
The Downtown Development Authority Board of Directors met on Friday, November 18th, 2011, at 8:40 a.m. at 200 S. Biscayne Blvd., #2929, Miami, FL 33131.

PRESENT

Commissioner M. Sarnoff, Chairman
Neisen Kasdin, Vice Chair
Commissioner Bruno Barreiro
Tony Alonso
Hank Klein
Jerome Hollo
Danet Linares
Misha Mladenovic
Nitin Motwani
Alan Ojeda
Kim Stone
Jay Solowsky
Richard Lydecker (Pending City Commission Confirmation)

ABSENT

Alvin West
Oscar Rodriguez
José Goyanes
Dr. Montoya

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

1. Recognitions:

Jarrold Huggins – Downtown Ambassador

Jarrold joined the Downtown Ambassadors ten months ago and currently works in the CBD. He consistently provides high levels of customer service.

Also attending: Jairo Ozuna, Supervisor; Yvesley Francois, Program Manager; and Charles Jackson, Operations Manager

Recognition - Misha Mladenovic

Board Member Misha Mladenovic was recognized for his service with a DDA plaque of appreciation for his service on the DDA Board. (09/01/2009 – 10/31/2011)

2. Special Guest: José Abreu, Director of the Miami-Dade Aviation Department

Presentation by Jose Abreu, Director of the Miami-Dade Aviation Department to the DDA Board, included a Power Point Presentation, which included an overview of the progress of the North Terminal, Phase II expected to be completed in December 2011, the Rental Car Center opened in July 2010, New Services in 2011, an update on the Miami Intermodal International Center – Airport Link opening in April 2012, and the Miami Center Station scheduled to open in September 2013.

Nitin Motwani, Chair of the Marketing Committee commented that the DDA would be glad to have a grand opening of the Downtown Station when the Metrorail opens in April 2012.

(This presentation is available in the November Board File).

3. APPROVAL OF MINUTES~ *October, 2011*

Hank Klein moved to approve the minutes, Kim Stone seconded, and the minutes were approved unanimously by the Board Members present.

4. FINANCIAL REPORT ~ October, 2011

Carolina Londono presented the report. There were no reporting issues.

5. EXECUTIVE DIRECTOR REPORT - Alyce M. Robertson

Downtown Shuttle for Art Basel: Connection of Art Basel in Miami Beach with Art Miami in Midtown, all the way to Brickell Key and it will include the DDA & CRA Districts.
Art Days Brochure: 6,000 brochures have been distributed to hotels in Downtown.

Work plan: Provided to Board Members for information purposes.

Based on the DDA adopted budget and Committee stated objectives.

Outreach: Sonja joined the Enterprise Florida trade mission to Brazil in October with the Governor, Beacon Council and the GMCVB.

DDA hosted a Sister Cities meeting with a Mayoral delegation from the City of Kagoshima, Japan.

Major Events: Second concert of the Concert Series held on November 11th, with Kaki King. Next concert is scheduled for November 9th presenting Blues Brother Review. Together with DMP, we hosted a Meet your Neighbors event on Flagler Street November 3rd, celebrating the expansion of Electric Avenue.
Iron Fork was held at the Ice Palace on October 20th – about 1,500 attendees.

Neisen Kasdin mentioned that at the Executive Committee Meeting, it was discussed that Alyce Robertson's Annual Review needed to be scheduled and the Evaluation Committee needed to be appointed for the Executive Director's Evaluation. Chairman Marc Sarnoff will appoint the committee.

6. COMMITTEE(S) REPORT

i. Economic Development & Technology Program Committee – Hank Klein

Hank Klein stated that the committee did not meet this month.

Leo Zabezhinsky updated the Board:

Real Estate & Investment: CSL/Downtown Miami Conference Center Market Analysis – Executive Summary & Final Report Draft – resolution presented to the Board for review and approval.

Residential Advisory Group met on 9/27 with 13 property managers.

Market Research & Information: Goodkin/Focus 2011 Population & Demographics Report – completed report and posted to the DDA website.

Corporate Business Recruitment: One Community One Goal – Steve Beatus of the Beacon Council provided an update on OCOG and the BC efforts to secure the Miami Air Show in 2012.

Retail Business Development: ICSC Miami Committee assisted with planning for successful “Brickell/Downtown Miami is Booming” event on 10/19.

Leo Zabezhinsky updated the board on Hack Day – held November 12th – to promote local innovation to address community issues.

ii. Marketing & Communications Program Committee – Nitin Motwani

Update: Presentation by Roberto Schaps from Turkel addressing the Miami DDA Brand.

Concert Series: December 9th – the Blues Brothers.

Grant Programs: Notifications/Meetings/Contracts – Sonja informed Committee members that the agreements are being written for those organizations that applied and got funding through the Special Funding Grant Program.

Art Days – Distribution – Sonja Bogensperger reported that the Art Days has been widely distributed to arts organizations, concierges; additional 10,000 copies were printed.

- iii. Urban Design, Transportation & CIP Program Committee – Jerome Hollo
 - Downtown Rail Service: SFRTA presented an alternate Downtown Miami serving rail service proposal than that proposed by the FDOT. Proposed alternative will provide Miami-Fort Lauderdale service every 30 minutes during peak hours. Chairman Sarnoff instructed that the FDOT & SFRTA be invited to the February 2012 Board meeting allowing them half hour each for their presentation.
 - Port of Miami Master Plan rollout is scheduled for December 7th, 2012.
 - Downtown Transit Mobility: Trolley – The City has authorized the trolley be free of charge and operate from 6:30 a.m. to 11:30 p.m. and will include service to Brickell Key; estimated start date is April 2012.
 - Wayfinding & Signage Program: FDOT’s scoping committee has given tentative funding approval for FY15.
 - Brickell Avenue Construction Coordination: Citing safety concerns, FDOT will not implement decorative crosswalks along Brickell Avenue.
- iv. Service Delivery Program Committee – José Goyanes (No Update)
- v. Flagler Street Task Force – Tony Alonso – (No Update)
- vi. Homeless Task Force – Dr. Montoya absent – Kim Stone (No update)

7. 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 ACCEPTING THE DOWNTOWN MIAMI CONFERENCE CENTER MARKET ANALYSIS CONDUCTED BY CONVENTION, SPORTS, & LEISURE INTERNATIONAL (“CSL”) AND DIRECTING STAFF TO PURSUE IMPLEMENTATION OF THE PROPOSED RECOMMENDATIONS AND STRATEGY TO SUPPORT THE DEVELOPMENT OF A DOWNTOWN CONFERENCE CENTER WITH RELEVANT AGENCIES AND STAKEHOLDERS.

Hank Klein moved to approve item, Neisen Kasdin seconded, and the motion passed unanimously by the Board Members present.

Note: Jay Solowsky requested that the Board adopt resolution of the DDA Board requesting an opinion from the State of Florida Attorney General as to the applicability of the public records law to a request which has been made of the DDA for production of certain election records.

Note for the record: Chair Marc Sarnoff did not participate in the discussion or voting of this resolution.

Nitin Motwani moved, Kim Stone seconded, and the motion passed unanimously by the Board Members present.

Board Meeting interrupted by Building Fire Alarm.

8. OTHER BUSINESS

ADJOURNMENT