



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 10, 2008
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 10, 2008**

The Tourist Development Council (TDC) convened on 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 10, 2008, there being present Chairman Jose "Pepe" Diaz and members Mr. Stuart Blumberg, Mayor Mattie Herrera Bower, Mr. George Cozonis, Mr. William Perry III and Ms. Olga Ramudo (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent).

The following staff members were present: Mr. Michael Spring, Director, Department of Cultural Affairs; Ms. Nikenna D. Benjamin, Grants Program Administrator; Ms. Liliana Hernandez, Grants Program Assistant; Mr. William Talbert, Executive Director, Greater Miami Convention and Visitors Bureau; Assistant County Attorney Stephen Stieglitz and Deputy Clerk Karen Leonard.

Chairman Diaz called the meeting to order at 8:15 a.m. He asked the Council members and other participants at today's (06/10) meeting to state their names for the record.

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 member on any item before the TDC if any of the following instances applied:

- the TDC Board Member was a paid staff member of an applicant organization;
- the TDC Board Member served on the Board of Directors of an applicant's Organization; and
- 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 if any member of a TDC Board members' immediate family fell under those categories.

III. Items for Approval

A. Minutes of the March 18, 2008 Meeting

It was moved by Mr. Stuart Blumberg that the minutes of the March 18, 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. FY2008-2009 TDC Guidelines

Mr. Spring noted that new guidelines would be issued by the TDC for the FY2008-09. He advised the Council members that the new guidelines encouraged applicants that had Miami Beach based events to apply to the Miami Beach Visitor and Convention Authority (VCA) and/or the Miami Beach Cultural Arts Council (CAC) in addition to applying for TDC funding consideration.

It was moved by Ms. Olga Ramudo to approve the FY2008-2009 TDC Guidelines. This motion was seconded by Mr. George Cozonis, and upon being put to a vote passed 6-0. (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent).

IV. Reports and Discussion Items

A. TDC Nomination Committee Report and Recommendations

Mr. Spring noted that the TDC staff publicized a request for applicants to apply for a membership of the TDC which required candidates with hotel management experience. He noted that an application was received from Mr. Carlos Palacios and the Nominating Committee needed to make a recommendation that the application go before the Board of County Commissioners, to be followed by the approval of the TDC.

Hearing no objections, the Nominating Committee proceeded to vote. There being present Chairperson Commissioner Jose "Pepe" Diaz, Chairperson, Tourist Development Council; William Talbert, President & CEO, Greater Miami Convention and Visitors Bureau; and Stuart Blumberg, President & CEO, Greater Miami & the Beaches Hotel and Motel Association.

It was moved by Mr. Stuart Blumberg that the application for membership to the TDC from Mr. Carlos Palacios be forwarded to the Board of County Commissioners, followed by the approval of the TDC. This motion was seconded by Mr. William Talbert, and upon being put to a vote, passed unanimously by those members present.

Later in the meeting, it was moved by Mr. Stuart Blumberg that the TDC approve the TDC Nominating Committee recommendation that Mr. Carlos Palacios' application be forwarded to the BCC for approval. This motion was seconded by Mr. William Perry III, and upon being put to a vote, passed 6-0. (Members: Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent)

B. Updated Budget/Financial Position and Funding Recommendations for FY2007-2008 Fourth Funding Period

Mr. Spring noted that the Tourist Development Council (TDC) was in the fourth and final quarter of its fiscal year. He stated that the fiscal year started with accumulated revenue that totaled \$1,174,804 and budgets were prepared per quarter to ensure adequate resources were available.

Mr. Spring noted that 14 applications requesting a total of \$250,000 were received. He stated that thirteen (13) of those applications were not-for-profit organizations, and one (1) was a for-profit organization. He further noted ten (10) of the applicants were new and four (4) applicants were for continuing projects to the TDC.

Mr. Spring noted that based on the TDC Subcommittee meeting held on May 27, 2008, thirteen organizations were recommended for a total of \$147,000. He added that funding in the amount of \$20,000 was recommended from the shoulder season fund for the Julia E. Brown Theatrical Association Inc. due to the size and impact of the summer event.

Mr. Spring also noted if the TDC Subcommittee recommendations were approved by the Council there would be a reserve balance of approximately \$31,000 which could be used or carried over to the next fiscal year.

Commissioner Diaz expressed that the TDC needed to be cautious and carry over as much reserve funding into the next fiscal year as possible.

C. Program and Policy Considerations for FY2008-2009

Mr. Spring advised the Council members that the memorandum regarding the TDC Policies included a request for an "Excused Attendance Policy" that would align the Council's policy with the TDC ordinance. He noted the policy would require a written notification by email or that a fax be submitted to the TDC staff that included a general reason for the absence. Mr. Spring noted if the staff was notified before the TDC meeting, the absence would be offered as an excused absence from the meeting.

In response to Mr. Blumberg's question regarding how to handle multiple excused absences when there were only four (4) meetings a year, Mr. Spring noted the ordinance allowed three consecutive excused absences. He stated TDC staff would attempt to communicate with absent Council members in an effort to resolve any issues.

Commissioner Diaz noted that the ordinance used by the TDC was created for the Board of County Commissioners meetings several times a month rather than the four (4) annual meetings held by the TDC. He noted the TDC could make an adjustment at their discretion with the advice of the Assistant County Attorney.

Mr. Spring concurred with Commissioner Diaz that the TDC staff needed to become more proactive in contacting Council members who had two absences to advise them of the recording of their absence.

Following the discussion, Commissioner Diaz requested that this item be brought back for discussion at the next TDC meeting.

D. Recap of Adopted TDC Criteria for Grants Evaluation

Mr. Spring noted that at the last TDC meeting the Council members requested a brief overview on the criteria that was used to evaluate grant applications. He advised that the criteria was

included in the guidelines and was comprised of four (4) principles: 1) Tourist impact, and marketing plan for the event or activity; 2) quality and track record of organization presenting the activity; 3) event coordination and management evidence through the application; and 4) budget/fiscal feasibility and accountability of both the event and the organization. Mr. Spring emphasized the importance of principle (1).

In response to Mr. Talberts' question regarding whether the summary sheet application would include the hotel confirmation, Mr. Spring noted that he would include the confirmation of the hotel.

It was moved by Mr. William Perry III that the foregoing report be accepted as amended to include the hotel confirmation. This motion was seconded by Mayor Matti Bower, and upon being put to a vote, passed unanimously by those members present.

Commissioner Diaz noted that the Council would hear the Citizens' Presentations and then consider the remaining applicants by section subtitle on the Application Summary Worksheet.

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

**VI. A-1 Jewish Museum of Florida, Inc. Final Recommendation
\$7,000**

Ms Jo Ann Arnowitz representing the Jewish Museum of Florida, Inc. appeared before the Council and presented a brief overview of the exhibit. She expressed appreciation for the TDC's support and she requested additional funding in order to implement more marketing.

It was moved by Mayor Matti Bower that the Council approve an increase in the FY 2007-08 Fourth Funding Period recommendations from \$5,000 to a recommended amount of \$7,000. This motion was seconded by Ms. Olga Ramudo, and upon being put to a vote passed 6-0. (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent)

**VI. A-3 Teatro Avante, Inc. Final Recommendation
\$20,000**

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Mr. Mario Ernesto Sanchez, representing Teatro Avante, Inc., appeared before the Council members and invited them to attend the 23rd edition of the International Hispanic Theatre Festival on July 9-27, 2008 at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County. He noted the event brought in six countries and had twelve productions. Mr. Sanchez emphasized the importance of the TDC funding.

In response to Mr. Blumberg's question regarding the outcome of continuing organizations that completed the fifth year cycle, Mr. Spring noted that those organizations would begin a new cycle and be re-evaluated by the TDC Subcommittee and the recommended amount would be at the TDC's discretion.

It was moved by Ms. Olga Ramudo that the Council approve an increase in the FY 2007-08 Fourth Funding Period recommendations from \$15,000 to a recommended amount of \$20,000.

This motion was seconded by Mr. Stuart Blumberg, and upon being put to a vote passed 6-0. (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent).

Agenda Item No.	Organization Name	Final Recommendation
VI.A-2	Miami Hispanic Ballet Corporation	\$15,000

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

VI. B-4	International Rara Fest, Inc.	Final Recommendation
		\$5,000

Mr. Jean Fleurantin, representing International Rara Fest, Inc., appeared before the Council and presented a brief overview of the International ROOTS RARA Festival 2008. He noted that 42,000 spectators attended the event last year. Mr. Fleurantin also noted the need to receive support from the TDC to increase participation at this event.

VI. B-5	Julia E. Brown Theatrical Association, Inc.	Final Recommendation
		\$25,000

Mr. Ed Haynes, founder of the Urban Theater & Entertainment Festival, appeared before the Council and expressed appreciation for support from the TDC. He noted that the event was bi-annual and their event would bring \$13.6 million into the economy of Miami-Dade County. Mr. Haynes emphasized the importance of enlightening the African American community through empowerment and education on traditional and urban theater, as well as through workshops. He noted the festival was focused on bringing celebrities and the community together at various venues across the County utilizing the Adrienne Arsht Center, Rivera Theater, Lou Rawls Center for the Performing Arts, and the Joseph Caleb Center.

It was moved by Mr. Stuart Blumberg that the Council approve an increase in the FY 2007-08 Fourth Funding Period recommendations from \$20,000 to a recommended amount of \$25,000. This motion was seconded by Commissioner Matti Bowers and upon being put to a vote passed 6-0. (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent).

VI. B-6	Key Biscayne Chamber of Commerce	Final Recommendation
		\$10,000

Ms. Kathye Susnjer, representing the Key Biscayne Chamber of Commerce, appeared before the TDC members and presented a brief overview of the events. She stated that a visitor's center opened on Key Biscayne and there was a need for funding for a full time staff member at that visitor's center. She expressed appreciation for the support of the TDC.

Mr. Blumberg asked how a new Visitor's Center would be processed if it was automatically eligible based on the same requirements for other centers like the Miami Beach Visitor's Center, -Mr. Spring noted that following a period of observation and review of the Visitor Center's track record and based on the volume of business, a recommendation by the Subcommittee would be forwarded to the TDC.

In response to Mr. Blumberg's question regarding the length of time for the tracking process, Mr. Spring noted it would be at the discretion of the TDC.

Hearing no further objections followed by the presentations in each subtitle section, the remaining recommended FY 2007-08 Fourth Funding Period was approved by those Council members that were present.

Agenda Item No.	Organization Name	Final Recommendation
VLB-1	American Public Media/Classical South Florida	\$15,000
VLB-2	Dade Community Foundation f/a Orchestra Miami	\$7,500
VLB-3	Florida Association of Museums Foundation, Inc.	\$15,000
VI. B-4	International Rara Fest, Inc.	\$5,000
VLB-7	New Theatre, Inc.	\$10,000

C. Special Events/Promotions (For-Profit) – First Time

VI. C-1	Irreversible Magazine, Inc.	Final Recommendation
		\$5,000

Ms. Norekys Blazekovic, representing Irreversible Magazine, Inc., appeared before the TDC Council and provided a copy of the magazine to the Council members. She expressed appreciation for the opportunity to be considered by the TDC. Ms. Blazekovic noted the Irreversible Magazine brought international arts, culture, and exhibits to Miami. She noted the three phases of this project were the Website, the printing of the magazine (10,000 copies), and provision of special events in plazas.

It was moved by Commissioner Matti Bower that the Council approve the Fourth Funding Period recommendations by the TDC Subcommittee that totaled \$5,000. This motion was seconded by Ms. Olga Ramudo, upon being put to a vote passed 6-0. (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent).

D. Sports Non-Profit Organizations (Continuing)

VI.D-1	Miami Northwest Express Track and Field Classic	Final Recommendation
		\$15,000

Following the motion and second on the foregoing item, Commissioner Diaz opened the floor for discussion.

In response to Mr. Blumberg’s question regarding the fluctuating amount of funding provided in the previous periods, Mr. Spring explained that the event organizers requested additional support in order to increase marketing efforts. Subsequently, after the TDC Subcommittee evaluation of this event, it was determined that it was active for 33 years and was a well known tourist generator, which warranted additional support.

It was moved by Commissioner Matti Bower that the Council approve the Fourth Funding Period recommendations by the TDC Subcommittee that totaled \$15,000. This motion was seconded by Mr. William Perry III upon being put to a vote passed 6-0. (Ms. Carmen Corvos-Roig and Commissioner Angel Gonzalez were absent).

E. Government (Non-Profit) -- (First Time)

**VI. E-2 Miami-Dade Office of Films & Entertainment Final Recommendation
\$15,000**

Ms. Annie Perez, representing Miami-Dade Office of Films & Entertainment, appeared before the Council and expressed appreciation for the recommendation. She added that the organization was in the process of developing a new campaign for the event.

Hearing no further objections, those Council members present approved the remaining recommended FY 2007-08 Fourth Funding Period.

Agenda Item No.	Organization Name	Final Recommendation
VI.E-1	City of Sunny Isles Beach	\$15,000
VI. E-2	Miami-Dade Office of Films & Entertainment	\$15,000

Adjournment

There being no further business to come before the TDC, the meeting was adjourned at 8:52 a.m.

Chairman Jose "Pepe" Diaz,
Tourist Development Council