



**MIAMI-DADE COUNTY
FINAL OFFICIAL MINUTES
Interim Metro Miami Action Plan Trust**

Office of the Metro Miami Action Plan Trust
19 West Flagler Street
Mezzanine Room 106
Miami, Florida 33128

March 11, 2009
As Advertised

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Board of County Commissioners

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OFFICIAL MINUTES
INTERIM METRO-MIAMI ACTION PLAN TRUST
MEETING OF MARCH 11, 2009

The Interim Metro-Miami Action Plan Trust (MMAP) convened a meeting on March 11, 2009 at the Office of MMAP Trust Board Room, 19 West Flagler Street, Mezzanine Room #106, at 4:00 p.m., there being present: Chairperson Robert Holland, Esq. and Members: Vice Chair Reverend Dr. Walter Richardson; Father Canon Richard Marquess-Barry, Reverend Richard Dunn; (Mr. Miguel De Grandy, Esq. was absent).

I. Roll Call

The following staff members were present: Interim Executive Director John Dixon, Mr. Jose Gonzalez, Mr. Eric Johnson, Mr. Anthony Williams, Mr. Harold Young, Ms. Pamela Green, PhD.; Assistant County Attorney Terrence Smith; and Deputy Clerk Karen Harrison.

INVOCATION

Chairperson Robert Holland called the meeting to order and asked everyone to observe a moment of silence.

II. MMAP STAFF PRESENTATIONS

1. Fiscal Presentation:

Interim Director John Dixon distributed copies of reports containing a historical overview of a new economic development initiative related to the proposed MMAP Conference, and the "Metro-Miami Action Plan Trust (MMAP) Fiscal Presentation. He recognized Mr. Jose Gonzalez to give an oral presentation on the aforementioned topics.

Mr. Jose Gonzalez, MMAP staff member, provided a brief overview of the handouts entitled " and highlighted the following points:

- MMAP was created in 1983 with a budget of \$1,332,000, funded entirely from the Miami-Dade County General Fund budget;

In response to Chairperson Holland's question of whether there were programs attached to the \$1.3 million budget in 1983, Mr. Gonzalez stated no; however, he noted programs were introduced in 1995 through MMAP's efforts to identify additional sources of revenue.

- Two additional funding sources were obtained from 1984 to 1995: \$50,000 from the Miami-Dade School Board annually and \$100,000 in-kind from the City of Miami's Executive-on-loan Program;
- MMAP General Fund Allocations totaled more than \$2 million in FY 1986-87 but had dwindled to \$667,000 in FY 2008-09;
- Another two (2) additional funding sources were obtained in 1995: 8% Documentary Stamp Surtax funds and 8% Business Tax Receipts (formerly Occupational Licenses); and

- Additional revenue was generated from administrative costs charged to the Housing, Teen Court, and Economic Development Programs, per the County's recommendation.

Mr. Dixon added that the funding for these programs was inconsistent throughout the years and currently, the budgets were approximately: \$200,000 for Housing; \$250,000 for Teen Court; and \$50,000 for Economic Development.

Mr. Gonzalez continued to present the overview of MMAP's fiscal management package.

Mr. Dixon added that next year's projection for MMAP was to bring in \$800,000 regarding the 8% documentary stamp surtax including a carryover that would total approximately \$1.7 million.

Mr. Eric Johnson, MMAP staff member, pointed out how MMAP's loans and revenue have gradually decreased each year from 2007 – 2008 and this year MMAP had approximately \$830,000 in new revenue. He agreed with Mr. Dixon regarding next year's projections.

Discussion ensued regarding the administration support charge that was removed for next year and that next year's projected housing cases was approximately 135, which was based on a monthly full analysis.

Additionally, Mr. Dixon pointed out that this decrease might impact the number of MMAP's staff.

Mr. Gonzalez continued with the presentation regarding Teen Court. He referred to a graphic that displayed the Housing and Teen Court Budget. He noted that it was suggested to the County Budget Department to rollover any unused portion of money in MMAP's budget to next year.

Mr. Dixon added that MMAP staff proposed using that portion of money to have a community conference this year regarding the Economic Stimulus Recovery Plan, if approved by the Trust.

Mr. Gonzalez continued to review the presentation regarding MLK Academy (MLK) on page 9.

Mr. Dixon added that funding for MLK was based on the grade level of the students and more money was given for the older students. He spoke of MMAP's process to market and recruitment of students for the program, which was eventually changed because the School Board had determined that payments were duplicated in the system. This slowed down the process of accepting students in MLK and required more teachers and food, which resulted in closing the school because of the limited budget, Mr. Dixon noted.

In terms of building up the budget, Mr. Dixon noted MMAP was previously able to

recoup some of those dollars through summer school.

Following the presentation regarding MMAP's actual budget verses the projected budget for fiscal (FY) 2008-09, Chairperson Holland asked what would happen with the money that was not used in that fiscal year, Mr. Gonzalez noted that the money could be rolled over and used for next year's projects.

In response to Chairperson Holland's inquiry as to whether Teen Court dollars from the actual budget would not be substantially spent this year or was it a practice to carryover those dollars, Mr. Dixon noted the unused money had been carried over each year. He also noted that MMAP staff had developed a plan to expend those dollars this year, but looking at the overall budget, he could not say the whole carryover from the budget would be spent.

Mr. Gonzalez explained that expenditures included personnel expenses and MMAP would no longer have the grant for the Teen Court office in the south district that had closed.

Discussion ensued among the Interim Trust members and staff regarding the use of Teen Court dollars and enhancements that were discussed regarding added programs.

Mr. Dixon noted MMAP staff was planning to have another Teen Court Summit as last year. He also noted there was a local Teen Court State or National Conference that is being held in Miami-Dade, but MMAP's activities were limited to programs that were linked directly to Teen Court.

Regarding Chairperson Holland's request, Mr. Anthony Williams, MMAP staff member, recalled the discussion regarding enhancement programs for Teen Court which included school based referral program. He noted the issue was that the ongoing program was not dollar intensive and MMAP could provide services, but the program was basically operating from Teen Court.

Mr. Dixon noted that the school based referral program operated the same way as Teen Court by MMAP replicating the same program within the school.

Discussion ensued regarding a way to encumber a greater portion of those dollars for Teen Court and enhancing the programs rather than rolling money over in to the next year. Further discussion took place as to whether it was appropriate to put a franchise under the program to work with the students.

Mr. Dixon noted MMAP staff had discussed several ideas regarding how to use Teen Court dollars with the Assistant County Attorney and they were advised that the focus should be primarily on services for Teen Court.

Discussion ensued regarding how to tie the activities into the Teen Court program.

Regarding the housing program, Mr. Johnson noted that because of the fluctuations in revenue, carryovers were needed each year in order to account for 3 months of decreased revenue and still meet demands of new cases. He reported the amount of loans that were processed in the first five (5) months of this fiscal year that totaled approximately \$653,000 in loans. He noted that this amount of loans within that time period had already used up half the funds that were carried over from last year.

Discussions ensued as to whether the County had the same concerns regarding MMAP having carryovers for both Teen Court and the Housing program.

Mr. Gonzalez noted the County had the same concern as Chairperson Holland regarding the funding that was carried over from Teen Court program, but not with Housing.

Discussion ensued regarding excessive carryovers in other departments other than housing, which was caused by projections that were too high and then the attempt to implement initiatives to spend the money.

Chairperson Holland emphasized the importance that incoming Trust members having initiatives in place in addition to having a handle on carryovers, justification for expenditures, and the type of process and requirements that were in place.

Father Canon Richard Marquess-Barry, Interim MMAP Trust member, concurred with Chairperson Holland's concern regarding carryovers.

Discussion ensued among the Interim Trust members and staff regarding MMAP's historical budget that reflected an increase without having direct programmatic expenditures, rather used to support other entities that operated the programs.

Chairperson Holland inquired about the percentage of dollars allocated to MMAP from 1983-1995, that might have been connected to advocacy and programs. He expressed a concern that the current budget of \$667,000 would not be sufficient to support true advocacy initiatives within this community. Chairperson Holland pointed out that an analysis determining the current value of the 1983 budget of \$1.3 million could provide justification to the Oversight Board for more money to support MMAP's advocacy activities.

Chairperson Holland noted a concern existed, regarding the issue of whether MMAP should function as an advocacy or programmatic agency; or whether it should be a combination of both. He explained that the program dollars allocated to MMAP, were restricted to specific program uses, which usually excluded advocacy. He asked staff to prepare a report identifying the areas within the current budget where MMAP's fiscal ability to provide advocacy was deficient without additional resources; and to compare these numbers to the previous budgets in which more dollars were committed to advocacy.

Mr. Dixon advised that staff had recently prepared two detailed budgets, one for

administration and one for advocacy, in which both required seven (7) staff members. He noted he would send copies of those budgets to the Interim Board members via email transmission.

Discussion ensued among Interim Trust members and staff regarding the breakdown of the current Teen Court budget, with regard to program and administration costs. In response to Chairperson Holland's question regarding a study to determine whether Teen Court's actual cost for administration was \$250,000, Mr. Gonzalez answered no study had been done.

Chairperson Holland commented that a full analysis of the staffing aspect of the Teen Court Program would provide necessary data for the possible elimination of costs for unnecessary positions. He stressed the fact that advocacy would play a major role in MMAP's community service, and pointed out the importance of making it clear to the Oversight Committee, that MMAP received larger amounts in the past for advocacy, than received today.

Chairperson Holland asked staff to contemplate developing some scenarios proposing several options for economic development initiatives for consideration by the new MMAP Trust Board. He indicated the concept of virtual offices might also be an option for consideration, wherein MMAP could create a clerical pool, possibly borrow lawyers from larger firms, on a part-time basis, to review legal documents, and rent office space to various businesses short-term (approximately 5 years) and provide staffing infrastructure.

Mr. Dixon recalled a recent meeting he had with a retired employee of the United States District Courts who dealt with the community service aspect of white collar crime. He noted the offenders (attorneys, tax accountants, etc.) would provide non-profit organizations with professional services as their community service work. Mr. Dixon noted staff could explore the feasibility of tailoring this concept to fit MMAP's needs.

There being no further questions or comments, the Interim Trust accept the foregoing Fiscal Report.

2. Public Relations/Marketing Initiatives

Interim Director John Dixon directed Interim Trust members' attention to the handout, "Public Relations/Marketing Initiatives," distributed earlier, and provided a brief overview of this report. He noted staff looked at the MMAP Public Relations & Marketing Department's past achievements, as well as explored ways to improve upon strategies for promoting MMAP countywide. Mr. Dixon noted this report also address proposed tools for measuring performance and the impact of the name change. He pointed out that the final page of this report reflected information regarding advertising the proposed MMAP Conference.

Mr. Joey Walker, MMAP staff member, described the various marketing techniques utilized by MMAP, including radio advertisements, billboards and signs. He followed

with an oral presentation of the points contained in the aforementioned report. Mr. Walker acknowledged the scrivener's error existing on the last page under the Title "MMAP web site Placement – Miami Times," regarding the spelling of the word "there," and noted a correction changing the word to "their" would be made.

Reverend Richard Dunn, Interim MMAP Trust member, emphasized the significance of communicating to individual County Commissioners this important message of MMAP's future, since the final decision would be made by them.

In response to Vice Chairperson Reverend Dr. Walter Richardson's inquiry regarding the Oversight Board's mission, Chairperson Holland stated he was certain the political aspect of MMAP would be a key component of their function. He added, however, he felt the Interim Trust should also explore this component and present to the Oversight Committee marketable recommendations for MMAP's new name and proposed initiatives. Chairperson Holland noted a discussion item should be placed on the agenda for the next MMAP Trust meeting, to review alternative names for the MMAP agency recommended by staff; as well as to add new names for consideration by the Oversight Committee. He noted additional discussion items should be placed on that agenda regarding the Interim Trust Board's position on the advocacy, programmatic, or hybrid structure of the MMAP agency; the relationship of the Trust Board to the MMAP agency, and the relationship of the agency to Miami-Dade County organization. Chairperson Holland noted staff might considering exploring the feasibility of borrowing professional staff from the City of Miami Gardens or the City of Miami, or of receiving monetary support.

With regard to the Public Relations/Marketing report presented by Mr. Walker, Chairperson Holland asked that this report be expanded to include the role and purpose of public relations and marketing for the last fiscal year, the projections for the next fiscal year, the justification for in-house public relations and marketing, and what PR/marketing campaigns were done within the previous 180 days and within the previous year. He asked that this report also include an analysis of the past branding initiatives, indicating what was done wrong and providing recommendations for addressing those issues; and a suggested evaluation process for the effectiveness of future PR/marketing techniques. He concurred with Mr. Dixon's comment that the time and fashion for getting information out to the public needed improvement, and asked whether tools were being recommended by staff to accomplish that goal.

Mr. Walker acknowledged Chairperson Holland's request and noted he would make a presentation at the beginning of the next meeting to address these issues.

In response to Reverend Dunn's inquiry as to why MMAP's annual conferences were discontinued, Mr. Dixon explained that he understood the costs for the last conference was very high, so in an effort to reduce expenditures, the Trust eliminated the event. He added that staff would like to reestablish the annual conference and distributed a pre-conference format for Trust members' review.

In response to Father Marquess-Barry's comment that MMAP needed to adopt a more

clearly defined mission statement, Chairperson Holland agreed that this issue needed to be revisited. He also noted, with regard to the annual conference, the expenditures far exceeded the projected budget due to the cost for artists and key note speakers; therefore, he recommended planning for future conferences be timed to correlate with the Miami Gardens' "Jazz in the Gardens" event to offset the cost for entertainment.

Mr. Dixon distributed copies of a proposed 2009 Community Conference, and recommended the five (5) core areas addressed by the MMAP agency over the years, be discussed in a conference tentatively scheduled in June or July 2009, from 8:30 a.m. to 3:00 p.m. He noted this conference would be similar to those held in the past, with breakout sessions focused on immediate concerns, including the Economic Stimulus Plan, education, foreclosure housing recovery, and business development.

Discussion ensued among Interim Trust members and staff regarding objectives and the funding required for the proposed 2009 Community Conference. Chairperson Holland noted he felt this conference could be sufficiently funded with \$20,000. Further discussion ensued addressing the issue of MMAP not being able to carryover any funding if unexpended by the end of the fiscal year.

Chairperson Robert asked staff to provide Interim Trust members with specific information indicating the type of issues should be addressed in the conference, and identifying key people in the community associated with these issues and advising their position on participating in a panel discussion.

Mr. Dixon agreed to initiate steps toward compiling this information and would prepare a report for Interim Trust members' review as soon as possible.

Chairperson Holland noted the Interim Trust had previously requested a special meeting be scheduled for each week and asked staff to ensure the appropriate notices were issued accordingly.

There being no further business to come before the Interim Trust, the meeting was adjourned at 6:34 p.m.



Robert Holland, Chairperson
Interim Metro-Miami Action Plan Trust



INTERIM METRO-MIAMI ACTION PLAN

March 11, 2009

Prepared by: Nelson Diaz

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	3/11/2009		Metro-Miami Action Plan Trust Fiscal Presentation
2	3/11/2009		Metro-Miami Action Plan Trust Public Relations/Marketing Initiatives
3	3/11/2009		Proposed 2009 Community Forum
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METRO-MIAMI ACTION PLAN TRUST

FISCAL PRESENTATION

HISTORY

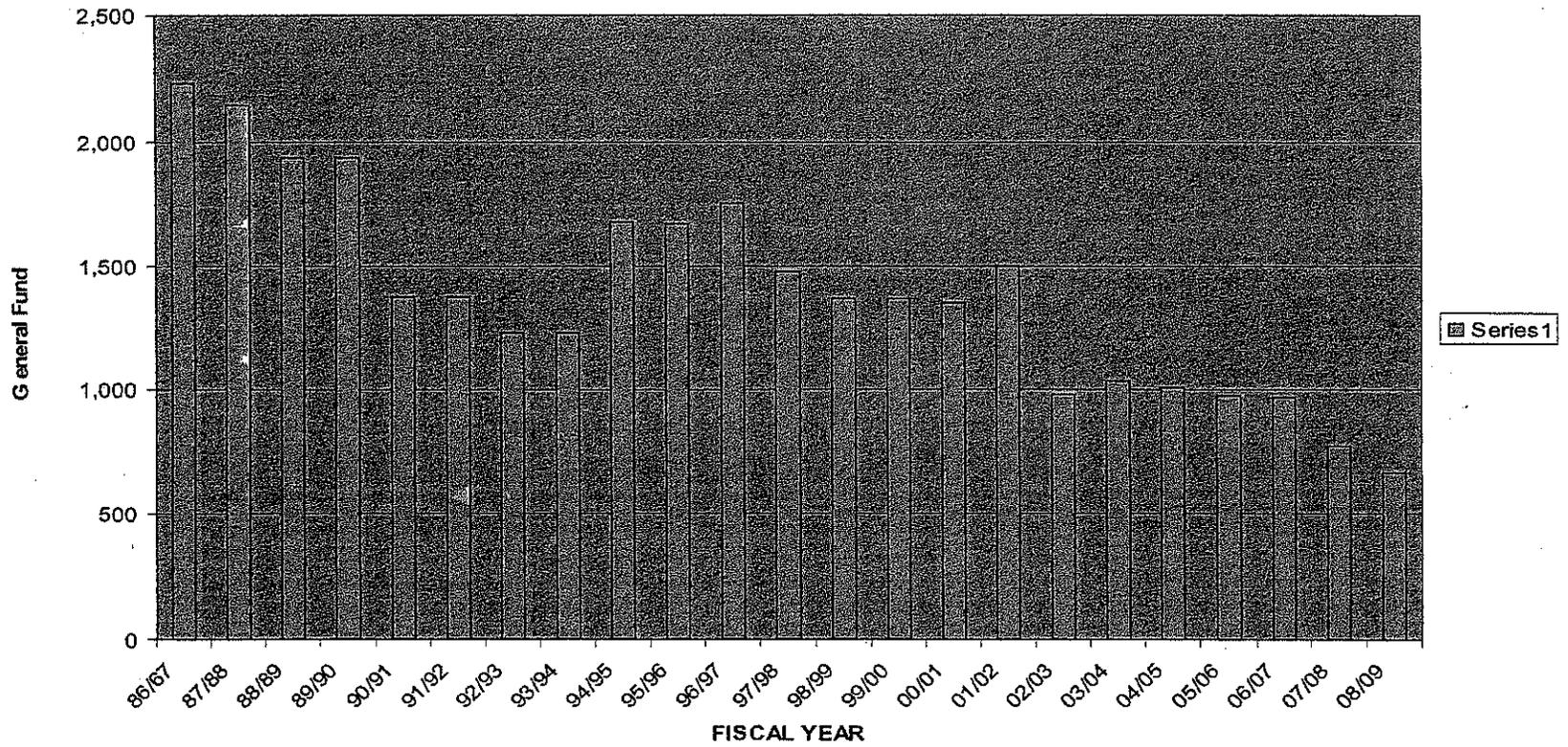
- MMAP started in 1983 with a budget of \$1,332,000.
- In 1983, Miami-Dade County General Fund was the only source of revenue.
- From 1984 to 1995 the only sources of funds for MMAP were:
 1. The Miami-Dade County General Fund
 2. A \$50,000 yearly allocation from the Miami-Dade School Board. \$27,000 for the MMAP Conference and \$22,500 for The Boss for a Day Program
 3. Two executives on loan from the City of Miami. (\$100,000 in-kind)

HISTORY

- In 1995 the MMAP Trust receive 2 new dedicated sources of revenues.
- 8% of the Documentary Stamp Surtax and 8% of the Occupational License (Business Tax Receipts).
- As the MMAP revenues increase with these two new sources, the General Fund allocation diminish. (see attached graphics)

MMAF General Fund ALLOCATIONS

(\$ in 000s)



(3) Fiscal

HISTORY

- During FY 2000/01 the Budget Dept. recommend to the MMAP Trust to start charging administrative cost to the programs (Housing, Teen Court, Economic Development).
- The purpose was to allow money from General Fund to be used in other type of programs.

(4) Fiscal

HISTORY

- During Fiscal Year 97/98 an agreement was signed with the Miami-Dade Public Schools to fund the Martin Luther King Jr. Leadership Academy. Funding was allocated each year through the Full Time Equivalence count (FTE) . The Academy was previously fund through General Fund.
- During Fiscal Year 98/99 The Board of County Commissioners passed an ordinance securing funds for the Miami-Dade County Teen Court. This ordinance levy a three dollars surcharge to every moving violation tickets and transfer those funds to MMAP for the administration of Teen Court.

(5) Fiscal

Housing and Teen Court Information

- **HOUSING**

After several years of a relatively steady increase in Documentary Surtax revenue, a gradual decline began in Fiscal Year 2005/06, followed by the recent economic collapse, resulting in a drastic drop in Commercial Real Estate Sales creating a severe reduction in Documentary Surtax revenue over the past 18 months.

- **TEEN COURT**

The program has an steady stream of revenues were average 1.2 million per year until the Fiscal Year 04/05 were it had no revenue do to the passing of article five by the legislature in Tallahassee. Further legislative efforts by MMAP and its consultant restored the surcharge mentioned above.

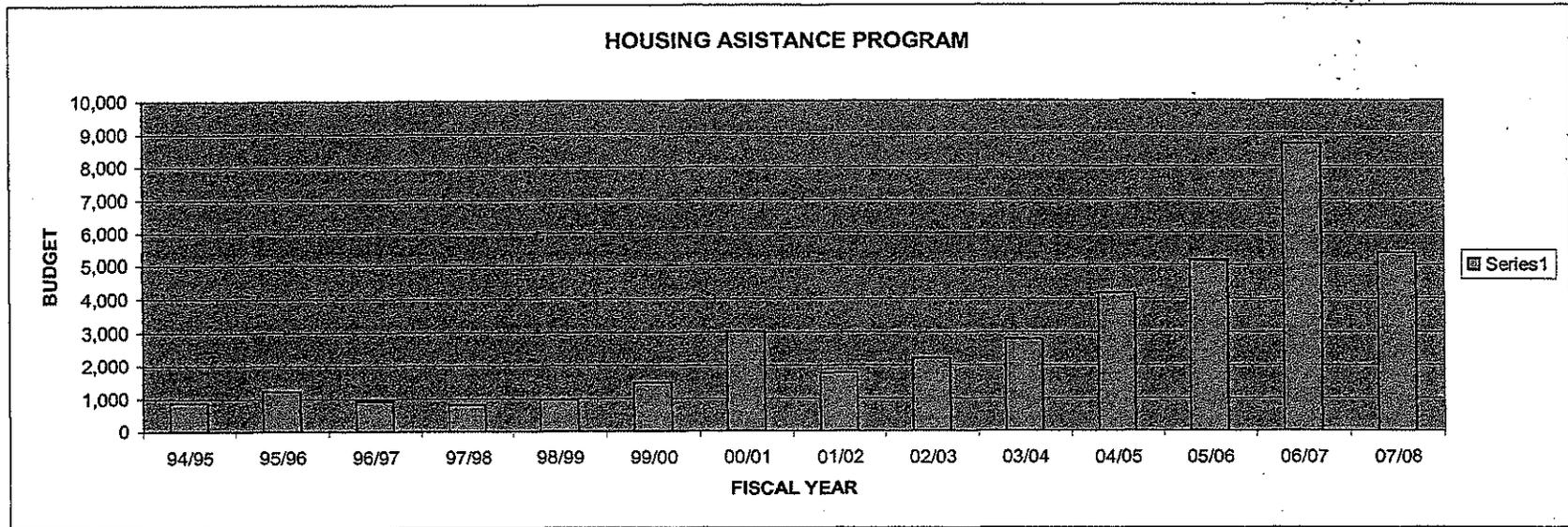
The attached reports details funding for both programs

(6) Fiscal

METRO-MIAMI ACTION PLAN TRUST

HOUSING ASSISTANCE PROGRAM

	(\$ in 000s)													
FY	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
REVENUES														
Doc. Stmp Surtax	864	1,236	923	800	957	1,130	1,369	1,400	1,400	1,400	2,491	3,410	3,652	3,205
Interest						15	20			16		6	60	1,060
Other sources						321	1,614	355	802	1,378	1,673	1,707	4,964	1,090
Revenue Total;	864	1,236	923	800	957	1,466	3,003	1,755	2,202	2,794	4,164	5,123	8,676	5,355
EXPENDITURES														
Sal & Fringes				85	89	251	81	158	154	153	190	188	192	202
Adm Assistance							272	202	356	356	340	390	400	350
Administration				35	0	294	116	201	131	131	144	88	87	291
Programatic	864	1,236	923	680	868	921	2,534	1,194	1,561	2,154	3,490	4,457	7,997	4,512
Exp. Total:	864	1,236	923	800	957	1,466	3,003	1,755	2,202	2,794	4,164	5,123	8,676	5,355

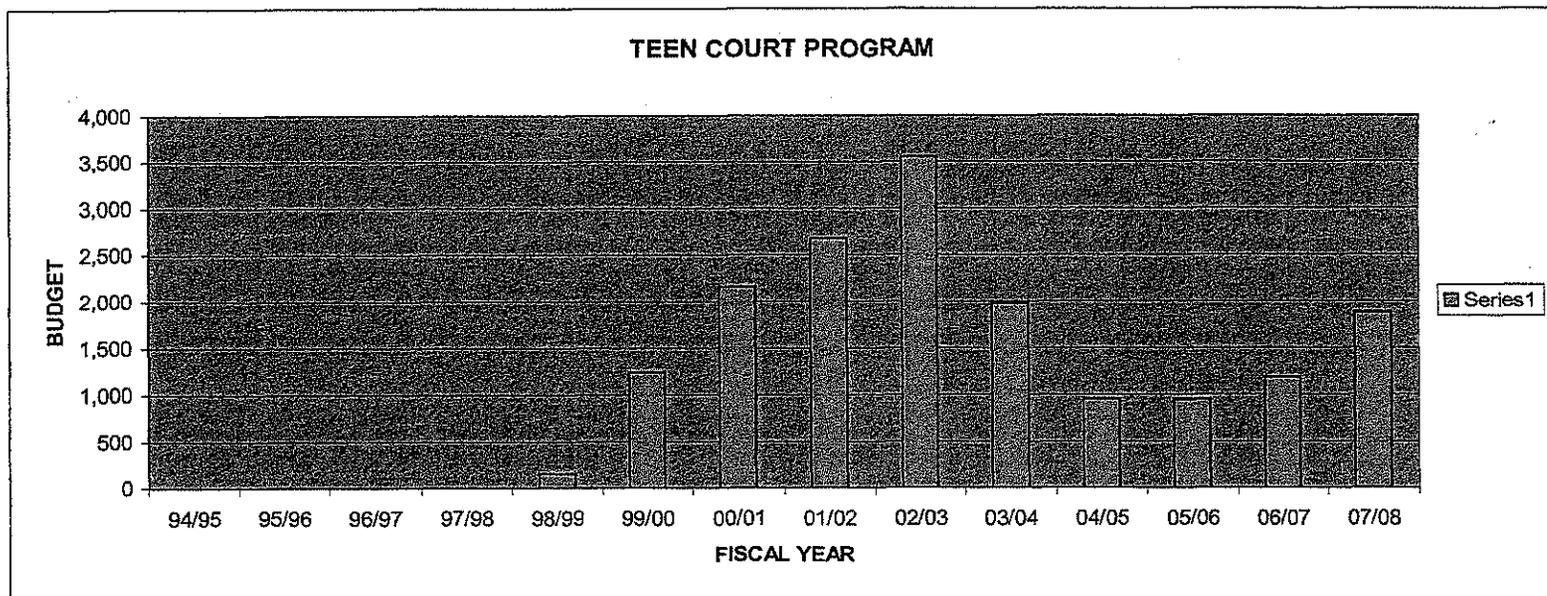


(7) Fiscal

METRO-MIAMI ACTION PLAN TRUST

TEEN COURT PROGRAM

	(\$ in 000s)													
FY	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
REVENUES														
Surcharge					155	1,242	1,200	1,425	1,282	1,078	0	950	1,184	1,300
Rollover							956	1,253	2,274	1,891	959	0		567
Interest														7
Revenue Total;	0	0	0	0	155	1,242	2,156	2,678	3,556	2,969	959	950	1,184	1,874
EXPENDITURES														
Sal & Fringes					15	74	512	438	555	600	850	849	876	899
Adm Assistance							234	202	356	356	0			150
Administration					140	1,168	1,410	2,038	2,645	1,013	109	101	308	825
Exp. Total:	0	0	0	0	155	1,242	2,156	2,678	3,556	1,969	959	950	1,184	1,874



(8) Fiscal

Economic Development and Martin Luther King Leadership Academy Information

- ECONOMIC DEVELOPMENT

MMAP received 8% of the Occupational License (Business Tax Receipts) to be used for marketing, advertising and promotional assistance for Black businesses. Last year the Board of County Commissioners passed an ordinance taking that 8% from MMAP and substituted with \$330,000.00 from General Fund.

- MLK ACADEMY

The Martin Luther King Leadership Academy was an alternative school initially funded with money from the General Fund. During Fiscal Year 97/98, the MMAP Trust signed an agreement with the Miami Dade County Public Schools and program funded was obtained by the Full Time Equivalence Count. During Fiscal Year 2007/08, the school was closed to the lack of funding.

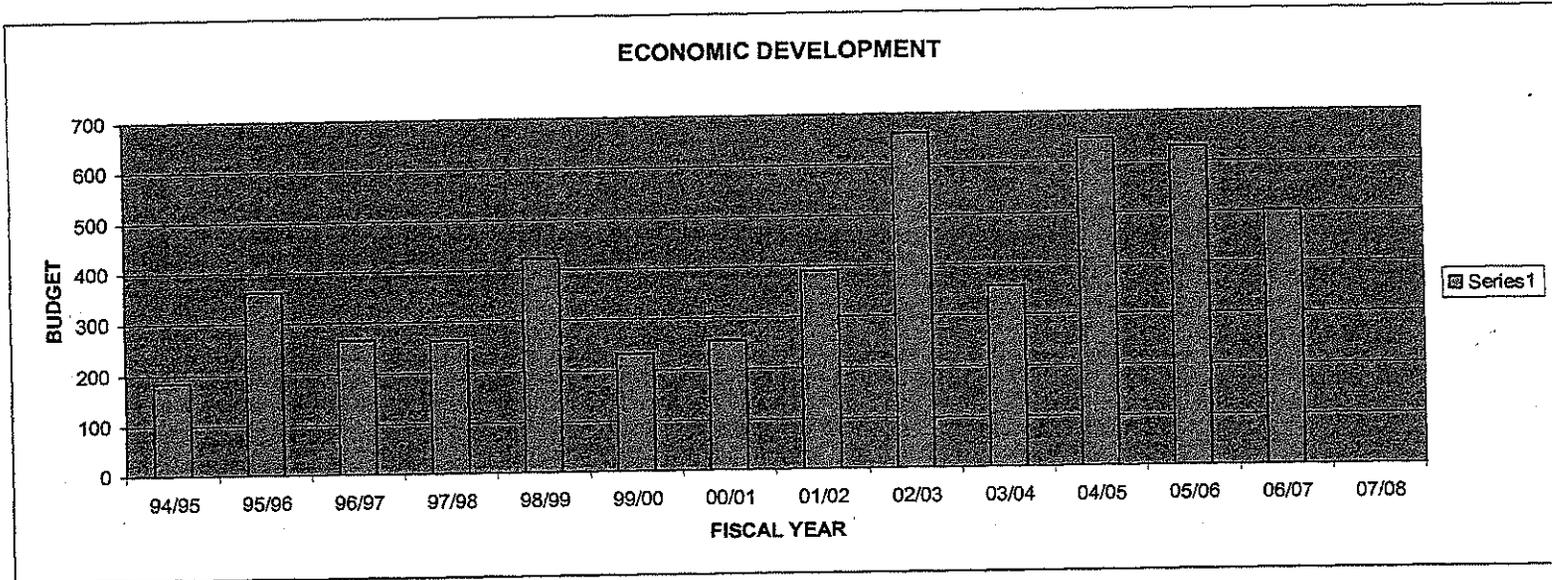
The attached reports details funding for both programs

METRO-MIAMI ACTION PLAN TRUST

BUSINESS DEVELOPMENT

(\$ in 000s)

FY	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
REVENUES														
Buss Tax Rec	184	235	231	263	237	232	256	285	299	313	300	347	280	
Rollover		126	34		186			106	362	42	346	281	221	
Revenue Total;	184	361	265	263	423	232	256	391	661	355	646	628	501	0
EXPENDITURES														
Sal & Fringes				49	51	51	94	54	60	62	73	78	79	
Adm Assistance											157	105	50	
Administration				0	0	0								
Programatic	184	361	265	214	372	181	162	337	601	293	416	445	372	
Exp. Total;	184	361	265	263	423	232	256	391	661	355	646	628	501	0

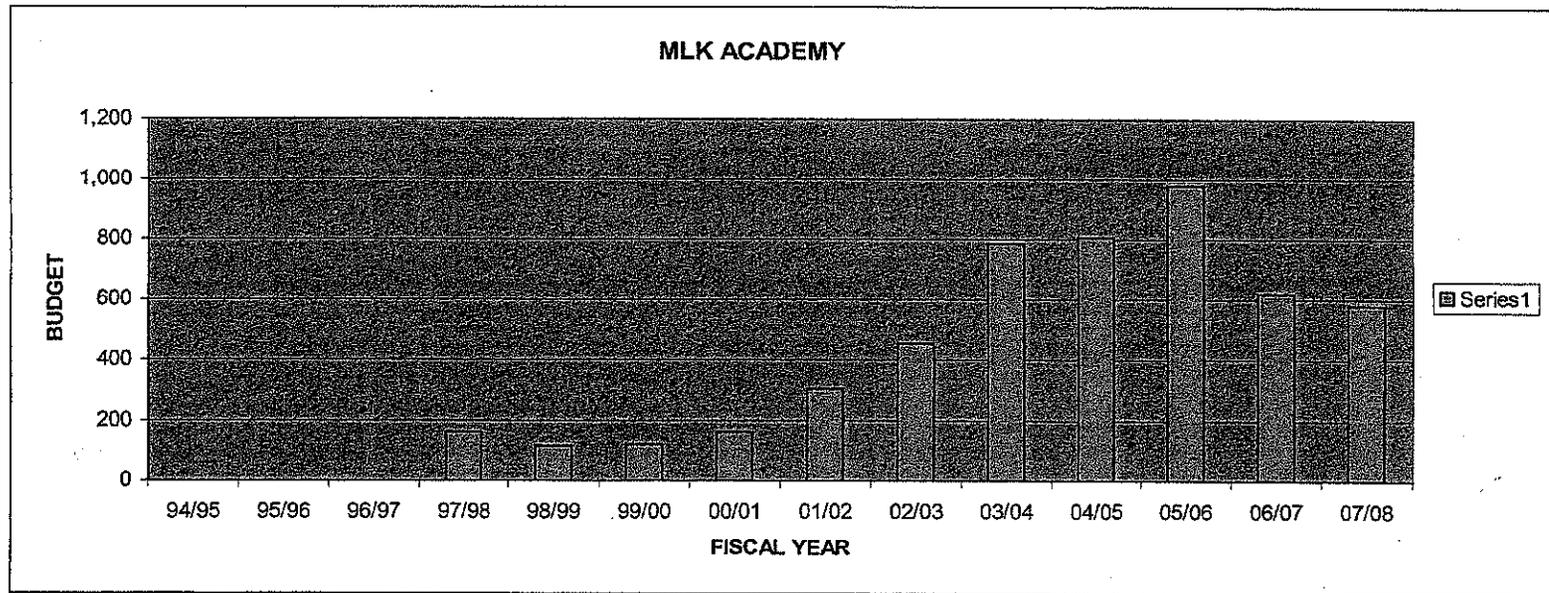


(10) Fiscal

METRO-MIAMI ACTION PLAN TRUST

MLK ACADEMY

	(\$ in 000s)													
FY	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08
<u>REVENUES</u>														
Buss Tax Rec				162	116	120	162	303	453	787	805	977	618	580
Rollover														
Revenue Total:	0	0	0	162	116	120	162	303	453	787	805	977	618	580
<u>EXPENDITURES</u>														
Sal & Fringes							109	100	101	138	123	152	142	153
Administration														
Programatic				162	116	120	53	203	352	649	682	825	476	427
Exp. Total:	0	0	0	162	116	120	162	303	453	787	805	977	618	580



(11) Fiscal

GRANTS

- Grant MM-80-06
FL Dept of Commerce, Year 1996, Amount: \$350,000.00 Purpose: To develop the Walker Ave Commercial Corridor in West Perrine.
- Grant MM-08-09
FL Dept. of Commerce, Year 1996, Amount: \$750,000.00, Purpose: to develop four franchises south of Kendal Drive and to create a Juvenile Entrepreneurship Academy.
- Grant MM-20-09
Community Juvenile Justice Partnership, Year: from 1998 to 2000, Amount: \$50,000.00 per year, purpose: to cover part of the MLK Academy personnel cost.
- Grant MM-20-10
FI Dept. of Community Affairs, Year: 1997, amount: \$500,000.00, Purpose: Economic Development.
- Grant MM-20-12
US Dept. of Housing Development, Year: From FY 1999/00 to FY 2000/01, Amount: \$2,400,000.00, Purpose: Overtown Economic Development.
- Grant MM-20-13
FI Dept of Labor & Employment Security, Year 2000, Amount: \$200,000.00, Purpose: To help 200 people to get employment.

ACTUAL

- Budget Expenditures for Fiscal Year 2008/09:

Administration:	\$667,000
Housing:	\$2,685,000
Teen Court:	\$2,334,000
Economic development:	<u>\$330,000</u>
Total:	\$6,010,000

ACTUAL

- Projected Expenditures for Fiscal Year 2008/09:

Administration:	\$618,000
Housing:	\$1,377,000
Teen Court:	\$1,098,000
Economic development:	<u>\$108,000</u>
Total:	\$3,201,000

(14) Fiscal

ACTUAL

- Budget Expenditures for Fiscal Year 2009/10:

Administration:	\$692,000
Housing:	\$1,780,000
Teen Court:	\$2,554,000
Economic development:	<u>\$552,000</u>
Total:	\$5,578,000

(15) Fiscal

MMAP BUDGET AND PROJECTIONS FISCAL YEAR 2008/09 AND BUDGET BASE FISCAL YEAR 2009/10

(\$ IN 000s)

	ADMINISTRATION			HOUSING			TEEN COURT			ECONOMIC DEVELOPMENT			TOTALS MMAP TRUST		
	FY 2008-09 BUDGET	FY 2008-09 PROJECTION	FY 2009-10 BASE	FY 2008-09 BUDGET	FY 2008-09 PROJECTION	FY 2009-10 BASE	FY 2008-09 BUDGET	FY 2008-09 PROJECTION	FY 2009-10 BASE	FY 2008-09 BUDGET	FY 2008-09 PROJECTION	FY 2009-10 BASE	FY 2008-09 BUDGET	FY 2008-09 PROJECTION	FY 2009-10 BASE
REVENUES															
GENERAL FUND	\$667	\$618	\$692							\$330	\$330	\$330	\$997	\$948	\$1,022
DOC. STAMP SURTAX				\$1,913	\$696	\$870							\$1,913	\$696	\$870
TEEN COURT FEES							\$1,200	\$1,200	\$1,200				\$1,200	\$1,200	\$1,200
INTEREST	\$0	\$0	\$0	\$30	\$14	\$14	\$30	\$25	\$25				\$60	\$39	\$39
CARRYOVER				\$492	\$1,563	\$896	\$1,104	\$1,202	\$1,329	\$0	\$0	\$222	\$1,696	\$2,765	\$2,447
LOANS PAYBACK				\$250	\$0	\$0							\$250	\$0	\$0
TOTAL REVENUES	\$667	\$618	\$692	\$2,685	\$2,273	\$1,780	\$2,334	\$2,427	\$2,554	\$330	\$330	\$552	\$6,016	\$5,648	\$5,578
EXPENDITURES															
SALARY	\$561	\$503	\$548	\$252	\$255	\$305	\$791	\$590	\$747	\$54	\$42	\$45	\$1,658	\$1,390	\$1,645
FRINGES	\$141	\$145	\$185	\$78	\$81	\$81	\$270	\$190	\$261	\$19	\$16	\$17	\$508	\$432	\$544
ADM REIMBURSE	-\$500	-\$300	-\$300	\$200	\$0	\$0	\$250	\$250	\$250	\$50	\$50	\$50	\$0	\$0	\$0
OPERATING	\$458	\$263	\$259	\$2,152	\$1,039	\$1,394	\$1,014	\$68	\$1,296	\$207	\$0	\$440	\$3,831	\$1,370	\$3,389
CAPITAL	\$7	\$7	\$0	\$3	\$2	\$0	\$9	\$0	\$0				\$19	\$9	\$0
TOTAL EXPENDITURES	\$667	\$618	\$692	\$2,685	\$1,377	\$1,780	\$2,334	\$1,098	\$2,554	\$330	\$108	\$552	\$6,016	\$3,201	\$5,578
DIFFERENCE	\$0	\$0	\$0	\$0	\$896	\$0	\$0	\$1,329	\$0	\$0	\$222	\$0	\$0	\$2,447	\$0

(16) Fiscal



Metro-Miami Action Plan Trust

Public Relations/Marketing Initiatives

I. Achievements in PR/Marketing

(In the past- Present)

- Maintain on-going relationships with newspaper, radio, and television media outlets
- Write press releases for media coverage on MMAP, programs/events, and action committees
- Assist CBO's and other agencies with media initiatives
- Provide advertising via newspaper and radio for events and programs
- Provide photo and newspaper documentation for annual reports, news stories, and archives
- Provide updated printing and graphic design to enhance the agency's image

I. Achievements in PR/Marketing

(Con't page 2)

(In the past- Present)

- Launch email blasts to get the word out on MMAP initiatives and events
- Interface with MMAP Trust and elected officials
- Participate in County, Public/Private sector initiatives that meet MMAP's mission and address issues in the Black community
- Posting events on other local web sites (i.e., Hot 105, B.I.G., NAACP, etc.)
- Post events on the County's newsletter and in other partners newsletters (i.e. Web News)
- Collaborations with CBO's

I. Achievements in PR/Marketing

(Con't page 3)

- County Communications (G.I.C.) Attend meetings representing MMAP and continue to follow the County's branding format
- Production of Live Community Radio Campaigns
- Revamp "MMAP Lunch Box Series" – positive outreach hosting public/private representatives during Trust meetings
- Target Audience: Black Community to include County wide relationships

II. Improvements

- Synergy of “MMAP” and all of the community
- Meet Press/Printing deadlines ahead of schedule
- Debriefing after events and activities to assist with implementation initiatives
- Position MMAP as the “go-to-agency” regarding issues in the black community
- Continue/increase MMAP Media exposure for Trust and staff to get the message out on mission, initiatives, and programs
- Follow a new proposed detailed Marketing Plan once the new branding is established led by PR/Marketing staff (2 positions). (included in the marketing – Create New Agency Newsletter)
- MMAP Trust take written/verbal positions on issues effecting the black community
- Apply disparity study to support issues

III. Measuring Tools

- Hits from radio and newspaper campaigns
- Web Hits
- Revamp tracking of incoming phone calls via log
- Utilize the 311 Call Center
- Surveys at events for participants and sponsors
- Number of Subscribers to Newsletters
- Review Disparity Studies
- Attendance of past Annual Conferences

IV. Name Change

- Name change/fiscal impact
- Update all promotional and visual materials
- Branding
- Creation of new logo, letterhead, brochures, and promotional items (30-45 day implementation)
- Distribute marketing materials once printed with the new name/branding
- Host an event to launch new agency



METRO-MIAMI ACTION PLAN TRUST
Public Relations/Marketing
Proposed Advertising Placements for Conference

Press Releases, Flyers, Letters and Invitations

- County fax blast distribution through (G.I.C.)
- In-house press and mailing lists

Email Blasts

- Our email list
- County email blast
- Partner email blast (i.e. – United Way, Hands On Miami, C-One, etc.)

MMAP web site Placement

- County's main page on the web
- Miami Today
- Miami Times (if there web site is finished by then)
- Social Miami
- CBO's – NAACP, B.I.G., United Way

Periodical Advertising Placement

- Community Newspapers
- Miami Herald Local
- Miami Herald Neighbors
- Miami Herald Weekend Section
- Miami Times
- South Florida Newsweek
- Westside Gazette
- South Florida Times
- Gospel Truth

Radio Advertising Placement

- Hot 105
- WEDR 99 JAMZ
- WMBM Gospel 1490
- 103 the Beat
- Schedule Talk shows

Newspaper, Radio and Television Calendars

Proposed 2009 Community Forum

Proposed Theme: The Economic Stimulus Recovery Plan: How It Affects You.

Proposed Locations: Miami Dade College- North Campus
Florida Memorial University
Joseph Caleb Center

Proposed Days/Date/Times: Tentative June – July 2009
Friday / 8:30am - 3:00pm
Saturday / 9:00am - 3:30pm

Proposed Agenda

8:30- 9:30 – Registration
Continental Breakfast
Welcome
Introductions
Forum Objectives

9:30-11:30 – Morning Speakers Forum (Proposed Topics)

Topic A: What the Stimulus Recovery Plan means for you
Speaker: U.S House Staff Person_____

Topic B: Educating County Citizens about the Stimulus Recovery Plan
Speaker: M-D County Rep_____

Topic C: Stimulus Recovery Plan Tax Implications and Incentives
Speaker: Local Banking Officer_____

Topic D: Short and long term effects of the Stimulus Recovery Plan for
Miami-Dade County
Speaker: Local Economist_____

11:30- 12:00- Question and Answer

12:00- 12:30- Break

Proposed 2009 Community Forum

Proposed Agenda

12:30-1:30 – Lunch

Introduction of Speaker
Keynote Speaker
Remarks

1:30- 2:45 -- Afternoon Symposium (Proposed Items/Panelists)

Overview and Objectives
Development of White Paper
Moderated Panel Discussion

Panelist A: Miami Dade County OED Director_____

Panelist B: Local Economist_____

Panelist C: Community Based Org. Rep_____

Panelist D: MMAP Board Member_____

2:45- 3:00 – Wrap up

Closing Remarks

Distribute: Federal and State Legislative Information
Federal and State Tax Information
Contact and Web site Information

Announce: Date/ Topic/ Location of the next community forum
(No later than 60 days from this event)

Adjournment

Proposed Speakers

Presiding Chairperson: MMAP Board Member: _____

Forum Facilitator:
Social and Economic Development Council-Economist: _____

Official Welcome: Miami Dade County Mayor: _____

Keynote Speaker: _____

Proposed Budget

Marketing	
Radio Advertising	\$4,000
Print Advertising	\$4,000
TV/Web Advertising	\$4,000
Facility Rental	N/A
Security	\$500
Keynote Speaker	
Per Diem	\$5,000
Travel/Lodging	\$1,500
Continental Breakfast	\$2,000
Lunch	\$4,000
Printing Cost	\$3,000
Banners	\$200
A/V Equipment	\$500
Photography	N/A
TOTAL	\$28,700