

C7 S A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO REFER TO THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY A DISCUSSION REGARDING FUNDING THE CREATION OF AN ARTISTIC RECYCLING PROGRAM IN NORTH BEACH THAT ACCENTUATES THE SIGNATURE STYLE OF MIAMI BEACH.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: November 20, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO REFER TO THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY A DISCUSSION REGARDING FUNDING THE CREATION OF AN ARTISTIC RECYCLING PROGRAM IN NORTH BEACH THAT ACCENTUATES THE SIGNATURE STYLE OF MIAMI BEACH.

### **RECOMMENDATION**

The Administration recommends the Mayor and City Commission accept the recommendation of the Finance and Economic Resiliency Committee referring a discussion item to the North Beach Community Redevelopment Agency (CRA) Board regarding funding for the creation of an artistic recycling pilot program with an estimated cost of \$10,000.

### **BACKGROUND/HISTORY**

During the June 26, 2024 City Commission meeting, at the request of Commissioner Joseph Magazine, the Mayor and City Commission referred an item (C4 B) to the Finance and Economic Resiliency Committee (FERC) and Art in Public Places Committee to discuss the creation of an artistic recycling program on Miami Beach that accentuates the signature style of the areas of Miami Beach (South, Mid, North, etc.) and can potentially double as use for brand awareness and promotion opportunities.

### **ANALYSIS**

The City's Public Works Department Sanitation Division, in partnership with the Environment and Sustainability and Marketing and Communications Departments have collaborated through the "We Heart Biscayne Bay" campaign to promote the protection of Biscayne Bay as a valued ecosystem. This campaign includes messaging on "Don't be Trashy," which encourages both residents and visitors to do their part to minimize the amount of pollution that enters the City's vast system of streets, interconnected waterways, and sensitive marine habitats. The Public Works Department is working on a plan to deploy recycling receptacles wrapped with the "Don't be Trashy" collateral.

### **Artistic Recycling Bins**

Artistic recycling bins are uniquely shaped and designed to bring awareness and encourage residents and visitors to contribute to recycling efforts. Municipalities around the world have participated in engaging artists to redesign existing recycling receptacles, while others have encouraged the creation of new bins with a creative flair. Staff has inquired with a few national municipalities that have similar artistic recycling programs to gain further insight on costs and

project details.

### **Potential Public/Private Partnership**

Staff has engaged in high-level conversations with local non-profit organizations, Moonlighter FabLab and Clean Miami Beach to discuss the creation of an artistic recycling bin pilot program. Both organizations are excited at the potential to create a pilot program focused on artistic recycling. Moonlighter FabLab would focus on the creation of the artistic bin and Clean Miami Beach would focus on the community engagement element of the pilot program.

Moonlighter FabLab is a shared community Makerspace featuring design equipment that includes laser cutters and 3D printers are utilized in various educational programs for children and adults centered around basic STEAM principles for engineering and design. Clean Miami Beach is an organization that focuses on organized volunteer beach cleanups in Miami Beach.

### **Estimated Timeline**

Once approval is received and the funding is identified for the pilot program, the aim is to launch the pilot program in April 2025, in celebration of Earth Month. Earth Month celebrates awareness about environmental issues and encourages people to take action to protect the planet. The month includes Earth Day, which is celebrated annually on April 22nd.

### **Stakeholder Input on Potential Location**

To engage the community and gather input, a community virtual webinar should be scheduled in collaboration with Neighborhood Affairs Division and the Environment and Sustainability Department to discuss the proposed artistic recycling pilot program, its design and potential location.

### **Potential Permitting Process**

Florida Department of Environmental Protection permitting would depend on the placement/location of the artistic recycling receptacle for the collection of recycled materials. On the beachfront, a Coastal Construction Control Line (CCCL) permit is required. There may be considerations or permit conditions such as the artistic recycling receptacle only being permitted in a location outside of the sea turtle nesting season. In addition, hurricane season would need to be considered during the pilot period.

Miami-Dade County Department of Transportation and Public Works (DTPW) would also need to be engaged to review the artistic recycling pilot program and advise of any additional permitting.

At the November 8, 2024, Finance and Economic Resiliency Committee (FERC), members discussed the proposed artistic recycling program, including funding and possible locations. The North Beach area was identified as a good location for the program's first iteration. The FERC suggested the funding for the artistic pilot program to be potentially funded by the North Beach CRA. The Committee transmitted a favorable recommendation to the City Commission for a referral to the North Beach CRA to discuss potentially funding the artistic recycling pilot program's first iteration.

### **FISCAL IMPACT STATEMENT**

Funding for the creation of an artistic recycling program would need to be identified as it pertains to the receptacles, materials, artist fees, and permitting in an initial amount of approximately \$10,000.

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

## **FINANCIAL INFORMATION**

## **CONCLUSION**

The Administration recommends the Mayor and City Commission accept the favorable recommendation of the Finance and Economic Resiliency Committee (FERC) for the City Commission to refer an item to the North Beach CRA Board to the discuss potentially funding an artistic recycling pilot program.

## **Applicable Area**

North Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

## **Department**

Tourism and Culture

## **Sponsor(s)**

Commissioner Joseph Magazine

## **Co-sponsor(s)**

Commissioner Tanya K. Bhatt

## **Condensed Title**

Accept Rec/Ref: NBCRA - Fund Creation of Artistic Recycling Program in NB. (Magazine/Bhatt)  
TC