presented at next meeting.
- Lerner site improvements:
 - Met with Art in Public Places, they do not fund non-County facilities. Funding may need to come from Miami DDA budget.
- AA Arena Event Maintenance of Traffic:
 - The AA Arena agreed to assist in promoting Downtown establishments. DDA staff coordinating outreach & way finding efforts (i.e. update and expand GameOn program).
- Retail Signage:
 - DDA staff preparing Flagler Street retail sign program. Potential integration into façade improvement incentive program.

Updates:

- Repeat Nuisance Offender Program:
 - Program being restarted with SAO, MPD & DMP now in collaboration with the MDC Homeless Trust and the judicial system.
- DET/NEAT Teams:
 - Completed installation of CRA Planters on NE 7/8th Streets.
 - Complete reinstallation of plant material along Flagler Street

Alyce Robertson requested that Legislative Item A be voted on before quorum is lost as a 12 Board Member vote is required. (Board Members Jerome Hollo, Misha Mladenovic and Kim Stone present via phone). Neisen Kasdin, Vice Chair, agreed and Legislative Item A was presented. Jerome Hollo motioned to approve this item, José Goyanes seconded, and the motion passed unanimously by the 12 Board Members present.

iii. Urban Design, Transportation & CIP Program Committee- Cesar Garcia-Pons

- Brickell Avenue Construction:
 - DDA hosted the Brickell Avenue Coordination Meeting. Representatives from FDOT, City of Miami, Miami Dade Public Works Department and other agencies attended this meeting. We were able to solve problems of communication and coordination. Construction on Brickell Avenue and the Brickell area will be staged more appropriately now and will lessen the congestion and traffic problems. We are moving forward on having a reoccurring monthly meeting to make sure that all departments are coordinating and communicating. On the South Miami Avenue Project the County does have plans to do some above ground improvements. We are setting up a meeting between the City and the County to coordinate efforts on these improvements to make sure that the City and County streets are improved according to our particular plan.

- Biscayne Boulevard:
 - Workshops were held March 7th & 8th at DDA & Miami Dade College to review a number of varied alternatives for the corridor between the River and the AAA on 8th street. Well attended by the MPO, FDOT, MDT, Public Works, BPMT and stakeholders. The results of this study will be presented and available as a draft report at the Urban Design Committee on April 7th. This report will include various results and there will be a number of potential alternatives – not a preferred alternative for the corridor. It will include all the options we can do with parking, landscaping sidewalks, travel lanes. Our next step will be to share with our stakeholders and narrow down the alternatives we can all agree on.
- iv. Economic Development & Technology Committee - Leo Zabezhinsky reported:
- Resident Advisory Group:
 - This group will be reaching out to condominium associations, property managers – meeting taking place on March 29th. Goals of this group will be to help DDA to communicate with residents, increase advocacy and everything else that is going on that we are working on with the City and to open up lines of communication with all our new residents in downtown.
 - Technology Advisory Group:
 - Initiative with Incubate Miami. Introductory meeting will be meeting March 31st. This group will be structured similar to DDA’s other advisory groups.
 - Market Research & Information:
 - 2011 Goodkin/Focus Residential Closings & Occupancy Study. Since its debut at the February Board Meeting, Schwartz Media has sent it out to all the Media, DDA has sent it out to our stakeholders, a list of 1,500 individual – hard copies have been mailed out to elected local and state officials.
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, BY A FOURTH-FIFTHS (4/5THS) AFFIRMATIVE VOTE, AFTER AN ADVERTISED PUBLIC HEARING, AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE A CONTRACT WITH DOWNTOWN MIAMI PARTNERSHIP, INC IN SUBSTANTIALLY THE ATTACHED FORM AS A SOLE-SOURCE CONTRACTOR TO PROVIDE PERSONNEL AND SERVICES IN AN AMOUNT NOT TO EXCEED SIXTY-FIVE THOUSAND DOLLARS (\$65,000.00) PER 12-MONTH PERIOD WITH A CONTRACT TERM ENDING SEPTEMBER 30TH, 2011; THE EXECUTIVE DIRECTOR IS FURTHER AUTHORIZED TO NEGOTIATE AND EXECUTE OPTIONAL ONE-YEAR AGREEMENT RENEWALS, SUBJECT TO CITY ATTORNEY APPROVAL, GRANT FUNDING AVAILABILITY, AND DDA BUDGET APPROVAL.

Jerome Hollo motioned to approve this item, José Goyanes, seconded, and the motion passed unanimously by the 12 Board Members present.

- B. 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 CONVENTIONS, SPORTS, AND LEISURE INTERNATIONAL (“CSL”) AS THE MOST QUALIFIED FIRM TO PROVIDE A DOWNTOWN MIAMI CONFERENCE CENTER MARKET ANALYSIS IN RESPONSE TO THE REQUEST FOR QUALIFICATIONS (“RFQ”) NO. 11-01; AND FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AN AGREEMENT WITH CSL FOR SAID SERVICES, IN AN AMOUNT NOT TO EXCEED FIFTY-THREE THOUSAND AND FIVE HUNDRED DOLLARS (\$53,500), PLUS EIGHT THOUSAND FIVE HUNDRED DOLLARS (\$8,500) IN APPROVED REIMBURSABLE EXPENSES AND ADDITIONAL SERVICES AS NEEDED, SUBJECT TO CITY ATTORNEY APPROVAL.

Vice Chair Neisen Kasdin requested that language in the Professional Services Agreement with CSL reflect, under “#15, to read “at DDA’s sole discretion”. Tony Alonso motioned to approve this item, Oscar Rodriguez seconded, and the motion passed unanimously by the Board Members present.

6. OTHER BUSINESS

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