




MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager 

DATE: January 28, 2009

SUBJECT: **REPORT OF THE NEIGHBORHOODS/COMMUNITY AFFAIRS COMMITTEE MEETING HELD ON MONDAY, DECEMBER 22, 2008.**

A meeting of the Neighborhoods/Community Affairs Committee was held on Monday, December 22, 2008 in the City Manager's Large Conference Room, 4th Floor, City Hall. Commissioners in attendance: Edward L. Tobin, Vice-Mayor Jonah Wolfson, and Jerry Libbin. City staff in attendance: Hilda M. Fernandez, Assistant City Manager; Robert C. Middaugh, Assistant City Manager; Raul Aguila, Deputy City Attorney; Fred Beckmann, Public Works Department Director; Kevin Smith, Parks and Recreation Department Director; Greg Tindle, Code Compliance Division Director; Barbara Hawayek, Code Compliance Division; John Oldenburg, Parks and Recreation Assistant Department Director; John Heffernan and Anne Swanson of the Mayor and Commissioner's Office; and Randi MacBride, Code Compliance Division. Sign-in sheet attached.

THE MEETING WAS OPENED AT 2:50 PM.

1. DISCUSSION REGARDING A RESOLUTION ADOPTED BY THE BEACH PRESERVATION COMMITTEE URGING FOR A VISUAL LITTER AWARENESS CAMPAIGN.

Commissioner Libbin explained that his office has spearheaded a beach litter awareness campaign to encourage people to be more cognizant of what they are doing in terms of throwing litter on the beach, particularly cigarette butts, cans and bottles. He shared some conceptual graphics (Attachment A) that could be displayed as a visual reminder to people not to be litter-bugs. Ultimately, the graphics could be done by a professional or there could be a contest for the Miami Beach High School graphics department. Commissioner Libbin added that he understood from the City Manager that if the commission is inclined to proceed with this project that it would qualify for funding from Resort Tax.

Robert Middaugh, Assistant City Manager, added that this may easily lend itself to sponsorship. Hilda M. Fernandez, Assistant City Manager, requested that whoever is selected for this project work closely with the City's Communications' staff so that it is consistent with the City's branding style.

Commissioner Libbin added that the County stated that they are willing to mount the approved graphics on their vehicles that go up and down the beach.

Frank Del Vecchio spoke.
 Morris Sunshine spoke.
 Jo Manning spoke.

Agenda Item 66D
 Date 1-28-09

Commissioner Libbin highlighted some of the things that have been happening along with these efforts. He explained that the County has authorized the purchase of an additional beach cleaning machine. He also explained that while the County had been sifting the beach one time each quarter, they will now be doing this every week or every other week, and they will be smoothing the sand daily. The administration has ordered 3,000 plastic ashtrays, with the City logo to give away on the beach by volunteers to those people seen smoking on the beach. The hope is that once these are gone there will be some sort of sponsorship to fund additional ashtrays in the future. Commissioner Libbin stated that the bags being utilized for the "No Litter, No Butts" weekends are biodegradable.

Ms. Fernandez added that the City will be utilizing new corn starch based biodegradable bags for distribution. These bags are able to be printed on both sides and the City has already spoken with the Ocean Drive Association to see if the cost can be defrayed by allowing advertising on one side and messaging on the other.

Commissioner Libbin added that he has spoken with Marlo Courtney of the Ocean Drive Association to see if the businesses on Ocean Drive will stop using plastic straws by either switching to paper or eliminating straws altogether.

Commissioner Libbin made a motion to urge administration to go forward with this project, with haste. Vice-Mayor Wolfson seconded.

ACTION: The committee unanimously moved to go forward with this project, with haste.

2. DISCUSSION REGARDING A RESOLUTION ADOPTED BY THE ORCHARD PARK NEIGHBORHOOD ASSOCIATION REQUESTING THE CREATION OF AN ORGANIC COMMUNITY GARDEN IN PINE TREE PARK.

Kevin Smith, Parks and Recreation Department Director, gave an overview of the requested project. He explained that the area being considered is a fenced-in area that was formerly used by the police K-9 unit.

Commissioner Libbin spoke in favor of the project.

Mark Derr spoke.

Henry Lowenstein spoke.

Frank Del Vecchio spoke.

Mr. Smith pointed out the proposed organic garden has been designed to include a children's gardening area and an area designed to make gardening accessible for the disabled. He estimated the cost at approximately \$50,000 based on costs for other gardens already completed.

Robert Middaugh, Assistant City Manager, explained that there is no funding set aside for this project at this time and suggested to put this as a capital project and run it through next year's budget sequence, although this would delay the project.


Commissioner Libbin asked if there is any neighborhood project with any contingency funds as this is a relatively small amount and he would prefer not waiting.

Mr. Middaugh suggested that if the committee would like the project to proceed, staff will research and develop a funding source and report back to the committee.

Commissioner Libbin made a motion to direct administration to find a funding source, report back to the January 2009 commission meeting so the project can move forward. Vice-Mayor Wolfson seconded.

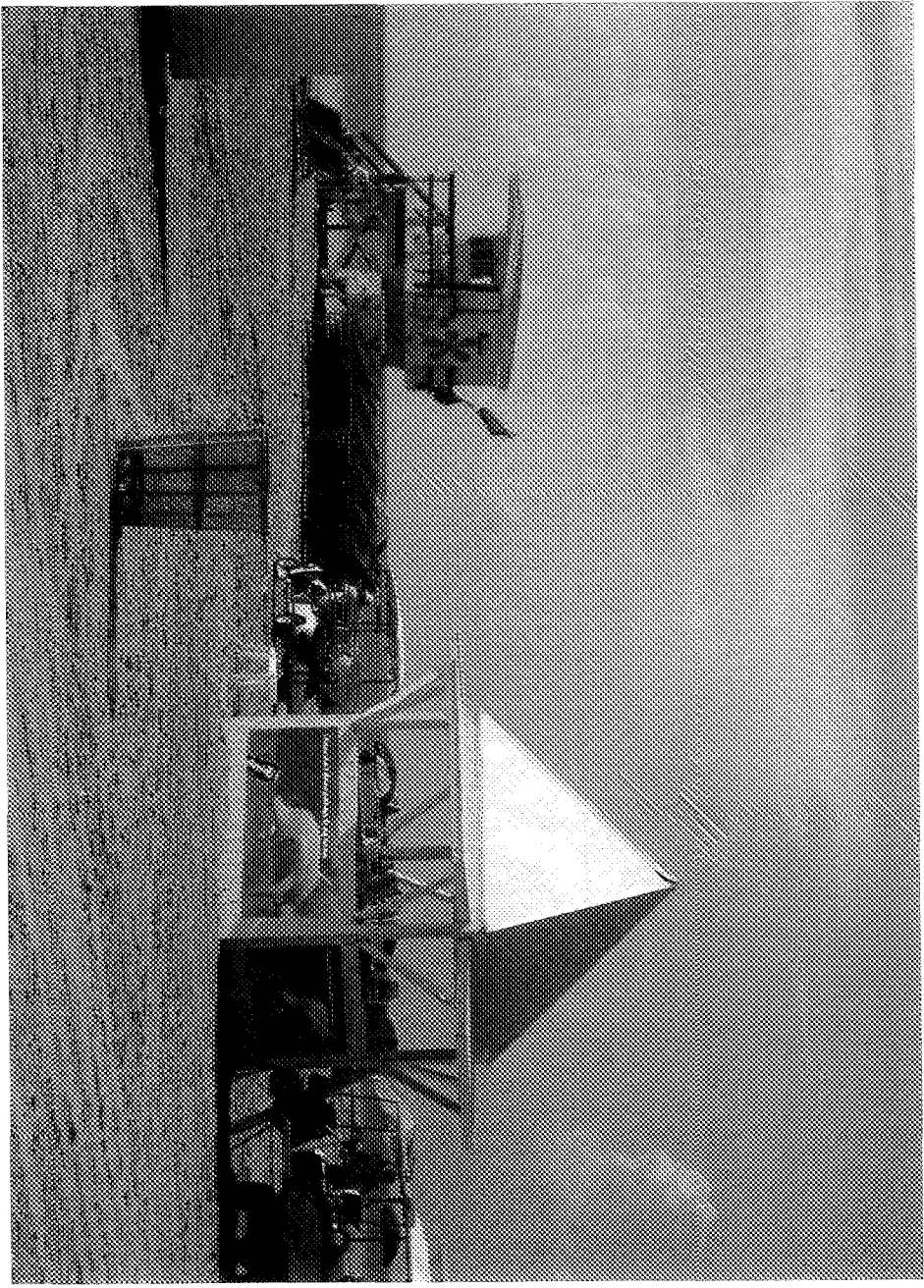
ACTION: The committee unanimously moved to direct administration to find a funding source, report back to the January 2009 commission meeting so the project can move forward.

THE MEETING ADJOURNED AT 3:20 PM.

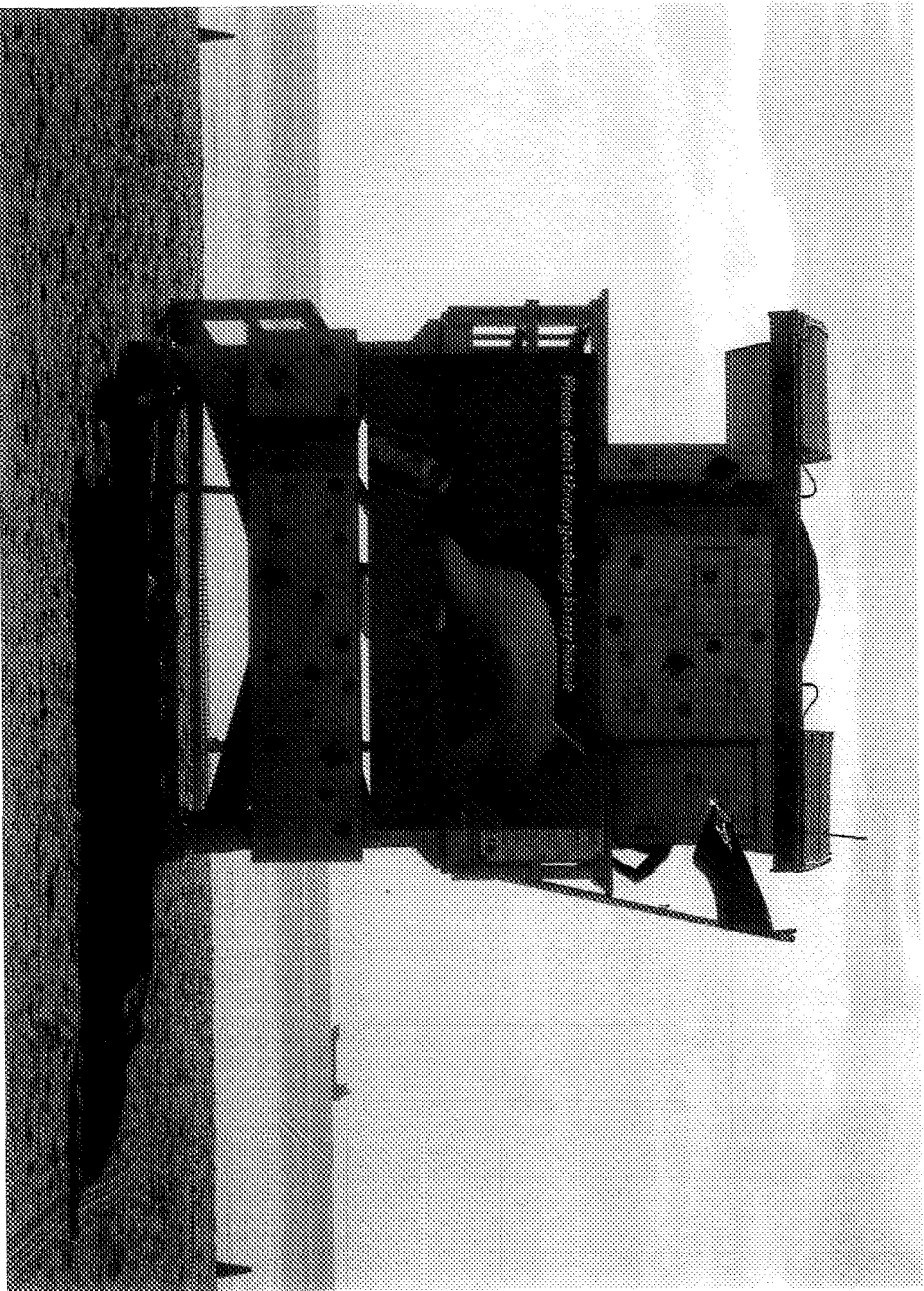


JMG/HMF/GT/rfm

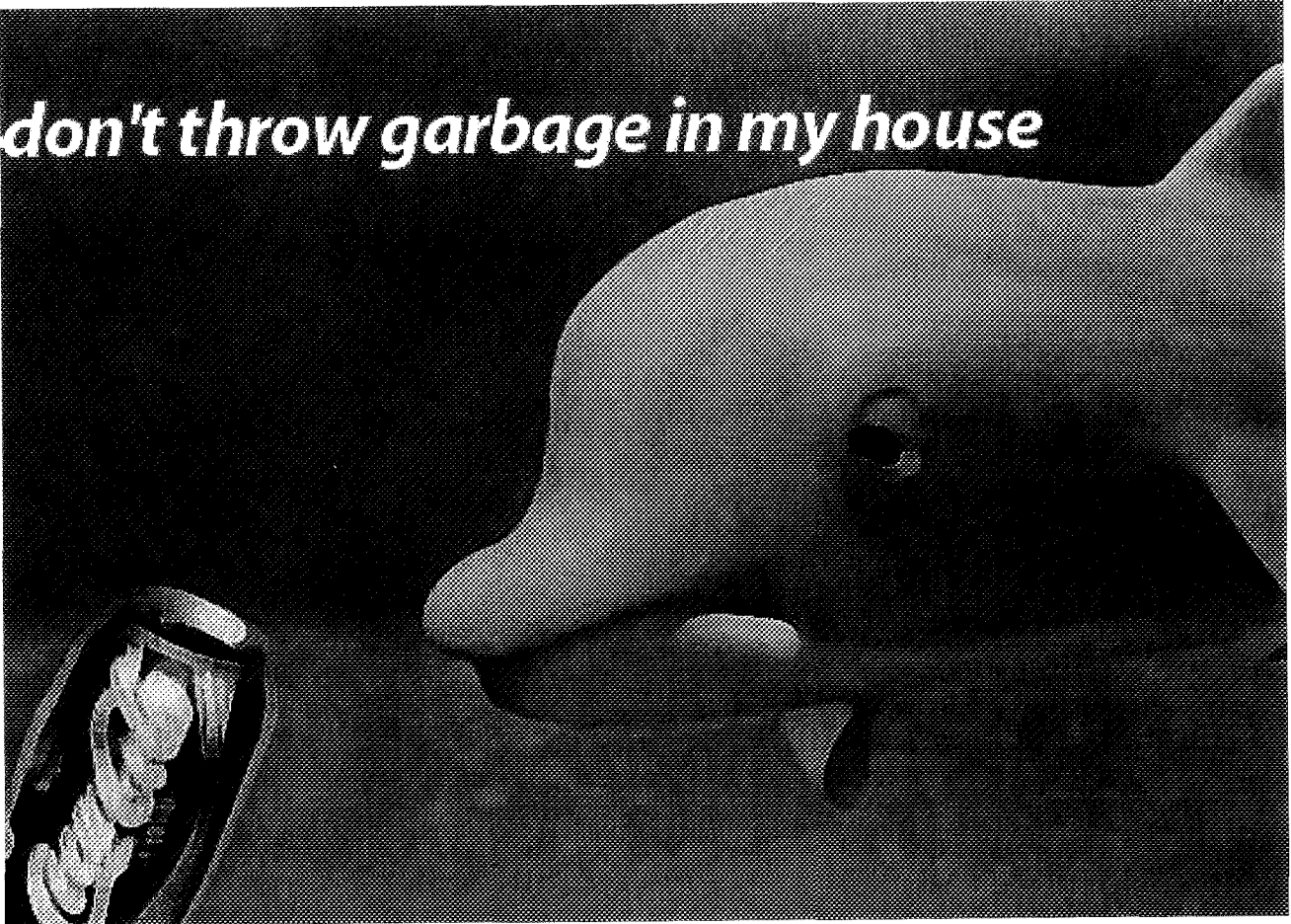
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ATTACHMENT A



don't throw garbage in my house





MIAMI BEACH

NEIGHBORHOODS/COMMUNITY AFFAIRS COMMITTEE

December 22, 2008

SIGN-IN SHEET

PLEASE PRINT LEGIBLY

NAME	ORGANIZATION / DEPT.	PHONE NO.	FAX / EMAIL
FRANK DEL VECCHIO	301 OCEAN DR. APT. 604	305-672-2486	fdelvecchio@atlanticbb.net
John Oldenburg	CMB Parks & Recreation	(305) 673-7730	Johnoldenburg@miamibeach.com
KEVIN SMITH	CMB PARL	305 673 7730	KEVINSMITH@MIAMI BEACH FL.
Tobi Ash	Orchard Park Neighborhood Assn.	305 673 4603	tobias@the-beach.net
Judita Grosz	" " " "	205 218 2121	
Mark Derr	4245 Sheridan Ave	305-534-2604	mark.derr@gmail.com
Gina Maranto	4245 Sheridan Ave.	305-490-7723	gkmaranto@gmail.com
WILL THOMAS	434 W 43 ST	205 531 2833	will@willthomas.com
GARRETT THOMAS	"	"	"
MARY GRACE THOMAS	"	"	"

103

501



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NAME	ORGANIZATION / DEPT.	PHONE NO.	FAX / EMAIL
Henry Lowenstein	Orchard Park, Pres.	786-493-4954	henrylow@bellsouth.net
Barbara Hawayek	CMB	6977	Barbara.hawayek@miamicity.com
GABRIELLE	OPNC	305 790 5461	GABRIELLE@THECONDOSORROW.COM
JP Manning	The Drake	305-535-3270	drmanwk@
Mr. Sunshine	(Self) Beach Pres	305-672-9090	sunno.com
RANDI MACBRIDE	CMB	7077	
Hilda Fernandez	CMB	47010	
Valentina Caccia	E COMB, FIU	305-607-9652	valcaccia@yahoo.com caccia.v@fiu.edu

104

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