



# **MIAMI-DADE COUNTY FINAL OFFICIAL MINUTES Tourist Development Council**

## **Board of County Commissioners**

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

November 15, 2007  
As Advertised

Harvey Ruvin, Clerk  
Board of County Commissioners

Kay Madry Sullivan, Director  
Clerk of the Board Division

Karen Leonard, Commission Reporter  
(305) 375-1296



**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
November 15, 2007**

The Tourist Development Council (TDC) convened in the 10<sup>th</sup> 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 November 15, 2007, there being present Chairman José "Pépe" Diaz; and Council members; Mr. Gino Caliendo; Commissioner Mattie Herrera Bower; Mr. Stuart Blumberg; Mr. George Cozonis; Ms. Ada Llerandi; (Members: Commissioner Angel Gonzalez; 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; Mr. William Talbert, 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 (11/15) 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 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.

**III. Items for Approval**

**A. Minutes of the June 14, 2007 Meeting**

It was moved by Commissioner Bower that the minutes of the June 14, 2007 TDC meeting be approved. This motion was seconded by Mr. Caliendo, and upon being put to a vote, passed unanimously by those members present.

**B. FY 2007-2008 Deferred Applicant**

**1. Greater Miami Convention and Visitors Bureau, Inc.**

Mr. Spring advised the Council that the foregoing item was a carryover from the last fiscal year. He noted that Mr. Stuart Blumberg had a conflict of interest with **Agenda Item III.B-I., Greater**

**Miami Convention and Visitors Bureau, Inc.** Mr. Spring noted the Council had to abstain from voting due to a lack of a quorum until a quorum of non conflicting members were present.

Chairman Diaz recommended that the Council move to the next item.

**C. FY 2007-2008 Renewal of Targeted/Set-Aside Grants**

Mr. Spring noted that each year the TDC invests money in a small number of activities and were the same set aside grants that were supported last year. He noted that the sub-committee had reviewed list of activities and determined that they were appropriate. Mr. Spring noted that the location of activities ranged from the Visitors Centers to Miami-Dade Days in Tallahassee.

It was moved by Mr. Blumberg that the FY 2007-08 Renewal of Targeted/Set-Aside Grants be approved. This motion was seconded by Mr. Caliendo, and upon being put to vote, passed 6-0 (Council members: Commissioner Angel Gonzalez; Ms. Carmen Corvois-Roig and Mr. William Perry III were absent).

**D. TDC Nomination Committee Report and Recommendations**

Mr. Spring noted that the Tourist Development Council (TDC) Nomination Committee met and identified nominees for the four (4) vacancies for the TDC. He noted that the Nominating Committee had submitted a slate of candidates to fill those vacancies as follows: Commissioner Bower; Mr. George Cozonis; Ms. Carmen Corvois-Roig; and Ms. Olga Ramudo.

It was moved by Ms. Ada Llerandi that the recommended foregoing slate of candidates to fill the four (4) vacancies for the TDC be approved. This motion was seconded by Mr. Caliendo, and upon being put to vote, passed 6-0 (Council members: Commissioner Angel Gonzalez; Ms. Carmen Corvois-Roig and Mr. William Perry III were absent)

**IV. Reports and Discussion Items**

**A. Updated Budget/Financial Position and Funding Recommendations for FY2007- 08 First Funding Period**

Mr. Spring advised the TDC members that they were beginning a new fiscal year with a budget that totaled \$1.174 million. He stated that the budget reflected a \$25,000 increase in funds from the Greater Miami Convention Visitor's Bureau in pursuant with the existing agreement which they provide additional funds yearly. Mr. Spring also noted that the budget had a carry-over totaling approximately \$154,000 from last year and the staff had identified \$20,413.00 of unused grants that was a portion of the total budget. Those dollars were budgeted to cover the four (4) quarters of the year to ensure sufficient funds for the TDC yearly budget, he noted.

Mr. Spring noted that the first quarter would cover the months of October, November and December with a total of 35 applications requesting \$644,000.00. He stated that there was a recommendation to fund 28 organizations with \$278,000.00, seven (7) targeted set-aside grants and the one carryover grant from the previous fiscal year. Mr. Spring noted that if those funds were provided the remaining balance of the budget would be \$144,500 in the reserve account as well as the shoulder season fund totaling \$50,000 for the summer events which was a good financial position.

Mr. Blumberg asked that Mr. Spring provide a status of the arrangements to have a meeting between TDC, Miami Beach Visitor and Convention Authority (VCA) and the Council of Miami Beach regarding the issue to establish collaboration between TDC and VCA.

Mr. Spring noted that a number of scheduled dates for this joint meeting were offered, but had not received a positive response from VCA or the Council of Miami Beach.

**V. Citizen's Presentations**

**VI. Grant Applications and Recommendations – First Funding Period**

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

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

**A.12 Miami Book Fair International, Inc. Final Recommendation  
\$17,500**

Ms. Delia Lopez, representing the Miami Book Fair International, Inc. presented an overview of its activities and noted the collaborative effort with Express Travel and the Greater Miami Visitors and Convention Bureau to create travel packages visitors from other States. She spoke of the increased advertisement campaign through multiple media outlets. Ms. Lopez expressed thanks to the Council for their support.

It was moved by Mr. Blumberg that the Council approve the foregoing recommendation for the (FY) 2007-08 First Quarter Funding for Agenda Item A12, Miami Book Fair International, Inc. This motion was seconded by Commissioner Bower, and upon being put to vote, passed 5-0 (Council members: Commissioner Angel Gonzalez; Ms. Carmen Corvois-Roig and Mr. William Perry III were absent). (Mr. Caliendo had a conflict of interest and abstained from voting).

**A.6 Edge Zones, Inc. Final Recommendation  
\$5,000**

Ms. Charo Oquet, representing the Edge Zones, Inc. presented a brief overview of the event and noted that approximately \$15,000 had been spent on advertising. She noted the involvement with international exhibitions from El Salvador and Puerto Rico as well as galleries.

It was moved by Mr. Caliendo that the Council approve the foregoing recommendations for the (FY) 2007-08 First Quarter Funding for Agenda Item A.6, Edge Zones, Inc. This motion was seconded by Commissioner Bower and upon being put to a vote, passed 6-0 (Council members: Commissioner Angel Gonzalez; Ms. Carmen Corvois-Roig and Mr. William Perry III were absent).

**A.2 Center for Emerging Art, Inc. Final Recommendation  
\$5,000**

Ms. Ava Rado, representing the Center for Emerging Art, Inc. presented a brief overview of their event "Music Map of the World". She referred to the handout and thanked the Council for their support and she requested additional funding.

It was moved by Commissioner Bower that the Council approve the foregoing recommendations for the (FY) 2007-08 First Quarter Funding for Agenda Item A.2, Center for Emerging Art, Inc.



Mr. Spring noted that the Council had already voted to approve the foregoing recommendations for the (FY) 2007-08 First Quarter Funding for Agenda Items: A.2; A.3; A.6; and A.12.

It was moved by Mr. Blumberg that the Council approve the following (FY) 2007-08 First Quarter Funding recommendations. This motion was seconded by Mr. Caliendo, and upon being put to vote, passed 7-0. (Council members: Ms. Carmen Corvois-Roig and Mr. William Perry III were absent)

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI.A-1</b>	Bayfront Park management Trust Corporation	\$5,000
<b>VI.A-4</b>	Cultural Council, Inc., The	\$6,000
<b>VI.A-5</b>	Downtown Miami Partnership	\$4,000
<b>VI. A-7</b>	Fairchild Tropical Botanic Garden, Inc.	\$18,000
<b>VI. A-8</b>	Gable Stage, Inc.	\$10,500
<b>VI. A-9</b>	Greater So. Dade/So. Miami/Kendall Chamber of Commerce Inc.	\$4,000
<b>VI. A-11</b>	Italian Film Festival.	\$5,000
<b>VI. A-13</b>	Proyecto Arte Actual, Inc. dba The Moore Space	\$4,500
<b>VI. A-14</b>	Tigertail Productions, Inc.	\$6,000
<b>VI. B-1</b>	Miami Dade County Park and Recreation Dept	\$15,000
<b>VI C-1</b>	3B Productions, LLC	\$5,000
<b>VI. D-1</b>	Epic Arts Foundation, Inc. f/a Earth Dance Film Festival	\$5,000
<b>VI. D-2</b>	Florida Film Institute, Inc. f/a Florida Media Market Inc.	\$3,000
<b>VI. D-3</b>	GALA Choruses	\$25,000
<b>VI. D-4</b>	Miami Contemporary Dance Company	\$7, 500
<b>VI. D-5</b>	Miami Short Film Festival, Inc.	\$7, 500
<b>VI. E-1</b>	Miami International University of Art & Design	\$20,000
<b>VI. E-2</b>	Monumental World, Inc.	\$10, 000
<b>VI. F-1</b>	Center for Haitian Studies, Inc.	\$10,000
<b>VI. F-2</b>	Community AIDS Resource, Inc. dba Care Resource	\$25,000
<b>VI. F-3</b>	Dave and Mary Alper Jewish Community Center, Inc.	\$15,000
<b>VI. F-4</b>	Exponica International, Inc.	\$15,000
<b>VI. F-5</b>	Museum of Contemporary Art, Inc.	\$15,000
<b>VI.G-1</b>	Florida International University Board of Trustees for the benefit of Institute for Public Management	\$14,400
<b>VI.G-2</b>	M. Athalie Range Cultural Arts Foundation, Inc.	\$15,000
<b>VI.G-3</b>	Miami Beach Chamber of Commerce	\$20,000
<b>VI.G-4</b>	Miami Beach Latin Chamber of Commerce	\$20,000
<b>VI.G-5</b>	Miami-Dade County Days, Inc.	\$15,000
<b>VI.G-6</b>	New World Festival	\$12,000
<b>VI.G-7</b>	Tropical Everglades Visitor Association Inc.	\$20,000

Mr. Blumberg announced to the public that the hotel association would be having a luncheon at the Miami Beach Resort Hotel at noon on December 13, 2007 and Mr. Larry Wilker, President/CEO of the Carnival Performing Arts Center (PAC) would be the speaker. He noted that it would be an opportunity for those to attend and were interested in the future of the PAC. Mr. Blumberg provided contact information for those who would be interested in attending.

Chairman Diaz noted that the Council had attempted to resolve the issue regarding collaboration between the TDC and the VCA. He asked that the Council members give their input and reach out to resolve this issue.

Mr. Spring explained that at the end of the last fiscal year the issue of having a better understanding about the goals and objectives of the Miami Beach funding entities such as the VCA and Cultural Arts Council in comparison to the funding and guidelines with the County was discussed. He noted that the Council members had expressed interest in having a joint meeting with the Miami Beach VCA and Cultural Arts Council and noted that there appeared to be reluctance in forming that meeting coming from the representatives of Miami Beach.

Mr. Spring suggested that the TDC appoint a Board representative to accompany him to meet with the representatives of the VCA to clarify its motives and objectives and follow-up with a joint meeting with the Board.

Discussion ensued among the Council regarding the issue of being able collaborate with the VCA.

Following the discussion, Mr. Blumberg noted that he disagreed with the opinions of the Council because he met with the Mr. Steve Hass, Chairman of the VCA and its administration. He noted that he had explained to the VCA the purpose of requesting this meeting was to provide clarification of funding and how each entity provided funding.

Mr. Blumberg recommended that the Council arrange a meeting at the convenience of the TDC Chairman and Council members and if the VCA or Cultural Council refrains from attending the Council should move to take its own action.

Chairman Diaz concurred with Mr. Blumberg and asked to schedule another meeting. He noted that he and Mr. Spring would meet with the VCA and Cultural Council.

Following further discussion, Mr. Spring suggested to set the date for the meeting of the three Boards and that Chairman Diaz would request an advance meeting prior to that date with the VCA Chairman and administration; but move forward with the following meeting.

Discussion ensued among the Council members regarding the concerns that other Council members might have.

Chairman Diaz requested that the Council members to provide him with their concerns and he would set up both meeting dates by working with Mr. Spring to speak to the VCA and staff.

In response to Mr. William Talbert's question regarding whether he understood the issues involved between the two entities, Mr. Spring noted yes.

## **Adjournment**

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

---

Chairman José “Pépe” Diaz,  
Tourist Development Council