



MIAMI-DADE COUNTY FINAL OFFICIAL MINUTES Metro Miami Action Plan

Board of County Commissioners

Stephen P. Clark Government Center
Commission Chamber
111 NW 1st Street
Miami, Florida 33128

February 21, 2007
19 W. Flagler Street, #M-106
Miami, Florida

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**OFFICIAL MINUTES
METRO-MIAMI ACTION PLAN TRUST
MEETING OF FEBRUARY 21, 2007**

The Metro-Miami Action Plan Trust (MMA) convened a meeting at the Office of MMA Trust Board Room, 19 West Flagler Street, Mezzanine Room #106, on January 17, 2007 at 12:00 Noon, there being present: Chairperson John T. Jones, Jr. and Members: Mr. Arthur J. Barnes, Mr. Tony E. Crapp, Jr., Ms. Marie B. Hyppolite, Ms. Beverly Kovach, Ms. Greicy Lovin-Meighan, and Mr. Herbert Robinson (Member Mr. Daniel A. Wick, Jr. was late; Members: Ms. Veldrin Freeman, Mr. Benedict P. Kuehne, Dr. Marzell Smith, and Ms. Cynthia Stafford were absent).

ROLL CALL:

Staff members present were: Assistant County Attorney Shannon Summerset; Mr. Milton Vickers, President/CEO, Mr. John Dixon, MMA Trust Deputy Director; Ms. Marlene Blanco, Ms. Melba Gasque, Mr. Jose Gonzalez; Ms. Fawzia Hack, Secretary to the Director; Ms. Joann Hicks; Mr. Caesar Phillips, Mr. William Simmons, Mr. Joey Walker, Mr. Anthony Williams; and Deputy Clerk Mary Smith-York.

MOTION TO SET THE AGENDA:

Mr. Milton Vickers, MMA Trust Executive Director, requested that the corrected Memorandum of Approval for the South Dade Initiative replace the original MOA under Item I.B-2.

Chairperson Jones requested the Flight Line Initiative be added as Item I.B-4 and the Safe Space Collaborative as Item I.B-5.

There being no further requests for changes, it was moved by Ms. Kovach that today's agenda be approved with the requested changes. This motion was seconded by Mr. Barnes, and upon being put to a vote, passed by a unanimous vote of those members present.

Approval of Minutes: (December 13, 2006 and January 17, 2007)

Hearing no objection or comment, it was moved by Ms. Kovach that the minutes for the meetings of December 13, 2006 and January 17, 2007 be approved as presented. This motion was seconded by Ms. Hyppolite, and upon being put to a vote, passed by a unanimous vote of those members present.

I. TRUST ACTION ITEMS

A. Committee Action Items

- 1. Housing**
- 2. Education**

• MLK Academy Marketing Plan

Mr. Vickers provided a brief overview of the foregoing proposed item. He noted Dr. Smith recommended this initiative due to the decline in student enrollment at the Academy and throughout the Miami-Dade school system as a whole. Mr. Vickers advised that the number of students currently enrolled was 134, which was below average for this time of year. He stated staff recommended approval of a \$6,000.00 expenditure to purchase radio airtime and other material to launch an advertising/marketing campaign. In response to Mr. Barnes' inquiry regarding marketing strategy, Mr. Vickers noted the campaign would focus on the academy's

positive benefits (small class size, the Kingian nonviolence training, etc.). He advised that staff had begun drafting a campaign and a marketing representative had been brought on board.

Mr. Crapp expressed concern regarding the marketing of an alternative school when enrollment depended upon referrals. He further voiced his opposition to the school's staff being responsible for recruiting students. Mr. Crapp asked that staff create a line item to provide additional capital for the school in the event student referrals declined, and present this initiative at the next Budget Committee meeting.

In response to Mr. Crapp's comment regarding the Academy being mistaken for a charter school, Ms. Lovin-Meighan suggested that the Trust consider converting it into a charter school with the same name.

Discussion ensued among Trust members regarding the student recruitment process, marketing strategies, and targeted market. Emphasis was placed on the fact that enrollment of students was limited to referrals from other schools. Strategies discussed included highlighting the Kingian Nonviolence training program that was offered at the Academy.

Chairperson Jones recommended policy for a transitioning process, as well as resources, in connection with incoming students be discussed. He added that other cities within the State of Florida were implementing drop-out GED programs in their alternative schools to secure additional revenue. Chairperson Jones suggested this process be considered as part of the capital improvement or diversionary program addressing crime and violence. He asked that Mr. Vickers meet with the school system's director of alternative education along with a representative from School Board of Miami-Dade County member, Dr. Robert Ingram's office to discuss the concerns raised today.

In response to Chairperson Jones' inquiry concerning comments regarding alternative schools made during regional school board meetings, Mr. Frank Tarrau, Director, MLK Academy, distributed copies of a document entitled "Redesigned Alternative Education Schools" to Trust members. He directed attention to the enrollment comparison chart at the bottom of the document which illustrated a drastic decline between 2004 and 2006. Mr. Tarrau stated funds were currently available for faith-based schools and that life skills centers were also being created.

Chairperson Jones noted the decline in student enrollment seemed to indicate that students were dropping out of schools; therefore, the Trust should provide a service that offered General Education Diploma (GED) certificates. He advised that the company "New Century" offered the Trust a discount to offer its GED program at the Academy.

Mr. Vickers indicated that staff could prepare a report on an educational program providing GED service, based on the high school dropout rate, and include it as part of the forthcoming report regarding the criminal justice legislative initiative.

Ms. Kovach and Mr. Crapp spoke in support of a GED program being provided at the Academy and recommended staff move forward with including it in the legislative package.

Following further discussion, it was moved by Mr. Robinson that this discussion be tabled pending further review. This motion was seconded by Mr. Wick, and upon being put to a vote, passed by a unanimous vote of those members present.

Additional discussion ensued among Trust members concerning efforts to recruit students through advertisement.

Mr. Tarrau noted staff's marketing efforts consisted of visiting churches in the community, distributing flyers, and advertising on the radio.

Following additional discussion regarding the need to address this matter today, it was moved by Mr. Crapp that the Trust reconsider its action tabling the foregoing proposed item. This motion was seconded by Ms. Hyppolite, and upon being put to a vote, passed by a unanimous vote of those members present.

It was then moved by Mr. Crapp that the Trust approve an allocation in the amount of \$6,000.00 from the General Fund budget to fund the MLK Academy's recruitment campaign in an effort to attain the enrollment of not less than 150 students. This motion was seconded by Mr. Barnes, and upon being put to a vote, passed by a vote of 7-0 (Members: Ms. Veldrin Freemon, Mr. Benedict P. Kuehne, Ms. Greicy Lovin-Meighan, Dr. Marzell Smith, and Ms. Cynthia Stafford were absent).

Mr. Barnes asked that recruitment efforts also target principals of schools in the Miami-Dade Public Schools system and the alternative education school program director.

3. Criminal Justice

- **Safe Space Collaborative**

Mr. Vickers provided a brief overview of the foregoing proposed initiative and noted that this would be a one year collaborative to expose individuals participating in the Safespace program to the following Trust programs:

- Homeowners Assistance;
- Kingian Nonviolence;
- Teen Court; and
- Historical Tour.

Chairperson Jones indicated that representatives of Safe Space had expressed an interest in possibly accessing the alcohol and tobacco license tax as a dedicated source of funding and stated the Trust might also consider this a collaborative. He requested staff to send a letter to Safe Space announcing Trust's approval of this collaborative as an organization.

There being no further discussion regarding this matter, it was moved by Mr. Crapp that the Trust approve the foregoing proposed Safe Space Collaborative. This motion was seconded by Ms. Hyppolite, and upon being put to a vote, passed by a unanimous vote of those members present.

4. Community and Economic Development

5. Legislative

- **MMAP Legislative Package**

Mr. Robinson presented the foregoing proposed legislative package requiring the Trust's approval before it could be submitted to the lobbyist. He advised that this package could be revisited and adjusted in the future, but emphasized the need to forward the state legislative priorities as soon as possible.

There being no further discussion regarding this matter, it was moved by Ms. Lovin-Meighan that the foregoing MMAP Trust Legislative Package be accepted as presented. This motion was seconded by Mr. Crapp, and upon being put to a vote, passed by a unanimous vote of those members present.

6. Budget

B. Additional Action Items

1. By-laws Committee Report

Mr. Crapp provided a brief overview of the foregoing report. He noted that following a review of the Trust's By-laws during its meeting in January 2007, the committee generated several recommendations. Mr. Crapp advised that the recommendations included establishing a Chair Elect position and extending the terms of officers from one to two years. He pointed out that the Trust Executive Committee had approved the recommendations and requested the Trust's approval.

There being no further discussion regarding this matter, it was moved by Mr. Crapp that the foregoing proposed By-laws Committee's recommended changes to the MMAP Trust By-laws be accepted as presented. This motion was seconded by Ms. Hyppolite, and upon being put to a vote, passed by a unanimous vote of those members present.

2. South Dade Initiative

Mr. Vickers provided a brief overview of the foregoing proposed initiative and noted a corrected MOU changing the recommended amount from \$30,000.00 to \$75,000.00 should be substituted for the original. He noted this was an event to be held at Miami-Dade College's South Campus and would consist of the following activities:

- business exposition;
- employment opportunity fair;
- business workshops; and
- capitalization development.

Mr. Crapp explained that the Budget and Executive Committees had approved the MOU recommending \$75,000.00 and emphasized that this was a good opportunity for the MMAP Trust to reestablish itself in South Miami-Dade. He pointed out the unique aspects of this program in that it targeted businesses adversely impacted by rising commercial insurance costs. In response to Ms. Kovach's inquiry regarding how the funds would be used, Mr. Crapp advised that \$50,000.00 would fund the grant program and the remaining \$25,000.00 would be used to rent the facility and other operating costs. He stated the Trust's Coffee Talk initiative would be conducted at this event and remotely broadcast on radio station WTPS-1080 AM. Mr. Crapp further noted the Miami-Dade Chamber of Commerce (MDCC) would conduct two (2) seminars supported by the Entrepreneurial Institute and the Mobile Business Assistance Unit. He indicated that the employment opportunity fair would be held in the afternoon.

Mr. Vickers advised that this event would be held on April 11, 2007. He clarified that the \$25,000.00 expenditure to cover security and exhibition tables would be funded by the occupational license fees budget. Mr. Vickers explained budget adjustment performed to accommodate the \$50,000.00 capitalization expenditure from the General Fund budget. In response to Ms. Kovach's inquiry regarding marketing strategies, Mr. Vickers noted the utilization of the South Dade and the Miami-Dade Chambers of Commerce, radio and printed advertisements, South Florida Workforce, and Email blasts.

Regarding Mr. Barnes' question pertaining to the selection of businesses to receive grants, Mr. Crapp noted a selection committee would be created that would not include any Trust members. He advised that several Trust members had recommended individuals from the community to serve on the committee, including Dr. Mann of Florida Memorial University and the Dean of the Miami-Dade School of Business.

Mr. Barnes recommended a representative from the University of Miami's School of Business also be considered to participate on the selection committee.

In response to Ms. Kovach concern regarding a timeline, Mr. Crapp advised that the entire process would be completed within 90 days.

There being no further discussion on this matter, it was moved by Mr. Crapp that the Trust approve an allocation in an amount not to exceed \$75,000.00 (\$25,000 from Occupational License Fees and \$50,000 from General Funds) to coordinate and implement the South Dade Initiative Project to be held at the Miami-Dade College-Kendall Campus on a date to be determined in April 2007. This motion was seconded by Ms. Lovin-Meighan, and upon being put to a vote, passed by a vote of 7-0 (Members: Ms. Veldrin Freeman, Mr. Benedict P. Kuehne, Dr. Marzell Smith, Ms. Cynthia Stafford, and Mr. Wick were absent).

3. Carrie P. Meek Agreement – Quorum Consideration

Mr. Vickers provided a brief overview of the foregoing proposed item and noted this item had been considered previously but no action was taken due to lack of a quorum. He summarized the major points of this agreement and pointing out that this was the citizenship program being incorporated into Teen Court that would be administered by the Meek Foundation.

It was moved by Mr. Crapp that the Trust authorize staff to enter into an agreement with the Carrie Meek Foundation for a period of one year in an amount not to exceed \$60,000.00 allocated from the Teen Court Budget to provide educational programs for Teen Court Youth. This motion was seconded by Ms. Kovach, and upon being put to a vote, passed by a vote of 7-0 (Members: Ms. Veldrin Freeman, Mr. Benedict P. Kuehne, Dr. Marzell Smith, Ms. Cynthia Stafford, and Mr. Wick were absent).

Mr. Wick was absent during consideration of this item due to a conflict of interest.

4. Opa-Locka Flightline

In response to Mr. Barnes' concern regarding the different loan amounts for this initiative, Chairperson Jones advised that in order to expedite Flightline's ability to utilize the funds, staff recommended approval of a \$37,000.00 grant allocation to replace the \$50,000.00 line of credit previously recommended. He stated that Flightline was currently refurbishing the existing

terminal, but would eventually construct a new terminal. Chairperson Jones noted the company had acquired three (3) fuel tanks and had entered into an agreement with Hertz and Enterprise car rental agencies for that airport. Concerning the remaining \$13,000.00, he recommended approving a grant allocation today for the entire \$50,000.00; \$37,000.00 to be made available immediately and \$13,000.00 to be made available at such time as determined by the MMAP Trust Director.

In response to Ms. Kovach's inquiry regarding Flightline's financial background, Mr. Vickers noted Mr. Tony Robertson, former Opa-Locka City Manager, was a partner in this organization. He advised that the business plan for the first quarter reflected a net profit after February 2007 and the company would provide the Trust with quarterly financial reports.

It was moved by Mr. Barnes that the Trust approve a grant allocation in the amount of \$50,000.00 from the Occupational License budget to the Opa-Locka Flightline, L.L.C. to fund its marketing and promotional costs. This motion was seconded by Ms. Hyppolite, and upon being put to a vote, passed by a vote of 8-0 (Members: Ms. Veldrin Freemon, Mr. Benedict P. Kuehne, Dr. Marzell Smith, and Ms. Cynthia Stafford were absent).

II. President Action Items

III. Trust Information Items

A. Committee Informational Items

1. Housing

2. Education

a. MLK Academy Report

Mr. Tarrau provided an overview of the MLK Academy report for the December 2006 to January 2007 period. He highlighted several points from the report contained in today's agenda package and explained in detail the Educational Alternative Outreach Program's (EAOP) Center Assessment Team's (CAT) inspection report. Mr. Tarrau announced that the Academy received a "B" grade from that inspection; only seven points short of receiving an "A". He confirmed that all personnel associated with the Academy had been fingerprinted, in response to Chairperson Jones' question. In response to Mr. Crapp's question concerning Section IV. Qualifications and Personnel on Page 51, No. 1, Mr. Tarrau stated this was caused by Outreach's failure to submit the proper documents to Tallahassee for a single teacher. He advised that corrective action was underway to address this issue.

Discussion ensued among Trust members and staff regarding other areas in the report that failed the inspection, and it was noted that some issues, such as audits, were inappropriate for governmental entities. Also discussed was the need for MMAP Trust administration to meet with the Director of Alternative Education to communicate these types of issues.

Chairperson Jones commented that the overall MLK Academy report look good but would recommend the Trust ensure that there would not be a repeat of the previous episode when the school's contract was not met in a timely manner. He stated the Trust needed to meet with the CAT to ensure that those categories in the inspection report that did not apply to the Academy reflected that.

Mr. Crapp commended Mr. Tarrau on his achievements in bringing the school's overall FCAT scores up.

Mr. Tarrau concluded his report by announcing that the Academy would receive a commendation from the School Board for its achievement of a 97% attendance record on the FCAT Writing Plus for eighth grade. He also advised that the school board provided a grief counselor for the students following the tragic car accident that killed one of the students. Mr. Tarrau informed that the Academy's library would be renamed for the student who was killed in the car accident.

b. NFL Experience

- 3. Criminal Justice**
- 4. Community and Economic Development**
- 5. Legislative**
- 6. Budget**

IV. President Information Items

A. Flightline Correspondence

(See report under agenda item 1.B-4)

B. Teen Court Monthly Report

C. Housing Monthly Report

D. Fiscal Management Report

E. Public Information

F. MLK Academy Rent Rollback

G. MLK Academy Landlord Foreclosure Proceedings Initiated

H. Extension of Solid Waste Agreement

I. West Perrine MLK Celebration Report

J. MMAP Board Nominating Council Progress Report

K. Board Appointments – Vacancies Update

L. Criminal Justice Report

M. Psychological Services RFQ Update

NON-AGENDA ITEMS REPORT:

1) New MMAP Trust Staff Members

Upon Mr. Vickers' request, Ms. Hicks introduced the two (2) new MMAP Trust staff members as follows:

Ms. Marlene Blanco, staff liaison to the Community Economic Development Action Committee, replacing retired staff member Mr. Jacob Berry.

Ms. Melba Gasque, Administrative Officer 3, will be working with the housing program and other initiatives related to marketing and promotions.

2) Housing Initiative

Mr. Crapp asked staff to conduct an internal analysis to determine the feasibility of continuing the development initiative and provide the Trust with recommendations based on the findings.

In response to Chairperson Jones' inquiry, Ms. Hicks provided an update on the Teacher Housing Assistance Initiative. She advised that School Superintendent Mr. Rudy Crew was receptive to the idea having met with Commissioner Edmonson. Ms. Hicks indicated the initiative was moving forward and an additional meeting was scheduled to discuss this further.

3) Appearance by the Assistant Secretary of the U.S. Navy

Chairperson Jones announced that the Honorable B.J. Penn, Assistant Secretary of the U.S. Navy would appear at the Florida Memorial University Auditorium on Friday, at 10:00 a.m. and recommended Trust members to invite students to attend. Discussion included designating staff to transport Secretary Penn from the airport and a Trust member to transport him back.

4) Coffee Talk Initiative Report

Mr. Joey Walker provided an oral report on the status of the Coffee Talk Initiative. He noted the first of a series of live broadcasts was successfully conducted on Friday, February 16, 2007, at the Afro-in Books and Café. He described points of interest highlighted by speakers: Chairperson Jones, Trust member Mr. Kuehne, and staff members Mr. Vickers, and Ms. Hicks. Mr. Walker noted Representative Dorothy Bendross-Mindingall was also featured. He noted the next Coffee Talk broadcast was tentatively scheduled to be held at Denny's Restaurant on March 2, 2007, pending Dr. Robinson's acceptance.

Following Mr. Walker's presentation, Chairperson Jones asked that all Trust members who were able to attend this event; do so. He expressed the desire to again designate an hour to discuss crime and violence and invite a representative from the local police department to attend. Chairperson Jones also mentioned that a representative from the Department of Business Development would benefit the small business community by appearing and providing information to callers. He announced ideas to place the spotlight on Trust members to introduce them to the community as well as to seek sponsors to host an evening event to facilitate an opportunity for the community to meet the MMAP Trust Board of Trustees.

ADJOURNMENT

There being no further business to come before the Trust, the meeting was adjourned at 2:43 p.m.

John T. Jones, Jr., Chairperson
Metro Miami Action Plan Trust