

MIAMI BEACH

Finance and Citywide Projects Committee Meeting
City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive
September 14, 2018 - 2:00 PM

Commissioner Ricky Arriola, Chair
Commissioner Mark Samuelian, Vice-Chair
Commissioner Micky Steinberg, Member
Commissioner John Elizabeth Alemán, Alternate

Visit us at www.miamibeachfl.gov for agendas and video streaming of City Commission Committee Meetings.

A meeting of the Finance and Citywide Projects Committee was held on Friday, September 14, 2018 at 2:00 p.m. in the Commission Chambers, 3rd floor of City Hall. Attendance: Commissioners Ricky Arriola, Mark Samuelian, Micky Steinberg, and John Elizabeth Alemán. Members from the Administration and the public were also attendance.

Meeting began at 2:07 p.m.

OLD BUSINESS

1. DISCUSSION REGARDING A PILOT PROJECT TO TEST TEMPORARY ARTISTIC SHADE STRUCTURES IN SELECT PUBLIC SPACES TO SPUR ACTIVITY AND COMMUNITY VIBRANCY

July 25, 2018 – R9 N

Sponsored by Commissioner Arriola
Tourism, Culture, and Economic Development

ACTION

Heather Shaw, Tourism, Culture, and Economic Development Acting Director, presented the item.

Commissioner Arriola said that he is the sponsor of this item and we can talk about shade structures and see where the dialogue goes, but what he was really interested in, is really something creative and artistic to bring life to an area that needs some love. It doesn't necessary have to be a shade structure, but we can talk about shade structures. His thought was to do something kind of like they did in Coral Gables that brings people to an area to local businesses and beautifying the area, etc.

Heather Shaw said they were looking at opportunistic areas that would be great for having some type of structure, Normandy Isle, Rue Vendome, Washington Avenue, and 41st Street stood out. She said they did look into the Coral Gables model and it took a year for them to put it together, it cost \$80,000-\$120,000. It brought a lot of attention to the area and people are still talking about. Other municipalities have done other things and not just shade structures.

Commissioner Arriola said he thinks we need to decide what area we want to target and what might we want to do.

Discussion was held regarding areas they would like to target.

Commissioner Alemán and Vice-Mayor Samuelians' preference was 41st Street.

Commissioner Arriola agreed.

Commissioner Steinberg said we are very limited in that street scape and asked what Heather Shaw was thinking for that area.

Commissioner Arriola mentioned that it should be in an area where the critical mass would go to see an artistic creation and stay.

Heather Shaw said in the 41st Street vision plan they have some ideas on how they would beautify 41st Street and there could be some things within that, which could be some options.

Kathie Brooks, Assistant City Manager, suggested before the Committee picks a place, as part of the study that 41st Street Committee engaged in, it designated certain opportunity areas, and she recommended it be one of those opportunity areas. The Committee at their next meeting is supposed to drill down and make recommendations as to what they think would be a good place to start a pilot. This could dovetail well with that. An option is to wait and see what area they are recommending to be their initial pilot.

Commissioner Steinberg said she loves this idea. She wants to help existing businesses and give them a boost, but also show the area and potential of the area. She wants to know where the best and highest use would be for the structure.

Heather Shaw said there are a number of suggestions in the plan and the 41st Street committee will be drilling down and choosing one.

Commissioner Steinberg said if everyone is set on 41st Street, then they can wait for the 41st Street Committee's recommendations or they can try and boost some of the area that already has some activation.

Vice-Mayor Samuelian said since this is a pilot he thinks 41st Street makes a lot of sense, we have a Committee and they should make a recommendation of where it should go. We can give some budget guidance. He is thinking up to \$50,000.

Kathie Brooks said the budget did include a budget allocation of \$100,000 for 41st Street, but she doesn't think this should take up the whole thing, because we are looking to do other things as well.

Matis Cohen, business owner spoke, and said that this is a strategic decision and it needs analysis and that is what Economic Development does. They establish criteria of areas. What North Beach needs is different than what 41st Street needs and different than what Ocean Drive needs. There are different criteria for every area.

The Committee is in agreement to target 41st Street. The 41st Street Committee will decide where on the street.

Commissioner Arriola said he is okay with doing up to \$50,000, but wants it to be a good product. He asked if we could ask the Cultural Arts Council and he doesn't know if Art in Public Places can do it, but to throw in a little money if needed. Maybe we let them vet the proposal when it comes out.

Commissioner Arriola said the vision is going to come from the design firm and the Committee will approve it. This is an economic development item as well as beautifying the City.

Heather Shaw said this is something that will hopefully invite people to the neighborhood so they will spend money and experience new businesses and also make the community proud.

Commissioner Steinberg said she loves this and she wants to move forward and thinks they came up with a good idea here. She thinks the charm of what happened in Coral Gables area was that it was temporary. She thinks the time frame is something that needs to be discussed and it could also alter the budget.

Commissioner Arriola said there were 3 avenues given to do this. He read out the options that were indicated in the memorandum. He said he likes option 2. He asked what guidance is needed from the Committee since it is an RFP. He said he would say that we are trying to drive people to 41st Street to help local restaurants and shops and to see this artistic installation and it will be around for about 6 months akin to what happened in Coral Gables to try to give guidance to the artist.

Alex Denis, Procurement Director, said this is artistic services, they are exempt from bidding. He said we will do a call to artists kind of like what was done for the LGBTQ cross walk. Typically we ask for artists to submit a design so we can evaluate the design and then we negotiate an agreement.

Commissioner Alemán said it ought to be something you can see as you are passing through 41st Street that maybe it is something they can come back and interact with later that generates community pride and an interest in 41st Street. It is a high pedestrian street because of the community that lives there. There is a strong Jewish community that walks a lot.

Kathie Brooks said they will take an item to the October Commission meeting accepting this recommendation and try to include the 2 pages of solicitation so the Commissioners will have a chance to review it there.

DIRECTION: Put out a call to artists to put an installation on 41st Street, wait for recommendations on location from the 41st Street Committee, allocate up to \$50,000 for an installation from the \$100,000 that was already allocated in the budget.

2. **DISCUSSION REGARDING ACTIVATING STOREFRONT GROUND FLOOR VACANCIES WITHIN MIAMI BEACH COMMERCIAL CORRIDORS**

April 11, 2018 – C4 J

Sponsored by Commissioner Arriola

Tourism, Culture, and Economic Development

ACTION

Heather Shaw, Tourism, Culture, and Economic Development Acting Director, introduced the item. She has worked with the Small Business Task Force and Chamber of Commerce to create a survey to get feedback from the business owners on why they believe that all of those businesses are empty, and to collect data on what business owners need, and what challenges they have, and to develop programs that will address those concerns. She added that the City will host a Small Business Summit on September 26, 2018 to gather additional data. Other creative alternatives she has considered are curative storefront initiative, encouraging small scale manufacturing, tech-labs, and designating transitional areas as pink zones, and provide grand opening incentives to encourage shareholders to open businesses in these areas.

Commissioner Arriola suggested adding a comments section to the survey, there are 11 questions to the survey, and adding a 12th question for comments so they can express other issues that the City needs to be made aware of.

Commissioner Alemán asked if it is possible to ask in the survey if they are willing to participate in the Plastic Free MB program.

Daniel Veitia, resident, spoke requesting support for vacant store front wrappings for North Beach, and added that North Beach needs a City sanctioned committee that would act as the leadership and voice for the businesses in North Beach.

The Committee had a discussion regarding store front wrapping for vacant businesses. They discussed the cost of the wrappings, the design, and installation.

Kathie Brooks, Assistant City Manager, mentioned that in the past, the City would provide the store front wrapping to the business and it was an approximate cost of \$19,000 for 30 windows.

Matis Cohen, business owner, spoke and asked what the sampling size for the survey is, and also agreed with Mr. Veitia that North Beach needs a City sanctioned committee to be the leadership and the voice of the businesses for North Beach.

Kathie Brooks also added that the Administration is working on establishing one point of contact for businesses issues. Resident spoke and expressed his concerns on why does it take so long to be able to open a business in Miami Beach, and added that people need to be able to see inside the vacant store fronts to get a feel for the space to see if the space is compatible with their intended business idea.

Vice-Mayor Samuelian directed staff to return to the next FCWPC meeting with the proposed ordinance and updates on the feedback from the survey.

Committee discussed the storefront wrapping.

Commissioner Alemán suggested different wrapping designs for South, Mid, and North Beach to reflect the different cultures of these three areas.

Commissioner Steinberg suggested using the same wrap for all and perhaps the Small Business Task Force can decide on the design.

Commissioner Arriola suggested that City Staff provides options and the Committee can vote and decide to expedite the process.

The Committee again directed the staff to return with a draft ordinance, updates, and options for the store front wraps.

DIRECTION: City Staff to work on a draft ordinance, provide updates on data collected, and provide options for the store front wraps.

3. **DISCUSSION REGARDING PROGRAMMING RUE VENDOME AND ISSUING A SOLICITATION FOR A CREATIVE MARKETING AGENCY TO HELP SUPPORT THE LOCAL BUSINESSES AND REVITALIZE THE COMMUNITY THROUGH CREATIVE PROGRAMMING WITHIN NORMANDY ISLE**

May 16, 2018 – C4 Y

Sponsored by Commissioner Arriola

Tourism, Culture, and Economic Development

ACTION

Heather Shaw, Tourism, Culture, and Economic Development Acting Director, presented the item. She explained that at the last FCWPC meeting the Committee asked staff to seek out companies that could potentially do some place making for Rue Vendome. We have done a short term pop up park and put some furniture in the area for people to rest and gather. There is also a large chess set. We also launches a yoga program on Tuesdays and Thursdays and there is also First Friday's and the market on Saturday. She said we sought out a lot of firms that could be potential options, but we didn't get a lot of interest. The only company that was interested was Prism. They do a lot of great programming and promotion for small spaces and big spaces. We are working with them on Lummus Park; we did an RFLI for Lummus Park to do some programming and they were the only company that responded to the RFLI. If we did another one for Rue Vendome it would probably be the same situation. It seems that Prism is the company to do that. We may be able to leverage that we did the RFLI for Lummus Park and potentially expand that scope to have them help with Rue Vendome.

Alex Denis, Procurement Director said the only challenge there is that the proposal that came back was \$8,000 a month, \$25,000 for a 3 month period. If it is going to go on much longer than that, we are talking about waiving bidding. He also said his staff did some analysis and there is not a huge market of vendors out there for work like this. He said if the Committee is open to adding and doing a bid waiver, then we can go that route.

Matis Cohen, business owner, said a group of them extensively studied who are the best place makers, who it is that they want that understands the culture of North Beach, understands the aspirations and can put metrics into their place making. Putting chairs and other things are not measurable, but the tax dollars are measurable, what dollars are coming in from resort taxes, what are receipts of the vendors. He said he is very happy with Prism and he thinks they are a good choice because they understand the market.

Vice-Mayor Samuelian said he likes the direction, he is happy to do something with Prism. He asked what type of bucket of money we are talking about and what types of

commitments are we making that could be more ongoing and he wants to know how this fits into our financial position.

Kathie Brooks, Assistant City Manager, said this one is a little more challenging than the other ones that were talked about. She said her and Alex Denis were talking and if we do go with this approach we should sit down with Prism and see if we add Rue Vendome and if there are some economies of scale that we can get better deal and maybe the impact is not as much.

Matis Cohen said the mission in Rue Vendome is a little different. There are smoke shops and empty storefronts. It is a little different than just creating an activity for a certain period of time. This area needs a little more consideration than in Lummus Park.

Heather Shaw said the events happening in Rue Vendome are measurable and people are coming out for the events.

Vice-Mayor Samuelian said he is comfortable moving forward. He wants to understand what the vision is and if this is temporary or not.

Commissioner Arriola said for Prism to program and then take a look and see how it's going. He would do it as a pilot and if it is going well we can continue to fund it and if we get to a point where we don't need to do it anymore we can pull back.

The Committee would like the proposal to come back to the FCWPC.

Commissioner Arriola recommended telling Prism to think outside of the box and not have parameters to try to stimulate the area.

Commissioner Alemán said she doesn't know if it is helpful to Prism to give them some guide posts, one being that the purpose of this is to highlight the quality of life in North Beach. Also, that it complements the permanent businesses are there. In addition, that it needs to be visible.

Commissioner Arriola would like Prism to come up with some great concepts.

Vice-Mayor Samuelian said he agrees with Commissioner Alemán's comments. He would like Prism to show that it is working and then we would want more, they are going to go to their other clients and say that is actually works. They should really be vested in showing tangible progress.

Commissioner Steinberg asked that this doesn't overlap with some of the Parks, for example North Shore Park does a great event on Halloween.

DIRECTION: Work with Prism to see if they can add Rue Vendome through the Lummus Park RFLI and come back with a proposal.

4. **DISCUSSION REGARDING CABLERUNNER AND ITS TECHNOLOGY**

February 14, 2018 – C4 V

Sponsored by Commissioner Alemán

Public Works

ACTION

DIRECTION: Withdrawn by Sponsor until further notice.

5. **DISCUSSION REGARDING THE FEES CHARGED TO DEVELOPERS TO APPEAR BEFORE THE CITY'S LAND USE BOARDS**

April 26, 2017 – C4 F

Sponsored by Commissioner Alemán
Planning

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending consultant with deliverables.

6. **DISCUSSION TO REVIEW STATUS, ISSUES, AND PLANS RELATED TO THE INDIAN CREEK DRIVE FLOODING MITIGATION**

March 7, 2018 – C4 F

Sponsored by Commissioner Samuelian
Public Works

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting.

7. **DISCUSSION REGARDING G.O. BOND**

January 17, 2018 – R9J

Sponsored by Commissioner Arriola
Finance

ACTION

John Woodruff, Chief Financial Officer, distributed a hand out regarding the 4 community meetings that start next week on Thursday at the Wolfsonian. These meetings are intended to provide information on the G.O. Bond and also the other items on the ballot. On the website as of today, there is an interactive map of all of the projects as well as an electronic version of the voter's guide. Sometime next week there will be a calculator put on the website for residents to calculate their exact impact from the G.O. Bond to their property, as well as a video.

Commissioner Arriola recommended that he and his colleagues make as many meetings as they can because they need to start talking to voters. Absentee ballots will be going out in about a month.

DIRECTION: Come back to the October 26, 2018 FCWPC meeting with an update.

8. **DISCUSSION TO EXPLORE POTENTIAL PARTNERSHIP WITH CITYGRADER**

May 16, 2018 – C4 P

Sponsored by Vice-Mayor Samuelian
Communications/Information Technology

ACTION

Vice-Mayor Samuelian opened the item and said that Citygrader is sort of like Yelp or Trip Advisor for local government. It is a local business and they have already entered into a partnership with the City of Miami. The initial proposal or ballpark budget was around \$25,000, given we were in a tight budget environment, we agreed to monitor it and see when there might be an opportunity. Like Yelp, our City government is already getting feedback.

Tonya Daniels, Marketing & Communications Director, said that she brought back the feedback from the last FCWPC meeting that it was kind of a lot of money for us right now, but we would continue to monitor it. If we engage in a partnership we would be notified right away that when someone comments and we can also work with them to ensure there is no confusion between Miami and Miami Beach as well as respond directly to these people. She said she spoke to them a little bit and told them we are going to continue to monitor and possibly come back and they would really like us to be a part of it. They have launched a free platform for us, for the rest of the year we have access to it at no cost to us. There are other cities on there and if you look at our comments so far, we as a City, our staff have received great remarks.

Voice-Mayor Samuelian thanked Tonya Daniels for following up. He said to make this really pay off for our free investment, let's make sure the information is circulated in an appropriate way with sort of a summary view to our Committee and the Commission in terms of what is going on and what we are hearing to the relevant Departments as quickly as possible. He mentioned that this is the third time today at this meeting that we are significantly engaging the community.

DIRECTION: Operationalize the feedback.

9. **DISCUSSION REGARDING THE PROJECT BUDGET AND SCOPE OF THE 72ND STREET CIVIC COMPLEX PROJECT**
January 17, 2017 – C4 AD
Sponsored by Commissioner Alemán
Office of Capital Improvement Projects

ACTION

DIRECTION: Defer to the December 14, 2018 FCWPC meeting.

10. **POTENTIAL REVENUE STREAMS**
Marketing & Communications

ACTION

Tonya Daniels, Marketing & Communications Director, presented the item. She said that at one of the budget briefing meetings, she was asked to explore some potential revenue items. She said they presented some ideas and was asked to go back and further explore those. Based on conversation that staff had recently, which included Legal, Planning, the City Manager, and her office everyone looked through each of the items, which were broken down into detail in the memorandum for the Committee today. She would like to go through each option and get feedback on how the Committee would like to proceed on each of those. She began with advertising on the exterior of trolleys. This is something we have done in the past; the Alton West Trolleys had advertising on the exterior of the trolleys. The three trolleys we had rotating there

brought us around \$80,000 a year and we do have the option to look at the contract that the City of Miami has and possibly piggybacking on that if we wanted to. Staff is all pretty comfortable if Commission would like to move forward and try to implement. If we piggybacked off the City of Miami contract, the advertising would go on the middle of the sides of the trolleys and the rear of the trolleys.

Commissioner Alemán said she is interested on the exterior advertising, but she would want to make sure that it doesn't obscure the windows of the trolleys, having them feel dark and obscuring visibility looking into the trolley and looking out.

Michael Llorente, Llorente and Heckler, spoke. He said they represent Outfront media, which is one of the largest advertising companies in the country and has contracts to do the advertising on the County's bus fleet, the County's rail fleet, and the City of Miami's trolleys. He doesn't think there is another operator in Miami-Dade County doing advertising on transit vehicles. He said they currently have the contract with the City of Miami and about a year ago they modified their format to reduce it slightly. The way they structured that contract, the Commission and the City of Miami retained quite a bit of control. Every copy before placed on a trolley goes to the City; the City sort of dictated the format and reduced it. The contract is one year at a time and every year it goes back to the Commission for approval. What is left on that contract is about a year and a half. They are on the second to last one year option. The current term expires on May 19th of 2019 and then with the permission of the City of Miami and if the City of Miami Beach were to piggyback it would come back to the City of Miami Beach Commission in May or before May and it could be extended for up to one more year. The benefit is that it has been competitively procured, the deal has been negotiated and they are up and running across the bay. Advertisements on the trolleys can be done pretty quickly. If the piggyback item was on the next budget hearing, he thinks the City can include anywhere from \$300,000-\$600,000 in this year's budget, which obviously could address some of the concerns addressed earlier this week. He said they have run very preliminary numbers and feel very comfortable that within one year of operations the City's share of 52% should be absolutely north of \$600,000, which is actually very consistent with what Tonya Daniels had concluded.

Vice-Mayor Samuelian said he absolutely thinks we should pursue this; we spend many millions of dollars a year to provide a free service to our community, a little bit of an offset here based on advertising makes sense. If partnering with the City of Miami is the way to go great, if Tonya Daniels thinks we should explore other options, he looks for her guidance. He is a strong yes on this.

Commissioner Alemán said she thinks this is great. She mentioned that earlier in the week they discussed the recycling fee and none of the Commissioners want to pass the recycling fee onto the residents and all want to maintain the high level of service of the backyard sanitation. She thinks the residents would appreciate this as an alternative to lowering their service or passing on new fees that they aren't used to. She is in full support.

Commissioner Arriola is in full support as well. He said this is a pilot and if it does not go well we can always undo it.

Tonya Daniels said if we piggyback off the City of Miami's contract it would only be for a year and a half because that is all they have remaining, after that we would need to renegotiate.

It comes back in May, so it can be terminated then.

Vote to piggyback off the City of Miami's contract for the advertising on trolleys: Commissioner Arriola, Vice-Mayor Samulian in favor. Commissioner Steinberg was not in favor. 2-1. Commissioner Alemán was also present and was in favor.

Tonya Daniels continued on and went to the next item regarding sponsorships throughout the City. It is something we currently do throughout the City. The thought on this would be to work with a consultant. In 2007, we hired a consultant to do a little bit of an inventory to look at possibly sponsorships. This included park naming rights, major event naming rights, everything from a vehicle sponsor for the City of Miami Beach to just signs outside of a park saying Carnival Park. All things are very preliminary and everything would have to come back to Commission for approval, but the idea on this was in addition to the sponsorship coordinator we have in house right now who managed currently around \$1 million a year of cash in-kind advertising and sponsorships, these sponsorships would be the larger kind, which would focus on things more like naming rights for the Convention Center, possible park naming rights if it was a fit or other major vehicle sponsorships for the City. It would be like the company that brought in the Coca-Cola contract, it would be a company looking for contracts of that size and that sale. She said they did talk with the Procurement Department about this and we could move forward with an RFP to bring someone in and negotiate something. We can also look at the naming rights for the Convention Center separately or we can package it together. They are different specialties, however, there are companies that can do both. This is another opportunity, depending on what they bring in that is another potential high revenue source for the City.

Vice-Mayor Samuelian said he is also supportive of proceeding here, especially with the Convention Center, it is a new facility. It is a material number and one idea that he discussed with our Chief Financial Officer was the opportunity to maybe have something with a time period, so we see how it goes for a few years and then we might go for others. He is very supportive of that and also open to some of the other events that were listed in the memorandum.

Commissioner Alemán said she agreed. She is a little cooler on the concept of naming parks, but also the naming Convention Center and events, absolutely. She mentioned if the 72nd Street project should include the only competition length swimming pool in the City and if a company would like to have their logo on the bottom of the pool and that would help offset the cost of that amenity she thinks it would be worthwhile.

Tonya Daniels said all of those items would have to go to Commission for approval and typically the contracts with sales members like that are strictly on commission. There is general no out of pocket cost for the City on that.

Commissioner Arriola, Vice-Mayor Samuelian, and Commissioner Alemán liked the sponsorships ideas. Commissioner Steinberg was not in favor. 2-1.

Tonya Daniels said the remaining item is putting exterior signage on some of the parking garages throughout the City as well as the Fleet Management building.

Commissioner Arriola said for the garages, he received a request to defer that discussion to the next FCWPC meeting, so they could be here. They want to come and do some mock ups.

Commissioner Alemán said the one for her that is fine and a no brainer would be the backside of our Fleet Management building, not so much for the parking garages she is happy to defer that discussion.

Tonya Daniels said they did some research and 5.3 million people on cruise ships go past there a year. Based on what she has purchased of advertising in Wynwood, she has put that around \$40,000-\$50,000 a month because it is much larger. We have staff that could sell that and manage that.

Vote to start on the advertising on the rear of the Fleet Management Building: Commissioner Arriola, Vice-Mayor Samuelian in favor. Commissioner Steinberg was no in favor. 2-1. Commissioner Alemán was also present and was in favor.

DIRECTION: Proceed with the piggyback on the City of Miami contract for advertising on trolleys. Proceed with sponsorship ideas. Proceed with advertising on the rear of the Fleet Management Building. Come back with the exterior parking garage part of the item to the October 26, 2018 FCWPC meeting.

NEW BUSINESS

11. DISCUSS IMPLEMENTATION OF A ONE-YEAR TRIAL OF “eCOMMENT,” AN ONLINE RESIDENT ENGAGEMENT TOOL THAT ALLOWS RESIDENTS THE OPPORTUNITY TO PROVIDE COMMENTS DIRECTLY TO THE CITY COMMISSION THROUGH THE ONLINE MEETING AGENDA

July 25, 2018 – C4 R

Sponsored by Commissioner Arriola
Office of the City Clerk

ACTION

Rafael E. Granado, City Clerk, presented the item. He provided a handout to the Committee. He said we are very good at getting information out to the residents, whether it be through MB Resident’s Right to Know or MB Resident Connect, however when we get information back we get it through emails. Sometimes hundreds of emails come through and sometimes we don’t get to finish reading the emails before the Commission meeting starts. This program on the agenda itself allows you to respond by saying you agree/ support or are neutral on the information. There is money in the City Clerk’s Budget for the first year. Coral Gables is another City using this program in Miami-Dade County. This program allows you to see the information graphically.

Commissioner Alemán said she likes this, but it will not be without a labor attachment. We will need to have supervision over the commentary so that it is accurate.

Rafael E. Granado said the Public won’t see these comments; they are comments for the Commissioners. This is to try to reduce the number of emails that are sent directly to the Commissioners for an item. On the agenda, next to each item there will be a button to comment, this is meant for the Commissioners to see the comments so they

aren't getting the bombardment of emails the day before the meeting. This is a great way to provide the information fast to the Commissioners.

Commissioner Alemán said there are risks that a Commissioner can say they didn't read it or take their agenda review and didn't talk to anyone, but they are going to go based on what the percentage on the comments are. She thinks the Commission can deal with these situations.

Rafael E. Granado said that this is usually a multiyear contract, but we had the company agree that we could do this for a one year trial period, if the Commission allows him to rollover the money that wasn't spent to the next fiscal year, they can use that, it is \$9,000.

The Committee said they would like to try it.

Vice-Mayor Samuelian said he doesn't think it will eliminate the false news and the emails, but any time we offer another channel to our community to communicate with us, it is goodness. For that level of investment he thinks we should proceed.

Rafael E. Granado said this allows you to send information about one particular item. You can omit the number of words, you can also block individuals. You have to also create an account; it is something you have to sign up for.

Daniel Ciraldo, resident, spoke. He said when Novus agenda was implemented a few years ago; he asked if there could be commenting. He requested for the comments to be public. It would be helpful to have that dialogue.

Rafael E. Granado said that wasn't possible a few years ago, but it is now because the company got bought out by a larger company, and we got a new package with them. He said making the comments public is something he believes can be done if that is the way the policy runs. It also stores all of the information publicly. It is maintained as a public record. He is not sure what the \$9,000 covers, if it includes the Land Use Boards and other boards.

Commissioner Alemán recommending piloting this with Commission meeting agendas first and see if it looks like it won't make it harder for the other boards.

Rafael E. Granado said that Erick Chiroles said we can close the comment period at any point, some cities choose to close the comment period 24 hours before to allow the Commissioners and the Administration to read the information. We can trial that.

The Committee would like to trial this program.

Matis Cohen, business owner, said he would like to make sure that the Historic Preservation Board is the first board that uses this and that it is transparent.

VOTE OF ACCLAMATION TO PROCEED WITH ONE-YEAR TRIAL

12. DISCUSSION REGARDING THE 2018 COMMUNITY SATISFACTION SURVEY

July 25, 2018 – C4 M

Office of the City Manager

ACTION

Susy Torriente, Assistant City Manager/Chief Resiliency Officer and Amy Knowles, Deputy Resiliency Officer, presented the item. Susy Torriente said this item is a bid waiver to get the services to do our survey to do every 2 years. We also added some background material in the memorandum that shows how we are going to be using the survey in the context of our strategic planning process and resiliency strategy process. We have some goals and draft outcomes based on the Commission's previous retreats. She said they are looking forward to hearing some more feedback from the goals conference to make this something that the Commission will ultimately approve.

Amy Knowles gave an overview of the survey and how the results can be used and also gave some background on why they are recommending a bid waiver. Conducting a valid survey is a very important way to get feedback from residents and businesses that may not show up in meetings. The City normally conducts this survey every 2 years and this will be about the 7th time. She said they recommend that the survey be placed on the October Commission agenda as a bid waiver and this will allow us to continue the same methodology that was done last time. The consultant has an extensive database from other cities, which will allow us to benchmark our results with other tourism cities as well as national averages. The consultant has many options to gather the data, which allows us to reach out to the different demographics, the survey is also offered in Spanish and Creole. The questions can be updated from Commission and Department Directors. We would expect to conduct the survey in November or December to get the results back in time to provide feedback for the budget process. Two important new enhancements have been included. The consultant will present the results. The survey will have a 95% confidence level, 1,200 resident and 600 business surveys. In 2016, the cost was \$85,572, the cost this time would be \$72,662, and the survey is funded within the proposed budget. These results will be incorporated on a dashboard that John Woodruff has been working on.

John Woodruff, Chief Financial Officer, said we are finalizing the scope over the next 4 weeks or so, that way we can bring it to Commission and proceed. Hopefully the timing will dovetail well with the strategic planning efforts and the community survey as well.

Vice-Mayor Samuelian said that he is fully supportive; he thinks it is a really important initiative. This survey is an important scorecard from our stakeholders of how we are doing. He would support the bid waiver; it is good to see the costs are coming down. It is really important to see how we are doing over time, having the same vendor allows that. He thinks the most important thing and he would like to encourage us to think through how we are going to act with the data. He would like the data to be shared and actively promoted within each Department. When we get memos on certain topics, the scores from that area should be front and center and it should also be in front of Commission when they do policy. He is comfortable with the direction.

Commissioner Alemán said she is very supportive of conducting the survey, but she wants to know if we are doing a bid waiver how they can be reassured that what we are paying is a fair price for what we are getting.

Amy Knowles said they did do a comparison with several local cities that have done the survey. We are getting a pretty amazing price and we are doing a more in depth survey as well. We are getting the lowest price compared to Coral Springs and Tamarac. We are also breaking it down in 3 different areas, so will be able to isolate our results better

for the business survey. The resident survey is quite complex, we conduct more surveys than other cities and the cost is great, compared to the other cities.

Commissioner Alemán said she is supportive of the bid waiver, but she would ask that an item be added to the Disability Access Committee to discuss this survey and get their ideas of anything else we can do to make sure that we are reaching all of our populations in Miami Beach.

MOTION: Vice-Mayor Samuelian moved to approve the item as stated. Commissioner Steinberg seconded. All in favor.

13. DISCUSSION REGARDING THE SPONSORSHIP PACKAGE REQUEST FOR SUPER BOWL XLIV, SCHEDULED TO TAKE PLACE ON FEBRUARY 2, 2020 WITH MAJOR MEDIA AND NFL EXPERIENCE EVENTS PLANNED FOR MIAMI BEACH AND THE MIAMI BEACH CONVENTION CENTER

July 25, 2018 – R9 O

Sponsored by Mayor Gelber

Tourism, Culture, and Economic Development

ACTION

Heather Shaw, Tourism, Culture, and Economic Development Acting Director, introduced the item. She referenced the Host Committee's requests in which they requested that the City establishes a "claim zone", which is a one mile radius to prevent any activities that requires a special permit. They also asked for a prohibition on ambush marketing, asking the City to lift the agreement with the Coca Cola Company as the sole provider of beverages, and additional \$250,000 cash sponsorship to designate the City of Miami Beach as an Official Sponsor. They want for the City to cover all Fire, Police, and Sanitation services, and a waiver of the City of Miami Beach special event permit. All together is a total budget impact of approximately of \$650,000 and the total fee waiver amount of \$1,035,790, including the Convention Center facility rental fee waiver of \$857,540; and a new request for other fee waivers of \$178,000. The Total sponsorship request including both the cash outlay and fee waiver is \$1,685,790.80. She recapped that the City Commission had approved most of the request in the July 25, 2018, and what was left behind was referred to the Committee which is the additional \$250,000 sponsorship, for the City to cover the cost of all Police, Fire, Sanitation, Public Works, and Parking services. She introduced Randi Freedman, a representative of the Super Bowl who will describe their plan for the event.

Kathie Brooks, Assistant City Manager spoke. She referenced the July 25, 2018 City Commission discussion stating that the additional \$250,000 for sponsorship, and the \$250,000 cost for City services will be placed in contingency in the Budget. If the Committee decides to approve the Budget is available.

John Woodruff, Chief Financial Officer added that \$250,000 was budgeted and he is not sure how much more is needed. Ms. Brooks replied with \$250,000. Mr. Woodruff replied that it could be added to the budget and will reflect the amended budget to be presented in the September 26, 2018 Budget Hearing.

Vice-Mayor Samuelian recognized that the total additional ask is \$500,000 and asked what happened between what the City originally committed to, to the incremental ask. He asked how does that potential level of commitment from the City of Miami Beach

compared to other municipalities. He also asked what the approximate value of the legacy grant is.

Randi Freedman, President of Events for the Super Bowl Host Committee, spoke. She stated that the legacy program is a combination of the NFL working with the Super Bowl Host Committee, and that she cannot quantify the Legacy grant impact because they do not know what exactly the project is going to be yet. She added that, the benefits to the City will be based on what the City needs; it will be both a financial and a community contribution. It is a partnership and it is up to the City of Miami Beach to determine what projects are important for the City.

Commissioner Alemán replied that one example of said benefit can be the improvement of the Miami Beach Senior High Sports Field, especially the football field.

Ms. Freedman replied and reassured the Committee that the Legacy program is fully committed to contribute to the City of Miami Beach and that is going to be the NFL's 100th birthday and that the NFL is fully committed and it will be a milestone event.

Vice-Mayor Samuelian thanked Ms. Freedman for clarifying the Legacy grant, and again asked if she or Ms. Shaw can answer his other two concerns.

Ms. Shaw replied and stated that in July this was an additional ask from the host committee, and referred to Ms. Freedman to explain how the level of commitment compares to other municipalities.

Ms. Freedman stated that they have a \$1 million commitment from the County, and in the process of acquiring another \$2 million from the City of Miami.

Commissioner Arriola asked her how many Cities have they approached with the same ask. She replied that they have asked Miami-Dade County, City of Miami, and Miami Gardens.

Commissioner Arriola replied that he would hate to give money and not see the event in Miami Beach, or competing against the City of Miami, and Miami Gardens, and not get the fun events and lose out on money. He would feel better in saying yes if he knew what events will be in the Beach.

Ms. Freedman replied that NFL Experience has never been done on the beach and it will be done in the Convention Center.

Commissioner Arriola said that he was not aware of that and agrees that the NFL Experience in the Convention Center would be great.

Discussion was held regarding the NFL Experience.

Ms. Freedman added that the Media Center is scheduled to be in the Convention Center as well and that will be a great impact to the City. She mentioned that there will be events at hotels, they are thinking about a Lummus Park Beach concert, and that the City of Miami Beach is at the driver seat of all the major events.

Vice-Mayor Samuelian stated that he is open to the request but is concerned because the City is on a tough budget environment and would like more specifics on the Legacy grant. He asked if she can provide an example on the last grants that were done and the economic investment that the NFL made. He also asked if any of the mentioned events can be confirmed.

Commissioner Alemán agreed and stated that if the Committee votes yes, it needs to be compelling.

Ms. Freedman replied that the additional cash being asked is \$150,000.

Ms. Brooks replied to clarify the amount because she believes they are requesting for an additional \$250,000 cash. Ms. Freedman will verify and confirm.

Steven Cohen, Miami Beach resident spoke and stated that NFL experience is \$35 per person and asked if they sign up early can residents receive free admissions because it will cost a family of 4 almost \$150, and ask if it is possible for some of the players to speak in the schools.

Ms. Freedman stated that the NFL Experience is run by the NFL; she does not have an answer but is something that she can address.

Kathie Brooks confirmed that the additional ask was for \$250,000, and up to \$250,000 in City services.

Vice-Mayor Samuelian recommended moving forward to the full Commission but only with a \$250,000 ask, not the full \$500,000, and be open to an incremental increase given that the events stated can be confirm and all the events details can be firmed up in favor of the City of Miami Beach. Ms. Brooks added that if they can firm up the details before the next City Commission Meeting to increase the request to \$500,000.

The Committee agreed.

MOTION: Vice-Mayor Samuelian motioned to recommend the item to the full Commission with a \$250,000 contribution, and to be open to an increase to the full \$500,000 if they guarantee that the major events stated will be hosted in Miami Beach. Commissioner Arriola seconded. All in favor.

14. **DISCUSSION REGARDING EXTENDING THE LEASE AGREEMENT BETWEEN THE CITY AND MDGLCC FOUNDATION, INC., FOR APPROXIMATELY 2,543 SQUARE FEET OF OFFICE SPACE, LOCATED IN HISTORIC CITY HALL, 1130 WASHINGTON AVENUE, 1ST FLOOR NORTH**
Tourism, Culture, and Economic Development

ACTION

Mark Milisits, Office of Real Estate Division Director, presented the item. He said in 2010 the City entered into a lease agreement with the Miami Dade Gay and Lesbian Chamber of Commerce for approximately 2,500 square feet on the ground floor of Historic City Hall. The original lease term was for 3 years and contained 2 options for 3 years each. The final renewal option expires March 31, 2019. The MDGLCC is a 501c3 organization comprised of over 1,200 members and 600 businesses. In March 2013,

the Chamber requested a rent reduction to help offset cost of providing additional services to the community. The rent reduction amounted to \$51,000 annually to \$30,000. The Chamber requested an early renewal of their lease term. We have discussed with them the same terms we had originally, they have requested the same rate as they currently pay. Essentially, everything in the new lease would be the same as the previous lease, except that they are providing even more services, which are detailed in Exhibit A. Administration is in favor of approving the new lease.

MOTION: Commissioner Steinberg moved the item. Vice-Mayor Samuelian seconded. All in favor.

15. **DISCUSSION ON THE PROPOSED MOBILITY FEE PROGRAM**

July 25, 2018 – C4 U

Sponsored by Commissioner Alemán

Transportation

ACTION

Jose Gonzalez, Transportation Director, introduced the item. He stated that this is a new and more progressive transportation concurrency program and is commonly referred as Mobility Fee. The City collects concurrency fees going back to 1999 as part of a Master plan called the Municipal Mobility Plan of 1999. That plan has been essentially implemented, at least all the projects that were found to be feasible have been implemented, and it has been replaced by the most recent transportation Master plan that was adopted in March 2016. The current Transportation Master Plan is a more progressive multi-model plan. The State Law allows municipalities to collect concurrency fees, as long as there is a rational nexus basis for charging that fee. The current program has reached the end of its useful life, and in order to meet the State requirement, the City needs to establish a new program that ties closely to the 2016 Transportation Master Plan. The Mobility Fee is a new approach and assesses impact on the transportation network based on the length of the trip and the type of the trip rather than number of trips. The advantage for this type of program is that incentivizes neighborhood supported land uses that generate localized trips and de-incentivize more large scale commercial development that promote or generate regional type of trips. For the past year Transportation and Planning have worked together to develop a methodology and fee structure that is appropriate for the City, with the intent to replace the outdated 2016 concurrency fee program. One of the purposes of this mobility fee programs is that it will allow the City to meet State requirements, and to fund a large transportation master plan. He introduced Rogelio Madan, from the Planning Department to go through a PowerPoint presentation on the proposed mobility fee, calculations of fees, analysis, and benefits of the Proposed Mobility Fee Program

Presentation began, PowerPoint presentation can be provided upon request.

Presentation concluded.

Commissioner Alemán asked to confirm that that this is not a new tax, but is for new development and that the program will not affect current business. Mr. Madan confirmed.

Commissioner Alemán asked if they ran another scenario besides a restaurant because she likes the paradigm for businesses that draw customers from the local area would

pay less of an impact fee than the business that are drawing consumers from a region and longer distance. She asked what type of businesses would pay more than they would pay on a concurrency model, and what kind of businesses would pay less.

Mr. Gonzalez replied that he does not currently have that data, but he can do an analysis to find out.

Vice-Mayor Samuelian stated that the issue increasing fees by CPI annually is a recurring theme and an ongoing issue that can have a simple solution. He asked if this new mobility fee considered the CPI, and Mr. Madan replied yes.

Vice-Mayor Samuelian added that he is happy with the direction but would also like to demonstrate to a developer to get a reaction.

Raul Aguila, City Attorney asked if the CPI is automatically incorporated in the Mobility Fee, Mr. Madan replied that the ordinance being drafted will include the CPI index.

Commissioner Alemán suggested demonstrating this plan to various organizations, like the LGBTQ Chamber, Hispanic Chamber, and as a follow up reiterated that she would like to know who would pay more and who would pay less for this plan. She added that the restaurant example was great, but wants to see other examples.

Commissioner Arriola asked if someone opens a new 5,300 square foot restaurant they would need to pay over \$131,000 in concurrency fees.

Mr. Gonzalez replied that it is correct. He added that it is really expensive and referenced the fact that there are many vacant store fronts in the City.

Discussion was held regarding concurrency fees.

Commissioner Steinberg suggested drafting the ordinance as is and discuss incentives and fee reductions afterwards.

Discussion continued.

Matis Cohen spoke and stated that the property owners do not benefit from the CPI. He does not want services to go down in the City. He stated that this is a public benefit because if there is no development then there is no paving or improving the City. He stated that it might not be equitable because there is no way to prove how far the customers are coming from. He stated that he tried to build a property in Normandy Isle, and it took two and a half months just to pay the concurrency fees, he spent \$1 million before any development took place and now is a vacant lot. He continued speaking about all of the different fees that property owners face.

The Committee asked Mr. Cohen if he would like to propose an idea to bring before the Committee.

Discussion was held regarding the impact on North Beach.

Commissioner Alemán added that developing North Beach is important but it also needs to be sustainable for the middle class.

The Committee discussed the unification of the mobility fees, or to reinvest the fees to the region where it was generated.

Commissioner Alemán stated that development money from North Beach should stay in North Beach.

Commissioner Arriola added that unifying the fee might be good as well because you can take mobility fees collected from a development in South Beach and invest it in North Beach.

DIRECTION: City staff to draft the mobility fee ordinance and return to October 26, 2018 FCWPC meeting, also for Mr. Matis Cohen to work with Rogelio Madan to propose new ideas.

16. DISCUSSION REGARDING ESTABLISHING A HISTORIC PRESERVATION FUND

April 11, 2018 – C4 O

Sponsored by Commissioner Arriola
Finance/Planning

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting.

17. DISCUSSION REGARDING A REVISED SOLICITATION FOR THE FUTURE USE OF THE BYRON CARLYLE THEATER

July 25, 2018 – C4 O

Sponsored by Commissioner Alemán
Tourism, Culture, and Economic Development

ACTION

Kathie Brooks, Assistant City Manager, presented the item. She said on April 10, 2018 we issued an RFLI for development of the Bryon Carlyle and we got no responses. We felt that part of the reason was that it wasn't a request for specific proposals and we stated that no offers to consider developing the site would be considered as a result of the RFLI. The RFLI stipulated that the City had an opportunity to consider various uses that the site may support and then we would later put out a formal solicitation. She said we recommended to the Committee that we put out instead a specific RFP where we would actually award based on that RFP for redevelopment of the Byron Carlyle. In front of the Committee today is an outline of what the RFP could contain. It would be for redevelopment for the Byron Carlyle site of approximately 34,250 square feet as well as the site south of the theater, the parking lot comprised of 6,250 square feet. Attachments are a part of the memorandum of what the two sites look like. The City would be seeking to retain land ownership and execute a long term land lease agreement with a private development mixed use building that incorporates a cultural use component. That was a strong request from the community when this site was discussed. Administration is recommending that it be at least 10,000 square feet based on what O Cinema currently occupies. We were also recommending an initial 50 year lease term with two 20 year renewal options. The lease payment would be an annual base rent and percentage of gross revenues at market value adjusted at CPI increases. The developer would be responsible for all debt and equity financing. These are very

standard terms. These aren't necessary binding; we could work with Procurement to build in the flexibility.

Commissioner Arriola said whatever procurement we put out we should allow for flexibility so the development community comes with the best proposals that they can. He is strongly in favor of a cultural component. He would like the development community to hopefully come up with some really amazing ideas.

Commissioner Alemán said when we started talking about this we debated which way to figure out what the most desirable uses were at that site. She recommended waiting on the public charrette until we put something out to the market and actually got ideas back of what anyone would actually put their money behind in terms of an operation. Instead, we did the charrette first and asked the community what they would like to see there without having the list of what is viable and what is not. The condition of the Byron Carlyle is very poor and half of it is already condemned and locked. There is a minimum of \$700,000 just to address the water and electricity risk that we have learned about, which is a public safety issue. The air conditioning needs remediation and we know the roof leaks. There is water intrusion in the downstairs bathroom. She said she has asked Adrian Morales, Property Management Director to conduct an air quality test because we don't know if there has been water going into the Byron Carlyle over and over again and we could have a mold issue. We need to make sure that we are leasing space to someone that it is safe for humans to be in there. We know the fixing of the site is more than \$700,000. We need to get a grip on the remediation to keep it habitable. None of this money would address the half of the building that has been condemned. The building is in a seriously bad condition. She thinks it is appropriate that the request here is redevelopment. She believes we are going to have to demolish the Byron Carlyle, the building has serious problems. She thinks we should keep the RFP as open and flexible as possible. She agreed with Commissioner Arriola regarding the cultural component. She thinks we should keep the 10,000 square feet as a component, but she does think it should be option. It should be a strong preference. She also mentioned that we were in conversations with Miami-Dade College to see if there was a fit in this site as well. She suggested putting that as an optional component to this if possible, but not a deal breaker if not. She thinks the details from the charrette confuse the issue. She would wait to discuss the results of the charrette and what the community likes later because it is confusing to have pages of possible requirements. She thinks we should wait to issue the RFP until the Town Center overlay is done because it materially changes what could be done depending where that ordinance goes.

Vice-Mayor Samuelian said he agrees with Commissioner Alemán's comments about waiting for the Town Center overlay and he is supportive of the direction. One other thing that was discussed was the P80 parking lot, his suggestion here is that we do include that, but as an option.

Kathie Brooks said the last direction that was given on that lot from the July FCWPC meeting was for the developer of the North Beach Town Center to come back with the best and final offer of what he would propose. We have been in discussions with them and they are planning to submit something to us. We were planning to bring that to the Committee probably at the October 26th FCWPC meeting. We won't have issued this by then because this ordinance will still be working through the process, so we can decide how we want to treat that lot at that time.

Town Center comes back in November for 2nd reading because we have to wait for the compound to be reviewed by the State.

Matis Cohen, business owner, said we don't have zoning and we don't have very good experience with RFPs and people having real interest in doing anything here. We have 2 difficult lots, they are separated. He would suggest we open up the RFP and give it time to sit out in the public and not rush it. People are now watching Town Center. We don't get responses that quickly.

Kathie Brooks and Alex Denis are concerned that it could create confusion with the bidders. They do agree with Matis that it should be out for a significant period of time in order for people to really come back with strong projects.

Vice-Mayor Samuelian thinks we need to go to the market in November.

Daniel Veitia, resident, spoke. He said the Byron Carlyle was purchased by the City because it was empty and it was defunct. The City came in and tried to create a cultural facility and has been subsidizing it at a loss without creating the impact. He thinks it needs to be demolished and developed. He agrees with making the RFP open, so that the private market can come back with ideas. This has been discussed over time and he appreciates the direction the City is going in to have something happen there.

Commissioner Arriola thinks we should wait until November to issue the RFP because of the G.O. Bond vote as well. We will know at that time if it passes, we will also know about civic center that will be across the street and that might impact the things we put in the RFP and developers. This is City owned property and we are always talking about things we would like to see happen in the City, we have let the private market do their thing, but sometimes we end up with things we don't like. Because it is City owned land we can put our thumb on the scale here and tell a private developer since they don't have land acquisition costs and we give some extra benefits, we can say we want a cultural asset as part of the overall development. We do need to take our time to do this right and incentivize the development market to give us something that we want, but that works for them economically. If the civic center is built, maybe there wouldn't be a parking requirement and it could free up land to use for other purposes. He would like to see cultural component, whether it is O Cinema or another something else, he would like to see student housing or an educational partner.

Discussion was held. Student housing could be there, it would be a nice residential density component.

With the small lot behind the square footage is 34,250. In total the project could take over almost 100,000 square feet.

Commissioner Steinberg said what she doesn't want to see is just another homogenous box added there for the sake of it. It is very important to keep a cultural component. She doesn't think O Cinema is ahead of its time. People do go out for foreign films, then shop and dine. She thinks since it is City land she doesn't mind subsidizing for public benefits. That is where we really connect with the community. If we are waiting to see what happens with the G.O. Bond or what else is happening in the area and we want to wait to issue the RFP, she thinks it behooves us to sit on it a month and really incorporate some of these things in to it in a smart way. She is trying to approach it open mindedly. We need to be smart.

Commissioner Arriola said the best use for a developer is probably not building a movie theater, but as a City we have an interest in that. He does think we need to make sure that it happens. Unless we have a cultural asset there, no one is going to develop the lot next door.

Kareem Tabsch, O Cinema, spoke. He said that Commissioner Arriola made the point that this is a City asset and it is going through a development and is going to help the community. The community benefits in many ways and Arts and Cultural is one of those. It is not just because the enrichment of quality of life, but it is about economic development. His suggestion when putting the RFP out there is to ask for a home for O Cinema. He spoke about the films and that they bring in business around them.

Commissioner Arriola suggested sitting on this for another month or two, see how the G.O. Bond goes, and make it a very strong preference for a cultural component. He would like to see a movie house with multiple screens that is also flexible and maybe adapt to be a playhouse as well or having community meetings or Ted talks and above it student housing.

Matis Cohen said that Mr. Tabsch wants adaptable space that could be cinematic. The Theater can be multipurpose.

Commissioner Arriola said we don't want to charge O Cinema a crazy rent so the developer can make their money back. We have to require in the RFP that there will be a heavily subsidized lease for an artistic program. We need to think about what we have to give to the developer so they can get a return on their investment.

Discussion was held regarding O Cinema and the other space. Everyone agreed the RFP should be left open and flexible.

Matis Cohen said that if he was a property owner or the City; he said Code Compliance would be at the property every day. He asked why the City is not demanding the quality of its own assets as it does from private property owners. That is something to consider.

Joy Malakoff, Former Commissioner, agreed with everything Mr. Tabsch said. She said her husband and her go to O Cinema regularly, they bring in great films. She said whatever the City does; an art film theater should be part of it. It does bring business. She encourages the City to continue on this path.

Commissioner Arriola said this will come back in November. Between now and November, everyone needs to put on their best thinking caps.

Kathie Brooks said if the Committee really wants the art/cultural component in there, they should do it as a requirement in the RFP.

Raul Aguila, City Attorney, said the requirement would probably be that they build out a space for the City. The City would be the landlord. He said there may be an example in Coral Gables and he will look into it. He said the requirement should be there, whether they want a vanilla shell of "x" number of feet and then decide, but that is probably the way to do it.

Vice-Mayor Samuelian said we should look at options. P80 is an option, but if someone doesn't envision including that it is fine. The other moving part we need to get a handle on is what Adrian Morales spoke to earlier about the cost we are dealing with now because some of that will factor in what our degrees of freedom are and in the options are. We need to know about that sooner rather than later.

Kathie Brooks said the only thing she would suggest on the P80 next to Café Prima Pasta is that would be our option, that they can propose on something, but it be our option because it might have greater value if we are ever able to do a larger development on that lot.

The Committee is fine with what Kathie Brooks said.

DIRECTION: Sit on putting out the RFP, while we wait on the other moving parts and come back to the November 30, 2018 FCWPC meeting.

DEFERRED ITEMS

18. DISCUSSION ON THE STORMWATER UTILITY RATES

Public Works

ACTION

DIRECTION: Defer the December 14, 2018 FCWPC meeting.

19. SANITATION FEE ADJUSTMENT

Public Works

ACTION

DIRECTION: Defer to the December 14, 2018 FCWPC meeting, pending negotiations with the waste haulers.

20. DISCUSSION REGARDING THE REVIEW AND REVISION OF THE CITY'S INVESTMENT POLICY

May 16, 2018 – C4 E

Finance

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending draft investment policy.

21. DISCUSSION REGARDING RECOMMENDATIONS OF THE BLUE RIBBON EMERGENCY RESPONSE COMMITTEE

February 14, 2018 – R9 J

Sponsored by Commissioner Steinberg

Finance

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending revised resort tax reserve policy and Budget Advisory Committee meeting.

22. DISCUSSION REGARDING THE MIAMI BEACH ROWING CLUB LEASE

June 6, 2018 – C4 E
Sponsored by Commissioner Arriola
Parks and Recreation

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, per Miami Beach Rowing Club request.

23. DISCUSSION REGARDING MOVING FORWARD WITH AN ART INSTALLATION THAT CELEBRATES DIVERSITY IN OUR COMMUNITY, AS REQUESTED BY THE LGBTQ ADVISORY COMMITTEE

April 11, 2018 – C4 X
Sponsored by Commissioner Steinberg
Tourism, Culture, and Economic Development

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending discussion at the Neighborhood/Community Affairs Committee.

24. DISCUSSION REGARDING THE CREATION OF A CITY OFFICE OF INSPECTOR GENERAL

December 13, 2017 – C4 Q
Sponsored by Mayor Gelber and Co-sponsored by all City Commissioners
Office of the City Attorney

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending further discussions at the Audit Committee.

25. DISCUSSION REGARDING THE REVIEW OF THE JULIA TUTTLE BUS RAPID TRANSIT DEMO PROJECT

May 16, 2018 – C4 R
Sponsored by Vice-Mayor Samuelian
Transportation

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending quarterly report from Miami-Dade County on the progress of the new BERT service.

26. DISCUSSION REGARDING THE NORTH BEACH TOWN CENTER GARAGE

April 11, 2018 – R7A
Office of the City Manager/Tourism, Culture, and Economic Development

ACTION

DIRECTION: Defer to a future FCWPC meeting, pending receipt of best and final offer from developer.

27. UPDATE ON ENERGOV PERMITTING SYSTEM

April 26, 2017 – C7 M
Information Technology

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending update.

28. DISCUSSION REGARDING THE FINANCIAL IMPACT OF MAINTAINING TREES LOCATED IN THE SWALE

May 16, 2018 – C4 AA
Sponsored by Commissioner Arriola
Public Works

ACTION

DIRECTION: Defer to the January 2019 FCWPC meeting, pending pilot study on sites and potential funding.

29. DISCUSSION REGARDING THE FUTURE USE OF THE CORAL ROCK HOUSE, CONSISTING OF APPROXIMATELY 1,307 SQUARE FEET, LOCATED AT 1701 NORMANDY DRIVE

April 11, 2018 – C4 A
Tourism, Culture, and Economic Development

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending revised construction cost estimate.

30. DISCUSSION REGARDING THE COSTS RELATED TO HAVING MIAMI BEACH COMMIT TO ENSURING THAT ALL GOVERNMENT BUILDINGS WILL BE POWERED BY 100% RENEWABLE ELECTRICITY

May 17, 2017 – R9 AB
Sponsored by Commissioner Rosen Gonzalez
Environment & Sustainability/Property Management

ACTION

DIRECTION: Defer to a future FCWPC meeting, pending Sustainability and Resiliency Committee direction.

31. DISCUSSION TO CONSIDER REVISING THE “SPECIAL EVENT REQUIREMENTS AND GUIDELINES”, BY AMENDING THE FOLLOWING SECTIONS: “MINIMUM REQUIREMENTS,” “EXTERNAL REVIEW PROCEDURE,” “BOOKING POLICY,” “USE OF PUBLIC PROPERTY,” “SPECIAL EVENT FEE SCHEDULE, AND “SPECIAL EVENT CLASS MATRIX”, HEREBY PERMITTING AND RESTRICTING FURTHER USES ON PUBLIC PROPERTY AND RECONCILING SPECIAL EVENT FEES TO MATCH RECENT INCREASES ASSOCIATED WITH OTHER PUBLIC RENTAL USES

October 18, 2017 – C4 F
Tourism, Culture, and Economic Development

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending feedback from the industry.

32. DISCUSSION REGARDING STREAMLINING THE PROCUREMENT PROCESS

June 27, 2018 – C4 A

Sponsored by Commissioner Arriola
Procurement

ACTION

DIRECTION: Defer to the October 26, 2018 FCWPC meeting, pending conclusion of meetings with Commissioners.

ADDENDUM

33. DISCUSS ENGAGING IN A PILOT WITH CAMINO PERMITTING SOFTWARE

September 12, 2018 – C4 N

Sponsored by Commissioner Arriola
Building/Information Technology

ACTION

Cristian Robiou, from Camino, explained that their company focuses on new technologies to better manage permitting systems for cities. He said that he has met with various departments in the City and they are all aware of what the company does. He walked through a presentation that explained what the company does and how they can be very valuable. He said they are offering the City of Miami Beach a free 6 month pilot to test out what they do.

Commissioner Arriola asked who from staff has been working with Camino on this. Cristian Robiou said the Mayor, the City Manager, the Building Director, and Planning staff as well.

John Woodruff, Chief Financial Officer, said he knows a little bit about the software because we were looking at a similar one a few months ago and his understanding of it is that where we are in time we are straightening out a few processes and then maybe in a few months we would be a better place to then try to do a trial. We are pending some process improvements, but we would be able to take advantage of something like this in the next few months.

Cristian Robiou continued to explain what the platform looks like and how it can help the City. It is very intuitive and accessible. He said people like to do businesses with cities once they have something like this and it is not something that is going to push them away.

Commissioner Arriola said it sounded good to him to have a free trial to see if it works. He said is looking for guidance from staff.

Susy Torriente, Assistant City Manager/Chief Resiliency Officer, said that she is all about streamlining anything that will make it easier for the user and staff, but we are just a little bit premature because we are just starting the procurement of reviewing our process because the process is complicated. We need to understand our rules and then automate it to make the user experience worthwhile. She said she would like to go through that first and then automate the new thing, not what we currently have. She said she doesn't disagree with doing something like this, but she needs a few more months.

Commissioner Alemán said what we might consider asking the Procurement Department to look into seeing what Camino is about and their competitors. They may not be the only package. She suggested advancing the scout work before we agree to pilot with anyone in particular.

Commissioner Steinberg agreed that we need to streamline our processes, especially when it comes to permitting, but in general terms when we look at a pilot, she is not sure what the commitment after the 6 months is, essentially it is a waiver of bidding process and she doesn't want to lock ourselves into that. If there is more than one company that does this, she would like to start the process so as soon as we are done streamlining we can start the automation.

Alex Denis, Procurement Director, recommended issuing the RFP now, while Susy Torriente does the review, so that by the time the review is done, they can travel together.

Commissioner Arriola and Vice-Mayor Samuelian said that is a great idea.

Vice-Mayor Samuelian moved exactly as Alex Denis stated to proceed with the RFP, allow staff a few months to do the process work and revisit it around January or a date around then.

Susy Torriente said she will keep them posted on the process mapping and streamlining probably at the Land Use and Development Committee (LUDC).

Commissioner Arriola asked if there has been a deadline put in place.

Susy Torriente said Alex Denis is helping her come up with the cost and then we can do the task. There could be recommendations with changing our ordinances and that would have to go through LUDC. She said what has been envisioned is having the process mapped by staff and then having focus groups with the development community, HOAs, and even employees, because they are the main people who use it. Then having the anecdotal data and analytical data of the map and then come back with some serious recommendations.

Daniel Veitia, resident, thinks the challenge he thinks he has seen with Energov is the City process, not so much the software. He said until the City can actually understand their processes and fix them, they cannot use the software.

Cristian Robiou said that this software actually helps cities map out what processes are working and what processes are not working, it is also to help constituents get a better lay of the land; it is also to help Planning, Building, and Public Works Departments see how all of their processes depend on each other. Once you have all of that visualized,

you can do forensics exercises. Camino's specialty is doing exactly that, visualizing all of the dependencies.

Matis Cohen, business owner, said there is a lot to be said for someone selling a product and the service. He said we are having process issues and when someone is selling a product that is already successful in other areas that can benchmark. He said it makes a lot of sense to move forward with something now especially because we would be getting the free trial element and we will know at the end of the day what we are going to be getting.

Vice-Mayor Samuelian said this is exciting and it is an important area for the users of the system. At some point we need to know how we want to do it linked to a software solution. In terms to the next steps we should allow our team to continue their process work, have Procurement proceed with the RFP, so we learn about other options and we will need staff's guidance as to when we should officially bring the software in.

Commissioner Alemán said she agrees and knowing 6 month free pilots are available at whatever point we do conduct a software procurement activity that should be part of our requirements, so we can test out the product first.

John Woodruff pointed out that we have been looking at a product from City of Orlando for many months; we are trying to really understand the backend of these types of software also.

Commissioner Arriola recommended bringing this item back in 2 months to provide an update on how things are going and put a little pressure on ourselves to wrap it up so we can move and be in a position where we can select software that will streamline this for us.

DIRECTION: Issue an RFP, continue the studying of the processes and come back to the November 30, 2018 FCWPC meeting with an update.