



MIAMI-DADE COUNTY FINAL OFFICIAL MINUTES Tourist Development Council

Board of County Commissioners

Stephen P. Clark Government Center
6th Floor Conference Room
111 NW 1st Street
Miami, Florida 33128

June 29, 2006
As Advertised

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Board of County Commissioners

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Clerk of the Board Division

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**CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
JUNE 29, 2006**

The Tourist Development Council (TDC) convened in the 6th floor Conference Room in the Stephen P. Clark Center, 111 Northwest First Street, Miami, Florida at 2:30 p.m. on June 29, 2006, there being present Chairman Bruno Barreiro; and members City of Miami Beach Commissioner Matti Herrera Bower, Mr. Gino Caliendo, City of Miami Commissioner Angel Gonzalez, Ms. Ada Llerandi, and Mr. William Perry III; (Mr. Stuart Blumberg, Mr. George Cozonis, and Ms. Mary Kim Sovia were absent); Mr. Michael Spring, Director, Department of Cultural Affairs; Ms. Nikenna D. Benjamin, Grants Program Administrator; and Deputy Clerk Zorana Gainer.

I. Additions, Deletions, Withdrawals

There were no additions, deletions and withdrawals from today's agenda.

II. Conflict of Interest

Mr. Spring indicated a TDC Board member would have a conflict of interest regarding an item before the TDC if the member was in any of the following categories:

- If the TDC Board member was a paid staff member of an applicant organization or paid in any capacity by the organization.
- If a TDC Board member was on the Board of Directors of an applicant's organization.
- If a TDC Board member made a contribution of \$1,000 or more within the last three years to an applicant's organization.

Mr. Spring noted if any member of a TDC Board member's immediate family was in any of the foregoing three categories, this would constitute a conflict of interest. He also noted staff worked with the TDC Board members regarding any conflicts to ensure they were declared for the record and to ensure the proper paper work was submitted.

Mr. Spring indicated Mr. Gino Caliendo had a conflict of interest with item B2, The Hispanic-American Lyric Theater, and Commissioner Bower had a conflict of interest with item G1, The City of Miami Beach.

III. Items for Approval

- A. Minutes of the March 27, 2006 Meeting

Ms. Llerandi noted there was an error on the March 27, 2006 meeting minutes regarding her abstaining, and Chairman Barreiro stated the correction would be made.

The TDC by motion duly made, seconded, and carried, approved the minutes of the March 27, 2006 meeting as amended, by a unanimous vote of those members present.

IV. Reports and Discussion Items

- A. Policy Consideration for FY 2006-2007
- B. FY 2006-2007 Targeted Grant Recommendations
- C. Updated Budget/Financial and Funding Recommendations for FY 2005-2006 Fourth Funding Period.

Mr. Spring apprised Council Members that this was the final meeting of this fiscal year. He noted no changes were recommended this year for the guidelines and preparations were being made to issue guidelines for 2006-2007 in the summer. Mr. Spring reported the TDC was in the third installment of a four year agreement with the Greater Miami Convention and Visitors Bureau and had committed to increasing funding to the TDC by \$25,000 dollars annually. He noted this would amount to \$975,000 to invest in Cultural and Special Events.

Mr. Spring suggested the American Black Film Festival which was a major industry event be added to the targeted and set aside list. He noted this would be an item for the next TDC meeting.

A.2. Ms. Beth Sobol, Executive Producer of Miami Fashion Week, appeared before the Council and gave a brief overview of her event. She expressed appreciation for the funding received in the past and requested additional funding. Ms. Sobel noted the event had grown.

C.2. Mr. Victor Vincent, Experience Consultant, Miami Museum of Science, appeared before the Council and gave an update regarding the Titanic exhibit at the Museum of Science. He noted the museum, which had been in operation for 56 years, was celebrating the 40th anniversary of its summer camp and the 40th anniversary of its Planetarium Dome.

I.1. Mr. Michael Kelly, President, South Florida Super Bowl Host Committee, appeared before the Council. He discussed the 2007 Super Bowl event which the Committee would be hosting and expressed appreciation for being considered for funding.

Mr. William Perry III expressed concern regarding local businesses being excluded from the Super Bowl event and large companies reaping the benefits from this event with no long term benefits for local and/or minority small businesses.

In response to Mr. Perry's concerns, Mr. Kelly stated over the past five months, the Super Bowl Host Committee had focused on community outreach for minority businesses and a business directory focusing on minority and women-owned businesses was available on the Committee's website.

Chairman Barreiro stated item II was deferred pursuant to the sub-committee's recommendation.

In response to Mr. Perry's concerns regarding \$42,000 of left over funds being a normal occurrence, Mr. Spring said there was an unusual amount of unused grants last year which allowed for additional funds in the budget; there was approximately \$60,000 of unused grant funds which supplemented the budget. Mr. Spring suggested the \$42,000 not be utilized unless there was a compelling reason to do so, as these funds could be used to increase each quarter of next year's budget.

Chairman Barreiro suggested an additional \$25,000 be reserved out of the \$42,000 for the Super Bowl.

Mr. Spring explained that there were established criteria for the review of applications that TDC members were bound to use when making funding decisions for applicant(s) and these criteria were based on whether or not the event had an impact on tourism within the community. He noted funding was available in two (2) installments—one that could be made now and an installment that would be made next fiscal year. Mr. Spring suggested the TDC approve funding for the Super Bowl Host Committee, with an amendment that Mr. Perry be appointed as the TDC's delegate to meet with the Host Committee to discuss the Orange Bowl Committee's practices regarding local business involvement. Additionally, Mr. Spring suggested that a report be presented at the September TDC meeting on efforts being made to involve local businesses and a subsequent report be presented after the Super Bowl event indicating the number of small businesses that benefited by the event.

It was moved by Commissioner Bower that the TDC approve \$25,000 from the \$42,000 overage and that Mr. Perry be appointed as the TDC's delegate to the Super Bowl Host Committee. This motion was seconded by Ms. Llerandi, and upon being put to a vote, passed unanimously by those members present.

It was moved by Ms. Llerandi that the TDC increase funding from \$5,000 to \$7,000 for the Hispanic-American Lyric Theater, Inc. This motion was seconded by Mr. Perry, and upon being put to a vote, passed unanimously by those members present.

It was moved by Commissioner Bower that the TDC approve the entire package excluding items B2 and G1. This motion was seconded by Ms. Llerandi, and upon being put to a vote, passed unanimously by those members present.

It was moved by Commissioner Matti Herrera Bower that the TDC approve item B2. This motion was seconded by Mr. Perry, and upon being put to a vote, passed

unanimously by those members present (Mr. Gino Caliendo abstained due to a conflict of interest).

It was moved by Ms. Ilerandi that the TDC approve item G1. This motion was seconded by Mr. Perry, and upon being put to a vote, passed unanimously by those members present (Commissioner Bower abstained due to a conflict of interest).

Mr. Spring noted there was a vacant seat on the TDC which must be filled by a resident of Miami-Dade County who had a business interest in the tourism industry, but who was not a manager/operator of a hotel, motel or other lodging business.

V. Grant Applications and Recommendations –Fourth Period Funding

A. Special Events/Promotions (Non-Profit)-Continuing

Organization & Event Approved	Amount
1. Coral Gables Congregational Church, Inc. <i>CGCC Community Arts Program 2006 Summer Concert Series</i>	5,000
2. Council of Latin American Fashion Designers, Inc. <i>Miami Fashion Week</i>	7,500
3. Teatro Avante, Inc. <i>XXI International Hispanic Theater Festival</i>	10,000
4. University of Miami School of Music <i>Festival Miami 2006</i>	5,000

B. Special Events/Promotions (Non-Profit)-First Time

1. Diaspora Arts Coalition <i>Music in the Park</i>	10,000
2. Hispanic-American Lyric Theatre, Inc. <i>The Three Latin Sopranos</i>	7,000

C. Special Events/Promotions (Non-Profit)-Ongoing

1. Miami Hispanic Ballet Corporation <i>XI International Ballet Festival Of Miami</i>	10,000
2. Museum of Science, Inc. <i>Titanic: The Artifact Exhibition</i>	15,000

D. Special Events/Promotions (For-Profit)-Continuing

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| 1. | EK Events, Inc.
<i>VIII Festival Argentino</i> | 5,000 |
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E. Sports Events (Non-Profit)-Continuing

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| 1. | Fishing and Conservation Trust
<i>71' Annual Metropolitan South Florida Fishing Tournament</i> | 12,000 |
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F. Government (Non-Profit)-Continuing

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| 1. | City of Homestead, Parks and Recreation Department
<i>2006 4th of July Concert and Fireworks Show</i> | 5,000 |
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G. Government (Non-Profit)-Ongoing

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| 1. | City of Miami Beach, Tourism and Culture Department
<i>An American Celebration</i> | 5,000 |
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H. Shoulder Season

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| 1. | Film Life, Inc.
<i>Film Life's 9th Annual American Black Film Festival</i> | 25,000 |
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I. Reserve Fund

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| 1. | South Florida Super Bowl Host Committee, Inc.
<i>Super Bowl Miami 2007</i> | 25,000 |
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Adjournment

There being no further business to come before the TDC, the meeting was adjourned at 4:00 p.m.

Commissioner Bruno Barreiro
Chairman, Tourist Development Council