

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # *022-2014*

LETTER TO COMMISSION

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TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: January 8, 2014

SUBJECT: North Beach Revitalization Strategy Public Input Meetings

The purpose of this Letter to the Commission (LTC) is to inform you of staff's preparation to gather public input to serve as the foundation for the North Beach Economic Development and Revitalization Strategy Plan. We are committed to insuring the greatest possible input from the public in order to create a plan that is "by the people and for the people". This LTC contains a synopsis of public input plan for this effort.

.A series of open public input meetings to gather input on the issues, wants, and vision for North Beach have been scheduled. These meetings are designed to engage the public, determine the strengths, weaknesses, opportunities and threats to North Beach from the perspective of area residents, business and property owners. These public input meetings are scheduled for:

6:30pm on Thursday, January 30th

And

6:30pm on Thursday, February 13th

Both meetings will be held at the **North Shore Park Youth Center, located at 501 72nd Street** and will be facilitated by the staff of the Economic Development Division of the Tourism, Culture and Economic Development Department with assistance from other key staff members from across a variety of City departments.

While these meetings are open to anyone who wishes to attend, it is recognized that these types of meetings can be difficult for small business owners to attend. Therefore, staff is also currently endeavoring to schedule a third meeting to be held at a time that will be more convenient for area business owners to attend. This is being done to insure that the unique perspective of these members of the public can be fully considered and incorporated into our efforts. I will inform the Commission of the date and time of this third, business-focused, public input meeting as soon as it is scheduled.

Staff is currently preparing media releases, flyers, email blasts to inform the public of these meetings. Strategies to release the information to the public through social media are being prepared, as well as the sending of information directly to key organizations in the City that can help to inform the public of these meetings (i.e. to, the Miami Beach Chamber of Commerce, Greater Miami and the Beaches Hotel Association, and North Beach Development Corporation). It is anticipated the notice of the meetings will be fully released through all outlets at least two weeks in advance of the first meeting which

should provide sufficient notice to those that would want to participate.

Once the public meetings have begun, we will also make it known to all the area homeowner and condominium associations, as well as any other social or business organizations that staff is available to attend meetings of these groups to explain the Plan as well as gather additional public input. This information will be publicized after the first open public meeting so that such meetings do not replace the public meetings but supplement them by extending the discussion and including those people that may not otherwise participate.

Staff is also preparing social media to be utilized as a method to obtain public input from those who cannot make it to any public input meeting or gathering, those who are uncomfortable sharing their thoughts in a group setting, or for someone who just had a thought at any time outside of one of the meetings. An email address, NorthBeach@miamibeachfl.gov has been assigned, a Facebook page will be created, and other social media will be set up to receive public input and comments from anyone wishing to share their thoughts with the City for this plan. These public input outlets will also be publicized to the greatest extent possible.

Finally, a strategy to gather targeted input will also be made. The method for obtaining such input is through direct interviews with both key North Beach stakeholders and City leaders. A stakeholder is defined as an individual with a strong connection to North Beach and one who has an "above average" knowledge of the area and City leaders are each of Commissioners and key City staff.

Staff from the Economic Development Division of the Tourism, Culture and Economic Development Department will reach out to your aides in order to schedule time to sit with each of you individually. The purpose of these meetings will be to discuss your concerns and desires for North Beach, as well as to update you on the efforts and any public meetings that may have been held prior to meeting with you.

In order to cast the widest net possible for key stakeholders, I would ask that each Commissioner identify 2 or 3 people that you feel the Economic Development staff should interview. Again, key stakeholders are individuals with an "above average" knowledge of the North Beach area. These individuals can be property owners, businesspersons or owners, civic activists, long-time residents, association presidents, or any other individual you feel has a strong voice or deep knowledge of the area that should be included in our information gathering. Once identified, please forward, the name and contact information for your selections to our Economic Development Division Director, Jeff Oris at ext. 6186 or by email to jeffreyoris@miamibeachfl.gov, and he will schedule an interview with each identified stakeholder.

In closing, I would like to express how excited I am about this project and I hope you share this excitement. This is a large undertaking but I believe the end result will be a well thought-out and deliberate plan to revitalize and enhance North Beach that will be well worth the effort.

C: Kathie G. oBrooks, Assistant City Manager
 Max Sklar, Tourism, Culture, and Economic Development Director
 Jeffrey Oris, Economic Development Division Director