

# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMITTEE MEMORANDUM

TO: Sustainability and Resiliency Committee

FROM: Jimmy L. Morales, City Manager

DATE: April 23, 2019

SUBJECT: **DISCUSSION ON CONSIDERING A NEIGHBORHOOD BIRD SANCTUARY PROJECT**

### **BACKGROUND**

Every year the Miami Foundation holds the Miami Public Space Challenge to create, activate and improve Greater Miami's public spaces. In 2018, residents, groups and local organizations were invited to submit their ideas to compete for \$300,000 in funding.

John Lacko submitted a concept for Bird Sanctuary Project in Miami Beach for consideration to the Miami Foundation's Public Space Challenge grant. In December 2018, the Miami Foundation awarded John Lacko a \$13,500 grant to implement the proposed Bird Sanctuary Project in Miami Beach. Administration had concerns regarding the environmental impacts of the initial concept and has been working with the Miami Foundation and the grant awardee to refine the concept.

On March 26, 2019, John Lacko presented the updated project concept to the Sustainability Committee. The updated concept calls for educational signage related to bird conservation. Mr. Lacko proposed to stylize the signs in different public touchpoints with a bird sanctuary mission statement, general park information, fun facts about birds, and links to conservation resources. The concept also includes incorporating and sharing the information via social media. In order to facilitate social interaction, Mr. Lacko recommends incorporating a dedicated Quick Response (QR) code to each signage, linking it to an interactive, online portal of birds and bird conservation resources. Then, residents, tourists, educators and online visitors will be able to freely access a library of bird conservation resources using a smart phone or tablet. The Sustainability Committee passed a motion supporting the concept to be brought to the Sustainability and Resiliency Committee for further discussion.

### **CONCLUSION**

The following is presented to the members of the Sustainability and Resiliency Committee for discussion and action. Administration recommends that this project proceed with staff working with John Lacko to define the park areas where the signage can be installed, aligning the information provided with the city's resilience and environmental efforts, and work with the city's communication team to ensure all signage is designed consistent with the city's brand.

STM/ESW/FCT