



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 14, 2007
As Advertised

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Board of County Commissioners

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**CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
June 14, 2007**

The Tourist Development Council (TDC) convened in the 10th floor Citizens Independent Transportation Trust's Conference room in the Stephen P. Clark Center, 111 Northwest First Street, Miami, Florida at 8:00 a.m. on June 14, 2007, there being present Chairman Jose "Pepe" Diaz; and members; Mr. Gino Caliendo; Commissioner Mattie Herrera Bower; Mr. Stuart Blumberg; Mr. George Cozonis; Commissioner Angel Gonzalez,; Ms. Ada Llerandi; (Members: Ms. Carmen Corvois-Roig and Mr. William Perry III were absent); Mr. Michael Spring, Director, Department of Cultural Affairs; Ms. Nikenna D. Benjamin, Grants Program Administrator; Ms. Liliana Hernandez Grants Program Assistant; and Assistant County Attorney Stephen Stieglitz and Deputy Clerk Karen Leonard.

Chairman Diaz called the meeting into order at 8:30 a.m. He asked Council members and other participants at today's (6/14) meeting to state their names for the record.

I. Additions, Deletions, Withdrawals-None Presented

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

II. Conflict of Interest

Mr. Michael Spring, Director, Department of Cultural Affairs indicated that a conflict of interest existed for a TDC Board Member on any item before the TDC based on any of the following instances:

- If the TDC Board Member was a paid staff member of an applicant organization;
- if a TDC Board Member served on the Board of Directors of an applicant's Organization; and
- if a TDC Board Member made a contribution of at least \$1,000 to an applicant's organization within the last three years.

Mr. Spring noted that the conflict of interest policy also applied to any member of a TDC Board members' immediate family who fell under those categories.

Mr. Spring noted that Mr. Stuart Blumberg had a conflict of interest with **Agenda Item V.A-2., Greater Miami Convention and Visitors Bureau, Inc.** He noted the Council would abstain from voting due to a lack of a quorum; however, they would vote the first quarter. Mr. Spring noted that this project was retroactive because it continued on an annual basis.

Mr. Spring noted that Commissioner Bower had a conflict with **Agenda Item V.G-1, City of Miami Beach, Department of Tourism and Cultural Development.**

III. Items for Approval

A. Minutes of the April 10, 2007 Meeting

It was moved by Mr. Blumberg that the minutes of the April 10, 2007 TDC meeting be approved. This motion was seconded by Mr. Cozonis, and upon being put to a vote, passed unanimously by those members present.

B. FY 2007-2008 Tourist Development Council Grants Program Guidelines

Mr. Spring advised the Council members that a copy of the foregoing guidelines was included in the Agenda package, and no significant changes were made. Subject to this Council's approval the guidelines would be issued in July 2007 in anticipation of next year's funding source, he noted.

It was moved by Commissioner Bower that the FY 2007-08 Tourist Development Council Grants Program Guidelines be approved. This motion was seconded by Mr. Blumberg, and upon being put to a vote, passed unanimously by those members present.

IV. Reports and Discussion Items

A. Updated Budget/Financial Position and Funding Recommendations for FY2006-2007 Fourth Funding Period

Mr. Spring noted that the Tourist Development Council's (TDC) was in the fourth and final quarter of their fiscal year. He stated that the budget started with accumulated revenue that totaled \$1,079,521. Mr. Spring noted that 17 applications requesting \$315,000 were received. He stated that three (3) of those applications were new to the TDC, while twelve (12) of the applicants were continuing projects. Mr. Spring noted that the remaining two (2) applicants succeeded a five year cycle and would continue another five years.

Mr. Spring noted that the TDC Subcommittee's recommendation of \$139,000 left a total reserve balance of \$141,391 for this year. He emphasized the importance that those funds be carried over to the next fiscal year; which gave the TDC a better position to address cultural and special events.

Mr. Spring explained that the budget for the FY 2006-07 began with \$975,000 in new funding. He stated that the remaining balance of \$1,079,521 was carryover money and grants.

Responding to Mr. Blumberg's question regarding shoulder season funding, Mr. Spring noted that the TDC usually set aside funding as an incentive for major summer time events. He stated no events were eligible for those funds this year. He stated that the Council focused on accommodating summer events through the regular quarterly allocations.

Mr. Blumberg questioned whether the same type of funding came from two committees located in Miami Beach and Miami Downtown District.

Mr. Spring noted the TDC budget comprised of two separate funds to address unexpected events as well as major events. He stated that a reserve budget of approximately \$110,000 was established for FY 2006-07 in addition to a \$50,000 shoulder season fund for summer events. Mr. Spring noted that the Council decided that the reserve funding could be utilized once a major convention was scheduled.

Following the discussion, Mr. Spring noted that in addition to reserve funding, Miami-Dade County in-kind service funds were set aside for major events that required County services.

Chairman Diaz noted that the in-kind service funds may not be available this year due to the property tax reform. He expressed concern regarding the Legislation's actions as a warmonger throughout Miami-Dade County. Chairman Diaz expressed concern regarding the impact that shifting issues and fund reductions would have on the Arts.

Discussion ensued among the Council members regarding the need to educate the people of the impact of the decisions regarding budget cuts.

B. Tourist Development Council Nomination Process

Mr. Spring noted that TDC members served on staggered terms, and four Council members' terms would expire in December 2007. He stated that the nomination process was underway; and the advertisement for nominations would begin in June 2007. Mr. Spring noted that the four Council members were eligible to reapply for the TDC membership.

Mr. Spring noted that the foregoing report included a listing of the nomination panel, an example of advertisements, and a draft of the time table to select the nominees. He noted that the Council members facing the end of their terms would be notified once the advertisement for applicants was published for submittal of their application in addition to references of other applicants.

C. FY2007-2008 Targeted Grant Recommendations

Mr. Spring noted that this report focused on grants set aside for the foregoing fiscal year and the revenue status. He noted that the revenue was estimated at \$1 million for FY 2007-08 as well as \$141,000 carried over from FY 2006-07. Mr. Spring noted that the TDC Subcommittee recommended a one time set-aside grant for the Gala Chorus Convention scheduled for July 2008. He stated that \$25,000 would come from the TDC funds, and the Council would collaborate with the County if any in-kind funds were provided.

Mr. Spring stated that the foregoing report would come back before the Council at the first scheduled quarter meeting for the FY 2007-08.

V. Grant Applications and Recommendations – Fourth Funding Period

Mr. Spring asked that the TDC members review the grant applications and hear the recommendations from the organizations' representatives and other individuals.

A. Special Events/Promotions (Non-Profit) – Continuing V.F-1 City of Miami, General Services Administration/ Office of Protocol

**Final Recommendation
\$10,000**

Ms. Wallis Tinnie, representing the City of Miami, General Services Administration/Office of Protocol, presented an overview of the activities featuring the Pan African Art Book Festival Expo. She expressed thanks to the Council for their support.

V.G-1. City of Miami Beach, Department of Tourism and Cultural Development

**Final Recommendation
\$5,000**

Mr. Michael Aller, representing the City of Miami Beach, Department of Tourism and Cultural Development (DTCD), presented an overview of the 17th anniversary of the July 4th Celebration and co-partnership with TDC. He stated that the location of the event was changed to 8th Avenue and Ocean Drive due to a lost barge which was required for the fire works display.

Mr. Blumberg questioned why the application did not indicate any government funding provided such as the Visitor and Convention Authority (VCA) grant.

Mr. Aller noted that the DTCD did not apply for a grant with the VCA.

Mr. Blumberg noted that this was not a new issue, and he attempted to establish collaboration between the TDC and the VCA. He spoke in opposition of the TDC providing county funding to the event without the financial support of the municipality.

Mr. Spring noted that the TDC Subcommittee decided that the TDC and VCA would hold a meeting this summer. He stated that the applicant represented the City of Miami Beach; and it was indicated that City cash on hand and services were contributed as well as funding. Mr. Spring noted that no VCA funds were provided for this event.

In response to Ms. Llerandi's question regarding as to why the DTCD did not apply for the VCA grant, Mr. Aller noted that the department missed the application deadline, therefore their application was rejected.

It was moved by Mr. Caliendo that the Council approve to fund the FY 2006-07 fourth Quarter Funding recommendation of \$5,000 for Agenda Item V.G-1, City of Miami Beach, Department of Tourism and Cultural Development. This motion was seconded by Ms. Llerandi, and upon being put to vote, passed 4-1. (Council member: Ms. Carmen Corvois-Roig and Mr. William Perry III were absent). (Commissioner Bower had a conflict of interest and abstained from voting).

V.A-8. Miami Science Museum

**Final Recommendation
\$13,500**

Ms. Julian Thomas representing Miami Science Museum, Agenda Item V.A-8, presented an overview of a new event entitled "The Dinosaurs of China." She stated that the exhibition was created with original fossils shipped from China; and the enormous size of these displays resulted in a greater impact of attracting tourism than previously indicated on the application. Ms. Thomas requested that the recommended grant of \$13,500 be increased.

V. D- 2. Miami-Dade Sports Commission, Inc.

**Final Recommendation
\$15,000**

Mr. Michael Sofi, Executive Director of the Miami-Dade Sports Commission, Inc. (MDSC) presented an overview of the U.S. Fencing Summer Nationals. He stated that the event would be held at the Miami Beach Convention Center and surrounding areas. Mr. Sofi also noted the event expected at least 10,000 persons in attendance.

Mr. Spring noted that the TDC had a similar partnership with MDSC in an attempt to bring major sporting events to Miami-Dade County. He stated that it was this Council's purview to support funding tourism that oriented sporting events.

It was moved by Mr. Blumberg that the Council approve an increase in the (FY) 2006-07 Fourth Quarter Funding recommendation of \$9,000 for Agenda Item V.D-2., Miami-Dade Sports Commission, Inc., increasing the total recommended amount to \$12,000. This motion was seconded by Commissioner Bower, and upon being put to vote, passed 5-0. (Council members: Ms. Carmen Corvois-Roig and Mr. William Perry III were absent. Mr. Caliendo had a conflict of interest and abstained from voting.)

V.A-9 Teatro Avante, Inc. Final Recommendation \$10,000

It was moved by Commissioner Bower that the Council approve Agenda Item V.A-9, Teatro Avante, Inc., to increase the (FY) 2006-07 Fourth Quarter Funding recommendation to \$6,000 for Agenda Item V.A-9., Teatro Avante, Inc., increasing the recommended amount to \$10,000. This motion was seconded by Ms. Llerandi; and upon being put to vote, passed 6-0. (Council members: Ms. Carmen Corvois-Roig and Mr. William Perry III were absent)

It was moved by Commissioner Bower that the Council approve the following (FY) 2006-07 Fourth Quarter Funding recommendations. This motion was seconded by Mr. Blumberg, and upon being put to vote, passed 6-0. (Council members: Ms. Carmen Corvois-Roig and Mr. William Perry III were absent)

Agenda Item No.	Organization Name	Final Recommendation
V.A-1	Coral Gables Congregational Church, Inc.	\$5,000
V.A-3	Jamaica Awareness, Inc.	\$6,000
V.A-4	Miami Bach Society, Inc.	\$8,000
V.A-5	Miami Classical Guitar Society, Inc.	\$4,000
V.A-6	Miami Hispanic Ballet Corporation	\$15,000
V.A-7	Miami Light Project, Inc.	\$5,000
V.B-1	Caribbean Cultural Connections, Inc.	\$3,000
V.B-2	Universal Heritage Institute,	\$5,000
V.C-1	University of Miami School of Music	\$15,000
V.D-1	Miami Northwest Express Track and Field Club, Inc.	\$5,600
V.E-1	City of Homestead – Parks and Recreation	\$4,500

Adjournment

There being no further business to come before the TDC, the meeting was adjourned at 9:11 a.m.

Chairman Jose "Pepe" Diaz,
Tourist Development Council