

MIAMI BEACH

City Commission Meeting

ADDENDUM MATERIAL 2

City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive

March 9, 2016

Mayor Philip Levine
Commissioner John Elizabeth Alemán
Commissioner Ricky Arriola
Commissioner Kristen Rosen Gonzalez
Commissioner Michael Grieco
Commissioner Joy Malakoff
Commissioner Micky Steinberg

City Manager Jimmy L. Morales
City Attorney Raul J. Aguila
City Clerk Rafael E. Granado

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ATTENTION ALL LOBBYISTS

Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.

ADDENDUM AGENDA

C4 - Commission Committee Assignments

- C4J Referral To Neighborhood/Community Affairs Committee To Discuss Traffic Calming Efforts On Prairie Avenue And In Bayshore Neighborhood.
(Sponsored by Commissioner Michael Grieco)
- C4K Referral To The April 20, 2016 Land Use And Development Committee - Discussion Pertaining To Development Regulations And Guidelines For New Construction In The Palm View Historic District To Address Resiliency, Sustainability And Adaptation.
(Sponsored by Commissioner Joy Malakoff)
- C4L Referral To The Finance And Citywide Projects Committee To Discuss Financing And Production Of The 2066 Miami Beach Time Capsule And Rising Above Project.
(Sponsored by Mayor Philip Levine)

1 The sponsor of the addendum agenda item deems that such item either constitutes a public emergency affecting life, health, property, or public safety and should be considered immediately; or does not constitute a public emergency, but should be considered immediately. See Miami Beach Code Sec. 2-12 (c)(3).

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Granado, Rafael

From: Michael Grieco <michael@griecolaw.com>
Sent: Friday, March 04, 2016 7:16 PM
To: Granado, Rafael
Subject: Addition to March 9 CONSENT ITEM
Attachments: pastedGraphic.pdf

CONSENT ITEM

Referral to NCAC to discuss traffic calming efforts on Prairie Ave and in Bayshore Neighborhood

Please include this email in the agenda.

I want us to look into ways to discourage cut thru traffic on Prairie Ave. I have already discussed with the Transportation Department the option of disallowing traffic from Convention Center Drive from continuing into the residential neighborhood, and taking a similar measure southbound on Prairie approaching Dade Blvd. I also want us to look into lowering the speed limit on Prairie below current 30mph and installing a stop sign at 37th Street.

Michael C. Grieco
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MIAMIBEACH

OFFICE OF THE MAYOR AND COMMISSION

MEMORANDUM

TO: Jimmy L. Morales, City Manager
FROM: Joy V. W. Malakoff, Commissioner
DATE: March 7, 2016
SUBJECT: Referral to the April 20, 2016 Land Use and Development Committee – Discussion pertaining to Development Regulations and Guidelines for New Construction in the Palm View Historic District to address Resiliency, Sustainability and Adaptation.

Please place the above item on the Consent Agenda for the Commission Meeting of March 9, 2016.

If you have any questions, please contact me at extension 6622.

Thank you.

JVWM

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Office of the Mayor and Commission, 1700 Convention Center Drive, Miami Beach, FL 33139

MEMORANDUM

TO: Jimmy L. Morales, City Manager

FROM: Office of the Mayor and Commission

DATE: March 9, 2016

SUBJECT: **REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE TO DISCUSS FINANCING AND PRODUCTION OF THE 2066 MIAMI BEACH TIME CAPSULE & RISING ABOVE PROJECT**

BACKGROUND

Climate change is real and it's happening right now. We have the responsibility to carry on with the commitment to make a difference for generations to come. The Office of the Mayor and Commission have designed a '2066 Miami Beach Rising Above and Time Capsule' project that would focus on bringing worldwide awareness and highlight Miami Beach's efforts in dealing with climate change and sea level rise. The project will be broken down into various segments:

- An iconic above ground Time Capsule which will be opened in 2066
- A 'Miami Beach Jump' social media campaign
- A 2016 Art Basel kickoff event where contents of the Time Capsule will be presented at the New World Symphony (NWS) Park

The proposed project was presented at the December 23, 2015 City Commission for discussion and further direction. The City Commission made a recommendation to create a budget, identify the resources and bring it back as a budget amendment.

PROJECT SCOPE

The proposed 2066 Miami Beach Rising Above and Time Capsule project will take place during an 8 month time period (thru December 2016). This is a re-branding effort to send a worldwide message that Miami Beach is not only a vacation destination, but a community that cares deeply about preserving our environment for future generations. An iconic above ground Time Capsule dedicated to climate change and sea level rise will be produced with messages from the City officials and prominent personalities.

Social media campaign will result in thousands of posts on a variety of social media outlets.

Additionally project will also include:

TIME CAPSULE VIDEO CONTENT

- Video messages from City officials and experts about climate change & sea level rise.

'MIAMI BEACH JUMP'

- 300 photos & videos of Miami Beach residents & visitors 'jumping' in the air as a part of the social media campaign. Photos and videos will include elected officials, City Manager and employees, police officers, life guards, firefighters, City officials, celebrities, etc.

TIME CAPSULE (PHYSICAL PRODUCTION)

- Time Capsule contained in a waterproof cylinder
- Optical hard drive solution for digital files
- One copy of digital book.

WEBSITE

- Website: programing, design and multiple pages dedicated to the project.
- The monitoring of thousands of photos and videos posted in a worldwide social media portal with 2066 hash tags.
- Motion graphics / animated gifts / social media teasers
- Social media campaign (Facebook, Instagram, Snapchat, Twitter, Periscope etc.): posting, reposting, comments, monitoring during a 6 month period. Engaging thousands of social media posts with 2066 project hashtags.
- Organic growth of social media outlets

ART BASEL 2016

- A climate change interactive multimedia digital event at Soundscape Park with projections on the NWS wall and around the park.

CONCLUSION

This information is provided to the members of the Finance and Citywide Projects Committee for discussion and further direction.

Enclosure: Budget proposal for the '2066 Miami Beach Rising Above and Time Capsule'.



Office of the Mayor and Commission, 1700 Convention Center Drive, Miami Beach, FL 33139

2066 RISING ABOVE BUDGET PROPOSAL

PHOTOGRAPHY & VIDEO:

TIME CAPSULE VIDEO CONTENT

Video messages of the City officials and experts about climate change & sea level rise that will be included in the Time Capsule.

'MIAMI BEACH JUMP'

300 photos & videos of Miami Beach residents & visitors 'jumping' in the air as a part of the social media campaign. Beside residents & visitors photos and videos will include police officers, life guards, firefighters, city officials, celebrities, etc.

TIME CAPSULE (PHYSICAL PRODUCTION)

TC waterproof cylinder

Optical hard drive solution for digital files

Digital book one copy.

CREATIVE

Website: programming, design, multiple pages dedicated to project.

Monitoring thousands of photos & videos posted on world wide social media with 2066 hash tags during 5 months period.

Motion graphics/ animated gifs / social media teasers

Social media (FB, instagram, snapchat, twitter, etc): posting, reposting, commenting, monitoring during 6 months period.

Organic growth of social media outlets

ART BASEL 2016

Climate change interactive multimedia digital event in Soundscape park with projections on the NWS wall and around the park.

PR / SOCIAL MEDIA PROMOTION

Word wide media promotion

Payed social media promotion

TOTAL: \$190.000

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