

# MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC #

**596-2018**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: November 8, 2018

SUBJECT: **TPBPF Committee – Trolley Advertising**



The purpose of this Letter to Commission is to provide you with correspondence received from the Transportation, Parking & Bicycle-Pedestrian Facilities Committee.

JLM/KGB/SF 

C: Kathie G. Brooks, Assistant City Manager  
Mark Taxis, Assistant City Manager  
Eric Carpenter, Assistant City Manager  
Susanne Torriente, Assistant City Manager  
Saul Frances, Parking Director  
Monica Beltran, Assistant Parking Director  
Jose Gonzalez, Transportation Director

# *Transportation, Parking & Bicycle-Pedestrian Facilities Committee*

Alfred Feola, Chairman  
Ray Breslin, Vice-Chair

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Transportation, Parking & Bicycle-Pedestrian Facilities Committee

DATE: November 8, 2018

SUBJECT: Trolley Advertising

**Members:**

Leif Bertrand  
Marc Edelstein  
Cindy Esquivel  
Anamarie Ferreira de Melo  
Robert Lansburgh  
JP Morgan  
Madeleine Romanello  
Deborah Ruggiero  
Kathaleen Smarsh  
Richard Streim

*Members Present: Al Feola; Ray Breslin; Cindy Esquivel; Robert Lansburgh; Marc Edelstein; JP Morgan; Leif Bertrand; Richard Streim; Anamarie Ferreira de Melo; and Kathaleen Smarsh*

*Members Absent: Deborah Ruggiero and Madeleine Romanello*

Dear Honorable Mayor and City Commission:

The Transportation, Parking and Bicycle-Pedestrian Facilities Committee (TPBPFC) met on Monday, November 5<sup>th</sup> and once again discussed the proposed agreement by the City Commission to allow advertising on the exterior of the City's trolleys. As a Committee, we strongly disagree with the City's effort to go forward with this and ask the Mayor and Commission to reconsider their position on advertising on the City's trolleys.

Feedback from several Commissioners, Residents, and Community Associations throughout the City, confirm that they are against this as well. The TPBPFC is not opposed to advertising in the interior of the trolleys, but feel advertising on the exterior is a huge mistake to these iconic vehicles.

As an advisory Committee, we would greatly appreciate your reconsideration on this issue.

Sincerely,

Transportation, Parking & Bicycle-Pedestrian Facilities Committee