



**MIAMI-DADE COUNTY  
FINAL OFFICIAL MINUTES  
Tourist Development Council (TDC)**

**Board of County Commissioners**

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

May 30, 2012  
As Advertised

Harvey Ruvin, Clerk  
Board of County Commissioners

Christopher Agrippa, Division Chief  
Clerk of the Board Division

Cynthia White, Commission Reporter  
(305) 375-5189

**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
MAY 30, 2012**

The Tourist Development Council (TDC) convened in the Stephen P. Clark Center, 111 NW First Street, 10<sup>th</sup> Floor Conference Room, Miami, Florida on May 30, 2012 at 1:00 p.m., there being present Chairman Dennis Moss and members: Mr. Stuart Blumberg, Mr. George Cozonis, Mr. William Perry III, and Mr. Gene Prescott (City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

The following staff members were present: Mr. Michael Spring, Director; Ms. Nikenna D. Smart-Benjamin, Grants Program Administrator; Ms. Liliana Hernandez-Constenia, Grants Program Assistant; Assistant County Attorney Daniel Frastai; and Deputy Clerk Cynthia White.

Mr. William Talbert, President, Greater Miami Convention Visitor's Bureau, was also present.

Chairman Moss asked Mr. Spring to proceed with Agenda Item IV, Reports and Discussion Items, until a quorum was reached.

**IV. Reports and Discussion Items**

**A. Updated Budget/Financial Position and Funding Recommendations for FY  
2011-12 Fourth Funding Period**

Mr. Michael Spring, Director, Cultural Affairs Department, reported that 19 applications, requesting \$296,300, were submitted for the fourth funding period. He stated 6 of the applicants were new or first time projects and the remaining 13 were continuing projects whose funding was typically developed by the formula.

Mr. Spring indicated the TDC Subcommittee met and made a recommendation to fund \$150,500 for 18 of the organizations, and if that amount was approved today, a total of \$188,377 remained in the Grants program. He noted one application was tabled pending the receipt of additional information. He reminded the members that any funds not spent would carry over to next year's budget.

A discussion ensued regarding the multi-year agreement with the Greater Miami Convention and Visitor's Bureau where it was noted that the agreement was defined as being in perpetuity and automatically renewed until a change occurred. Thus, the agreement was brought back before the TDC every fourth quarter to remind members of this relationship should any of the parties wish to discuss this issue.

**B. Program and Policy Considerations for FY 2012-2013**  
**1. FY 2012-2013 TDC Guidelines**

Mr. Spring reported that proposed language to be included in the guidelines required applicant's to provide a complete account of hotel bookings or room nights; including providing updates on that information.

Mr. Spring also noted funding for two of the targeted set aside grants, Athalie Range Foundation and Coral Gables Cultural Calendar, were suspended inasmuch as those organizations had not drawn their TDC funds for the past two years despite repeated attempts to contact the organization's and urge them to execute their grant agreements. He stated an update on this situation would be presented at the TDC's first quarter meeting.

Chairman Moss noted a quorum was present and called the meeting to order at 1:23 p.m. Following opening remarks, he asked Council members to introduce themselves for the record.

Mr. Spring thanked the Clerk of the Board office for attending TDC meetings and producing the minutes and introduced Assistant County Attorney Danny Frastai.

The TDC proceeded to consider the remaining agenda items in order.

**I. Additions, Deletions, Withdrawals**

Mr. Spring noted there were no additions, deletions, or withdrawals on today's (5/30) agenda.

**II. Conflict of Interest**

Mr. Spring advised that a conflict of interest existed for any TDC board member, and their immediate family members, if he or she met any of the following conditions over the past three years:

- The TDC board member was a paid staff member of an applicant's organization;
- The TDC board member contributed \$1,000 or more to an applicant's organization; or
- The TDC board member served on the Board of Director's of an applicant's organization.

**III. Items for Approval**

**A. Minutes of the January 25, 2012 and February 29, 2012 Meetings**

It was moved by Mr. Blumberg that the minutes be approved. This motion was seconded by Chairman Moss, and upon being put to a vote, passed by a vote of 5-0. (City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

## **B. TDC Nomination Committee Report and TDC Board Terms**

Mr. Spring noted the term limits had expired for the seats held by City of Miami Beach Mayor Matti Bower and City of Miami Commissioner Michelle Spence-Jones; the seat held by George Cozonis; and the seat occupied by Olga Ramudo. He indicated the aforementioned individuals have submitted their credentials for reappointment; commented on the outstanding job each individual had performed; and reported that the TDC Nominating Committee met and recommended the reappointment of each of the aforementioned individuals.

It was moved by Mr. Blumberg that the reappointment of Mayor Matti Bower, Commissioner Michelle Spence-Jones, George Cozonis and Olga Ramudo be approved. This motion was seconded by Mr. Perry and upon being put to a vote, passed by a vote of 5-0 (City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

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

### **A. Minutes of the January 25, 2012 and February 29, 2012 Meetings**

Previously considered.

### **B. Program and Policy Considerations for FY 2012-2013**

#### **2. FY 2012-2013 TDC Guidelines**

With regards to the foregoing agenda item that was previously discussed, and upon inquiry by Chairman Moss, Assistant County Attorney Daniel Frastai advised that a motion was in order to approve the proposed language to the TDC guidelines.

It was moved Mr. Blumberg that language be included in the grant application guidelines requiring applicant's to provide the best possible account of hotel room nights being generated by their event. This motion was seconded by Mr. Prescott, and upon being put to a vote, passed by a vote of 5-0 (City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

## **V. Citizen's Presentations**

Mr. Spring announced that a number of organizations registered to make a presentation and asked that their remarks be limited to two minutes or less. He further stated any individual who had not registered to speak would be given the opportunity following the speakers who previously registered.

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

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

**VI. A. 6 Inffinito Art & Cultural Foundation, Inc. Recommendation \$7,000**

Ms. Vivian Spinelli (phonetic) appeared before the Council, briefly explained the various events being held by the organization and asked for additional funding in order to bring in more attendees from Brazil.

**VI. A. 11 The Key Biscayne Chamber of Commerce Inc. Recommendation \$9,000**

Ms. Kathy Susner (phonetic) appeared before the Council and expressed appreciation for the recommendation.

**VI. A. 2 Centro Cultural Bolivian Masis, Corp Recommendation \$3,500**

Ms. Nilda Heredia appeared before the Council noting the organization had been in existence for over twenty years and conveyed her appreciation for any assistance provided.

**VI. A. 12 The National Auxiliary Assoc, Inc Recommendation \$3,500**

Ms. Tanya Jackson appeared before the Council and noted, since submission of the application, their organization reached an agreement with the Deauville Beach Hotel to host their cultural event. She spoke about the highlights of their event during Urban Beach Week.

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

**VI. B. 3 Florida Association of Nonprofit Organizations Inc Recommendation Tabled**

Ms. Marina Pavla (phonetic), appeared before the Council and explained the purpose of their arts event to be held at the Deauville Hotel which was being held separate from their conference. She mentioned the reason their organization did not apply for funding from the City of Miami Beach was due to a concern that it would appear inappropriate to ask for funding from both the County and the City.

Chairman Moss noted this application was tabled due to questions and concerns that arose and would be discussed during their deliberations on the funding recommendations.

Mr. Spring noted staff's funding recommendation for this application was \$2,500.

There being no further individuals wishing to appear before the TDC, Mr. Spring noted motions on the funding recommendations were in order at this time.

It was moved by Mr. Blumberg that the Council approve all the FY 2011-2012 Fourth Funding Period recommendations, as amended, excluding B. 3 - Florida Association of Nonprofit Organizations Inc. This motion was seconded by Chairman Moss, and upon being put to a vote, passed by a vote of 5-0 (City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

<b>AGENDA ITEM</b>	<b>ORGANIZATION NAME</b>	<b>FUNDING AMOUNT</b>
V.A-1	Alliance francaise de Miami	\$2,500
V.A-2	Centro Cultural Bolivian Masis, Corp.	\$3,500
V.A-3	Community Arts and Culture, Inc.	\$5,000
V.A-4	Coral Gables Congregational Church (United Church of Christ), Inc.	\$5,000
V.A-5	Ground Up And Rising, Inc.	\$3,500
V.A-6	Inffinito Art & Cultural Foundation, Inc.	\$7,000
V.A-7	Jamaica Awareness, Inc.	\$8,000
V.A-8	Miami Hispanic Ballet Corp.	\$13,500
V.A-9	South Florida Autism Charter Schools, Inc.	\$10,500
V.A-10	Teatro Avante, Inc.	\$7,000
V.A-11	The Key Biscayne Chamber of Commerce, Inc.	\$9,000
V.A-12	The National Auxiliary Association, Inc.	\$3,500
V.B-1	Center for Haitian Studies, Inc.	\$15,000
V.B-2	Fantasy Theatre Factory, Inc.	\$5,000
V.B-4	Haitian Neighborhood Center Sant La, Inc.	\$7,500
V.B-5	South Arts, Inc.	\$15,000
V.B-6	The Black Archives History Research Foundation Of South FL, Inc.	\$15,000
V.C-1	Pinecrest Premier Soccer Inc.	\$15,000

**V. B-3 Florida Association of Nonprofit Organizations Inc.**

Mr. Blumberg questioned the reason this organization did not request funding from the City of Miami Beach Visitor's and Convention Authority (VCA) prior to asking for TDC funding, since it was clearly a Beach event. He explained the process dictated that the primary funding mechanism for a Miami Beach driven event was the VCA, and if the VCA was unable to provide funding then the organization would submit an application to the TDC.

Ms. Pavla (phonetic), representing Florida Association of Nonprofit Organizations Inc., stated at the time the grant application was submitted to the TDC, their organization had not yet reached an agreement with the Deauville Hotel and they were also negotiating with hotels in Coral Gables, Downtown Miami, and Fort Lauderdale.

Mr. Spring indicated his department was very familiar with this organization and suggested that may have been the reason the organization submitted an application to the TDC first. He spoke highly of the organization's ongoing work and shared the blame, noting this organization's failure to submit an application to the VCA was an oversight. He stated his department's funding recommendation of \$2,500 was modest.

Upon inquiry by Chairman Moss, Ms. Pavla explained the event, being held August 27<sup>th</sup> and 28<sup>th</sup>, was free to the public and consisted of musical acts and local artists.

Mr. Spring urged the Council to make a determination on whether or not to provide funding and asked that favorable consideration be given to staff's funding recommendation of \$2,500.

It was moved by Mr. Prescott that staff's funding recommendation of \$2,500 for Item B-3 be approved. This motion was seconded by Chairman Moss, and upon being put to a vote, passed by a vote of 4-1 (Mr. Blumberg voted No)(City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

At this time, Mr. Spring commented on the presentation made by Ms. Spinella, Item A. 6 Inffinito Art & Cultural Foundation, Inc., in which she requested additional funding. He noted staff strongly supported providing additional funding to this organization and asked the Council to consider revisiting this item. He clarified this organization's initial award was for \$10,000, however since they were on the funding reduction formula, the recommended funding amount approved by the Council today was \$7,000.

Mr. Cozonis presented a motion to reconsider Item A. 6, Inffinito Art & Cultural Foundation, Inc. This motion was seconded by Mr. Perry, and upon being put to a vote, passed by a vote of 4-1, (Mr. Blumberg voted No)(City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

It was moved by Mr. Cozonis that Item A. 6, Inffinito Art & Cultural Foundation, Inc. be approved as amended to award funding in the amount of \$10,000 This motion was seconded by Mr. Perry, and upon being put to a vote, passed by a vote of 4-1, (Mr. Blumberg voted No)(City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones; Ms. Olga M. Ramudo, and Mr. Miguel Waldo were absent).

Mr. Blumberg noted, for the record, that Mr. Spring's position on the foregoing application should have been expressed when the item was presented, not after the initial vote was taken; therefore because a process was not followed, he voted against the reconsideration and the amendment despite supporting the organization.

Chairman Moss clarified that nothing prohibited staff from making additional recommendations.

**ADJOURNMENT**

There being no further business to come before the Council, the meeting was adjourned at 1:53 p.m.

A handwritten signature in black ink, appearing to read "Dennis C. Moss", written over a horizontal line.

Chairman Dennis Moss  
Tourist Development Council



## MEMORANDUM

**Date:** May 30, 2012

**To:** Honorable Dennis C. Moss, Chairperson  
and Members  
Tourist Development Council

**From:** Michael Spring, Director  
Department of Cultural Affairs

**Subject:** Budget Recommendations for FY 2011-2012 Fourth Funding Period

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### **FY 2011-2012 Available Budget**

The allocation of funds to the Tourist Development Council's budget for fiscal year 2011-2012 is \$1,180,877. The 2% Tourist Development Room Tax Revenue will provide the Council with \$1,000,000, which continues to reflect an increase of \$25,000 annually, pursuant to the multi-year agreement with the Greater Miami Convention and Visitors Bureau. The 2% Hotel/Motel Food and Beverage Surtax revenues will provide \$100,000 of funding. In addition, \$80,877 was carried over from FY2010-2011.

After careful review of department files, staff was able to determine that one (1) FY 2009-2010 grant was returned to the TDC. A total of \$6,250 has reverted back to the TDC as outlined in Article II.6 of the grant agreements. These funds were not reallocated in the FY 2009-2010, and have been utilized in the FY 2011-2012 quarterly budget allocations. The grant funds were recaptured from Miami Goin' Green, LLC for the *Miami Goin' Green*. These recaptured funds increased the total budget for FY2011-2012 to \$1,187,127.

### **4<sup>th</sup> Funding Period Overview**

There are nineteen (19) applications requesting a total of \$296,300 for the fourth funding period. All 19 applications are from non-profit organizations.

Six (6) of these 19 organizations represent New and/or First-time projects to the Tourist Development Council; and thirteen (13) are Continuing projects. The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

The Tourist Development Council Subcommittee met to review applicants' requests. Per TDC policy, Subcommittee recommendations did not exceed \$25,000 for any of the projects considered. The recommendations included in this TDC Panel agenda package reflect the consensus achieved at this Subcommittee meeting.

**Recommended Allocation for this Funding Period**

A total of \$150,500 has been recommended for 18 organizations by the TDC staff for this fourth funding period. One application with a preliminary recommendation of \$2,500 was tabled, pending additional information. The remaining balance for the program as appropriated at the beginning of the year is \$188,377. The current balance in the Reserve Fund is \$135,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Reserve Fund</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 219,500	\$ 121,400	\$ 11,000	\$ 351,900 <sup>31</sup>	\$
Second Funding Period	246,000			\$ 246,000 <sup>23</sup>	
Third Funding Period	246,350		4,000	\$ 250,350 <sup>25</sup>	
Fourth Funding Period	203,877			\$ 150,500 <sup>18</sup>	53,377
Reserve Fund	150,000				135,000
Set-Aside Grants	121,400				
<b>TOTAL</b>	<b>\$1,187,127</b>	<b>\$ 121,400</b>	<b>\$ 15,000</b>	<b>\$ 998,750 <sup>78</sup></b>	<b>\$ 188,377</b>

In reviewing the applications recommended for funding, staff considered, among other things, the limited resources available, the tourism impact of the proposed events, the quality of the event, the track record of the sponsoring organization, marketing plans, event coordination/management capabilities, the amount of media coverage expected to be generated, and the financial viability and responsibility of the sponsors and promoters as well as efforts to comply with the Americans with Disabilities Act (ADA).

**Supplements**

The attached one-page budget update chart provides a matrix of requests and Subcommittee recommendations by funding category (continuing, ongoing, new and/or first-time) and by type of activity (special events/promotions, sports events, television and government/municipalities). Also attached is a 3-page "legal-sized" application summary worksheet to assist with the evaluation of applications. Individual application summary sheets, outlining funding recommendations for all projects being considered on this agenda and excerpts from the applicant organizations' original application forms are attached to this memorandum.

**FISCAL YEAR 2011-2012  
TOURIST DEVELOPMENT COUNCIL  
Fourth Funding Period**

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2011-2012					<b>\$1,187,127</b>
Total TDC First Funding Period Allocations					<b>\$351,900</b>
Total TDC Second Funding Period Allocations					<b>\$246,000</b>
Total TDC Third Funding Period Allocations					<b>\$250,350</b>
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 78,000 (12)	\$ 15,000 (1)	N/A	N/A	\$ 93,000 (13)
Ongoing Projects - Recommended Amounts (# of requests)	N/A	N/A	N/A	N/A	
New and/or First-time Projects - Recommended Amounts (# of requests)	\$ 57,500 (5)	N/A	N/A	N/A	\$ 57,500 (5)
<b>Total Recommended for Fourth Funding Period (# of requests)</b>	<b>\$ 135,500 (17)</b>	<b>\$ 15,000 (1)</b>	N/A	N/A	<b>\$ 150,500 (18)</b>
<b>Balance Remaining</b>					<b>\$ 188,377</b>

Attachments: Application Summary Worksheet  
Individual Application Description Sheets (with Application Form Excerpts)