



# **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

March 18, 2008  
As Advertised

Harvey Ruvin, Clerk  
Board of County Commissioners

Kay Madry Sullivan, Director  
Clerk of the Board Division

Karen Leonard, Commission Reporter  
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**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
March 18, 2008**

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 March 18, 2008, there being present Chairman Jose "Pepe" Diaz and members Mr. George Cozonis, Ms. Carmen Corvois-Roig, Commissioner Angel Gonzalez, Mr. William Perry III, and Ms. Olga Ramudo (Commissioner Mattie Herrera Bower was late. Mr. Stuart Blumberg was absent).

The following staff members were present: Mr. Michael Spring, Director, Department of Cultural Affairs; Mrs. Nikenna D. Benjamin, Grants Program Administrator; Mrs. Liliana Hernandez, Grants Program Assistant; Assistant County Attorney Stephen Stieglitz and Deputy Clerk Karen Leonard.

Also present was Mr. Bill Talbert, President/CEO of the Greater Miami Convention Visitor's Bureau.

Chairman Diaz called the meeting into order at 8:22 a.m. He asked Council members and other participants at today's (3/18) meeting to state their names for the record and he welcomed Ms. Olga Ramudo as a new member of the Tourist Development Council.

**I. Additions, Deletions, Withdrawals-None Presented**

There were no additions, deletions or 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 the TDC Board Member served on the Board of Directors of an applicant's organization and;
- if the 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 member's immediate family who fell into those categories.

Later in the meeting, Mr. Spring noted that Commissioner Bower had a conflict of interest with Agenda Item VI.A-8, Miami Design Preservation League, Inc. Additionally, he noted that Mr. Cozonis had a conflict of interest with Agenda Item VI.C-1, Coconut Grove Arts & Historical Association, Commissioner Diaz had a conflict of interest with Agenda Item VI.-D2, Miami

Overseas Chinese Association, Inc., and Mr. Perry III had a conflict of interest with Agenda Item VI.-D3, Orange Bowl Committee, Inc.

### **III. Items for Approval**

#### **A. Minutes of the March 18, 2008 Meeting**

It was moved by Mr. Angel Gonzalez that the minutes of the January 22, 2008 TDC meeting be approved. This motion was seconded by Mr. William Perry III, and upon being put to a vote, passed unanimously by those members present.

#### **B. FY 2006-2007 Fourth Funding Period's Deferred Applicants**

##### **1. Greater Miami Convention and Visitors Bureau, Inc. Final Recommendation \$20,000**

Mr. Spring advised the Council that the foregoing item was a carryover from the last fiscal year due to lack of quorum and as of today's (3/18) meeting, a quorum was present.

It was moved by Mr. Angel Gonzalez that the Council approve the Fiscal Year (FY) 2006-07 Fourth Funding recommendation for the foregoing Agenda Item III.B-1. for the Greater Miami Convention and Visitors Bureau, Inc. with the recommended amount of \$20,000. This motion was seconded by Mr. Perry William III and upon being put to a vote, passed by a vote of 7-0. (Council member: Mr. Stuart Blumberg was absent).

Later in the meeting, Mr. Spring announced that Mr. George Cozonis had a conflict of interest and requested that the motion on the foregoing item be reconsidered.

It was moved by Commissioner Mattie Bower that the Council approve the foregoing item recommendations for the Greater Miami Convention and Visitors Bureau, Inc. with the recommended amount of \$20,000. This motion was seconded by Mr. Angel Gonzalez, and upon being put to a vote, passed 6-0. (Mr. Stuart Blumberg was absent and Mr. George Cozonis abstained from voting due to a conflict of interest.)

### **IV. Reports and Discussion Items**

#### **A. Water and Sewer Department "Green Lodging" Presentation**

Ms. Maribel Balbin presented a brief presentation from the Water and Sewer Department regarding "Green Lodging." She noted the project was comprised of hotels and restaurants that were participants in the program that would allow staff to be trained to reuse linen and towels and save water.

Commissioner Diaz commended Ms. Balbin regarding the program and noted he received calls from individuals in his district thanking him for putting a hotel like this in District 12.

#### **B. Meeting with City of Miami Beach Visitor & Convention Authority and Cultural Arts Council Update**

Mr. Spring provided a brief report regarding a joint meeting between TDC and the City of Miami Beach Visitor and Convention Authority (VCA) and the city of Miami Beach Cultural Arts Council. Commissioner Diaz chaired the meeting and shared funding strategies and collaborative efforts between both funding agencies to ensure the organization took advantage of all the opportunities that had funding support. Mr. Spring noted that both funding agencies committed to meet on an annual basis with the Board members of those organizations.

Commissioner Diaz noted the meeting was excellent and the discussions in the past TDC meetings were addressed. He noted he looked forward to continuing to work with the members of the VCA to enhance our communities.

**C. TDC Nomination Update**

Mr. Spring provided a brief update of the TDC Nomination process and noted at the last meeting Mr. Gino Caliendo moved from Miami hence forfeiting his term of service as a TDC Council member. He noted the replacement of Mr. Caliendo's position must be held by a hotel operator. Mr. Spring advised the Council members that the nominating process occurred and would be scheduled to go before the Nominating Committee on April 29, 2008.

**D. Updated Budget/Financial Position and Funding Recommendations for FY2007-08 Third Funding Period**

Mr. Spring reported that the TDC began the new fiscal year (FY2007-2008) with a budget that totaled \$1.174 million. He stated that in the third funding period, the TDC received 30 applications totaling approximately \$525,000.00. Mr. Spring noted six (6) new organizations applied, 19 applications were for continuing projects, and the 10% reduction formula was applied. Additionally, Mr. Spring noted, five (5) applicants were eligible for the on-going category (organizations that would begin another five year TDC funding cycle).

Mr. Spring noted that the TDC Subcommittee recommended \$310,703.00 in funding for those organizations and approximately \$146,000 would be left for the third and final quarter of the year. He further noted that approximately \$13,000.00 was in the reserve account in addition to the shoulder season fund which totaled \$50,000 and was in place for the fourth quarter of summer months.

**V. Citizen's Presentations**

Mr. Spring asked that the TDC members review the applications and listen to a brief statement from the representatives of the organizations.

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

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

**VI.A.2 City Theater, Inc.**

**Final Recommendation  
\$5,000**

Ms. Stephanie Norman, Director of the City Theater, Inc., appeared before the TDC. She expressed thanks for the Council's support for the past five (5) years and requested additional funding because the organization's events had increased to three series. She noted the events

included a children's festival, and a late night series for which attendance was anticipated to increase by 65%. Ms. Norman noted the increase in partnerships within the community.

In response to Commissioner Diaz's question regarding whether the youth participated in the summer series as part of the pro bono event, Ms. Norman responded affirmatively and noted that the organization was working with students referred by the Miami Dade County School Board and the Parks and Recreation Department as part of the summer programs.

**VI.A.4 Florida Grand Opera Final Recommendation  
\$5,000**

Ms. Shannon Facen appeared before the TDC representing the Florida Grand Opera. She provided a brief update regarding the 2008 Julius Caesar Festival comprised of a series of events aimed at attracting and engaging youth. She requested an increase of the recommended grant.

**VI.A.7 Infinito Art & Cultural Foundation, Inc. Final Recommendation  
\$10,000**

Adriana Dutra appeared before the Council members and provided a brief presentation regarding the 12<sup>th</sup> Brazilian Film Festival of Miami. She noted the event would feature films from Brazil. She also spoke of the various sponsors, including hotels and cities, noting Miami was the first city. She expressed thanks for the support of the TDC and requested that additional funding be granted.

**VI.A.8 Miami Design Preservation League, Inc. Final Recommendation  
\$20,000**

Mr. Bill Farkas representing the Miami Design Preservation League, Inc. appeared before the TDC members and noted the on-going event was in operation for 31 years; however, the last venture was lost due to the weather. He requested additional funds to assist in restoring the grounds.

Later in the meeting, it was moved by Mr. Angel Gonzalez that the Council approve the recommended increased award, totaling \$20,000, to the Miami Design Preservation League, Inc. This motion was seconded by Mr. William Perry III, and upon being put to vote, passed 6-0. (Council members: Mr. Stuart Blumberg was absent. and Commissioner Bower had a conflict of interest and abstained from voting.)

**VI.A.10 Miami Momentum Dance Company, Inc. Final Recommendation  
\$7,290**

Ms. Delma Iles representing the Miami Momentum Dance Company appeared before the TDC regarding the Miami Beach Dance Festival event. She spoke of the recent national public relations coverage the organization received through various media outlets including internet access.

**VI.A.11 Miami/Bahamas Goombay Festival, Coconut Grove, Inc. Final Recommendation  
\$11,500**

Mr. Charles Gibson appeared before the TDC and provided a brief overview of the 32 year old festival that featured various cultural events which would take place at Peacock Park and

throughout Grand Avenue in the Coconut Grove district. He noted other sponsors involved and requested an increase in the recommended grant.

**VI.A.14      Rotary Foundation of South Miami, Inc.      Final Recommendation  
\$3,000**

Ms. Linda Kaplan and Ms. Jennifer Dewsap appeared before the TDC representing the Rotary Foundation of South Miami, Inc. and presented a brief update on the event. Ms. Kaplan noted the organization had hosted this event for 20 years and advised the Council members of the added marketing expenses. She requested an increase of the recommended grant.

**VI.A.15      Sunrise Community Promotions, Inc.      Final Recommendation  
\$10,000**

Ms. Margaret Feldman, representing Sunrise Community Promotions, Inc., appeared before the TDC and noted the organization had dedicated 42 years to contributing profits from sales and sponsorships of this event to individuals with mental disabilities. She noted the marketing expenses of the costly production that contributed to the work of social services in the community. Ms. Feldman expressed thanks to the Council for their support and requested an increase of the recommended grant.

**VI.B.2      Virginia Key Beach Park Trust      Final Recommendation  
\$15,000**

Mr. David Friedman appeared before the TDC representing the Virginia Key Beach Park Trust and provided a brief presentation regarding the Grand Re-Opening of Historic Virginia Key Beach Park.

In response to Commissioner Diaz's comment regarding the recommendation of the TDC subcommittee being the maximum funding amount, Mr. Friedman expressed appreciation to the Council for its support.

**VI.B.12      Michael-Ann Russell Jewish Community Ctr., Inc.      Final Recommendation  
\$5,000**

Mr. David Surowitz representative of the Michael-Ann Russell Jewish Community Center, Inc. appeared before the TDC. He made a presentation on the history of the Festival Yachad event, which needed a larger venue in order to divide the event. Subsequently, it had become cultural, and two dates were needed due to the increased growth in international participation. Mr. Surowitz expressed thanks to the Council members for their support and requested an increase of the recommended grant.

**VI.C-1,      Coconut Grove Arts & Historical Association      Final Recommendation  
\$25,000**

It was moved by Commissioner Bower that the Council approve the foregoing recommendation for the (FY) 2007-08 Third Funding Period for the Coconut Grove Arts & Historical Association. This motion was seconded by Mr. Angel Gonzalez and upon being put to vote, passed 6-0 (Council member: Mr. Stuart Blumberg was absent. and Mr. George Cozonis had a conflict of interest and abstained from voting).

**VI.D.1      Greater Miami Billfish Tournament      Final Recommendation**



- VI.A-8 Miami Design Preservation League, Inc.** would be awarded an increased grant that totaled \$20,000.
- VI.A-11 Miami /Bahamas Goombay Festival in Coconut Grove, Inc.** would be awarded an increased grant that totaled \$11,500.
- VI.A-15 Sunrise Community Promotions, Inc.** would be awarded an increased grant that totaled \$10,000.
- VI.D-1 Greater Miami Billfish Tournament** would be awarded an increased grant that totaled \$10,000.

It was moved by Mr. Angel Gonzalez that the Council approve the following (FY) 2007-08 Third Funding Period recommendations. This motion was seconded by Commissioner Bower, and upon being put to vote, passed by a vote of 7-0 (Council member Stuart Blumberg was absent).

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI.A-1</b>	Aqua Foundation for Women, Inc.	\$5,000
<b>VI.A-3</b>	Council of International Fashion Designers, Inc.	\$5,250
<b>VI.A-5</b>	Galata, Inc.	\$2,500
<b>VI.A-6</b>	Hispanic Theater Guild Corporation	\$6,400
<b>VI.A-9</b>	Miami Hispanic Ballet Corp. f/a Cuban Classical Ballet	\$15,000
<b>VI.A-13</b>	Patrons of Exceptional Artists, Inc.	\$3,000
<b>VI.A-16</b>	Unconservatory, Inc. The	\$4,000
<b>VI.B-1</b>	Miami River Fund, Inc. dba Miami River Commission	\$8,000
<b>VI.C-1</b>	Coconut Grove Arts & Historical Association	\$25,000
<b>VI.C-2</b>	Florida Dance Association, Inc.	\$20,000
<b>VI.C-3</b>	Maximum Dance Company dba Ballet Gamonet	\$10,000
<b>VI.C-4</b>	Miami Gay & Lesbian Film Festival, Inc.	\$25,000
<b>VI.C-5</b>	Miami-Dade Public Library Foundation, Inc.	\$12,500
<b>VI.E-1</b>	Mad Dog Mandich Fishing Classic, LLC	\$5,000
<b>VI.E-2</b>	Michael Epstein Sports Productions, Inc.	\$20,000
<b>VI.E-3</b>	The Polo Life, LLC	\$10,000
<b>VI.F-1</b>	76 <sup>th</sup> Annual US Conference of Mayors Host Committee, Inc.	\$25,000
<b>VI.D-2</b>	<b>Miami Overseas Chinese Association, Inc.</b>	<b>Final Recommendation \$15,000</b>

Mr. Joe Chi, representative of the Miami Overseas Chinese Association, Inc., appeared before the TDC Council and provided a brief overview of the Miami Hong Kong Dragon Boat Festival events and its attractions. He expressed thanks to the Council members for their support. Mr. Chi spoke of the organization's charitable contributions to United Way in support of the cure for breast cancer and those entities that sponsored the event which included Bank of America, AT&T, etc. He noted the cost of the event and he officially welcomed the Council members to participate in the event, which he noted would be held at the Mandarin Hotel on May 31, 2008.

Mr. Spring noted that the subcommittee recommended increasing the award for the foregoing item.

It was moved by Commissioner Bower that the Council approve the foregoing recommendation for the (FY) 2007-08 Third Funding Period for the Miami Overseas Chinese Association, Inc. This motion was seconded by Mr. Angel Gonzalez, and upon being put to vote, passed by a vote of 6-0 (Council member: Mr. Stuart Blumberg was absent. Chairman Commissioner Diaz had a conflict of interest and abstained from voting).

**VI.D-3 Orange Bowl Committee, Inc.**

**Final Recommendation**

**\$7,500**

It was moved Mr. Angel Gonzalez that the Council approve the foregoing recommendation for the (FY) 2007-08 Third Funding Period for the Orange Bowl Committee, Inc. This motion was seconded by Commissioner Bower, and upon being put to vote, passed 6-0 (Council members: Mr. Stuart Blumberg was absent and Mr. William Perry III had a conflict of interest and abstained from voting).

**Adjournment**

There being no further business to come before the TDC, the meeting adjourned at 9:17 a.m.

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Chairman José "Pépe" Diaz,  
Tourist Development Council