



**MIAMI-DADE COUNTY
FINAL OFFICIAL MINUTES
Miami-Dade Economic Advocacy Trust (MDEAT)**

Office of the Miami-Dade Economic Advocacy Trust
19 West Flagler Street
Mezzanine Room 106
Miami, Florida 33128

July 20, 2011
As Advertised

Harvey Ruvin, Clerk
Board of County Commissioners

Christopher Agrippa, Division Chief
Clerk of the Board Division

Zorana Gainer, Commission Reporter
(305) 375-3570



**OFFICIAL MINUTES
MIAMI-DADE ECONOMIC ADVOCACY TRUST
JULY 20, 2011**

The Miami-Dade Economic Advocacy Trust (MDEAT) convened its meeting in the MDEAT Board Room, 19 West Flagler Street, Mezzanine Room #106, on July 20, 2011 at 3:30 p.m., there being present: Mr. Ron Butler, Mr. Marc Douthit, Esq., Ms. Stephanye Johnson, Ms. Barbara Montero, Mr. Carlos Morales, Ms. Natasha K. Nalls, and Reverend Walter T. Richardson (Chairman Robert Holland, Esq., Mr. Richard Kuper, Ms. Tamika Robinson, Ms. Treska V. Rodgers and Ms. H. Leigh Toney was absent).

ROLL CALL

The following staff members were present: Executive Director John Dixon, Ms. Laverne Carlile, Ms. Melba Gasque, Mr. Jose Gonzalez, Ms. Pamela Green, Mr. Eric Johnson, Mr. Williams Simmons, Mr. Joey Walker and Mr. Anthony Williams; Assistant County Attorney Terrence Smith and Deputy Clerk Zorana Gainer. (Ms. Maria de la Portilla, and Ms. Angela Vaughns was absent)

In the absence of Chairman Robert Holland, Vice Chairman Marc Douthit chaired today's (7/20) meeting.

Vice Chairman Douthit noted due to no quorum, only information items would be heard.

DISCLOSURE OF CONFLICTS OF INTEREST

QUERY FOR EARLY DEPARTURES

-Approval of Previous Minutes

I. Board Action Items

A. Social Compact Contract Agreement

Mr. John Dixon explained the intent of the foregoing item was to amend the Social Compact contract to conform it to a service agreement. He noted the Current contract requires the consultant to submit information that is consistent with a grant agreement however this is inconsistent with the consultant having performed the required services and provided the deliverables contemplated by the agreement.

Additionally, Mr. William Simmons noted the service agreement required more detailed expenditure reporting.

It was moved by Mr. Ron Butler that the Social Compact Contract agreement type of contract be amended to a Social Compact Service agreement with payments contingent upon MDEAT's receipt of defined deliverables. This motion was seconded by Ms. Stephanye Johnson and upon being put to a vote, passed unanimously by those members present (Chairman Robert Holland, Esq., Mr. Richard Cooper, Ms. Tamika Robinson, Ms. Treska V. Rodgers and Ms. H. Leigh Toney was absent).

B. Marketing Servicing RFP #MS0711

Mr. John Dixon explained the intent of the foregoing item was to solicit marketing and or consulting services of a qualified marketing organization for MDEAT's constituents.

Mr. William Simmons noted that with these consultant services, MDEAT staff had considered providing assistance to the North Dade Credit Union's marketing efforts. He also noted this credit union was a prior grantee of funding from MDEAT and their staff had discussed an exciting new strategy for providing loans and targeting a specific population in the North Miami area.

Ms. Natasha Nalls noted that she believed further research was needed before the Trust members voted.

Ms. Stephanye Johnson expressed her concern regarding assisting one particular business unless assistance was opened to a team of small businesses that met a certain criteria.

Following further discussion regarding the scope and target of the marketing consultants, Trust members discussed sending the item back to the Economic Development Action Committee for further research.

It was moved by Mr. Carlos Morales to send the foregoing item back to the Economic Development Action Committee for further research and more defined services. This motion was seconded by Ms. Natasha Nalls and upon being put to a vote, passed unanimously by those members present (Chairman Robert Holland, Esq., Mr. Richard Cooper, Ms. Tamika Robinson, Ms. Treska V. Rodgers and Ms. H. Leigh Toney was absent).

C. Budget for Economic Development Summits (MDEAT's Cost)

Mr. John Dixon noted that MDEAT staff had considered conducting an Economic Development Summit (EDS), which would begin with two round table discussions culminating into a summit. He noted detailed information regarding the preliminary budget for the 2011 Miami Equity Summit was listed in the agenda package on page 32.

Mr. Tom Zuniga, Consultant, DSG Community Management Systems gave a brief overview of the plans for the EDS. Mr. Zuniga noted the purpose of the EDS was to establish an economic agenda, enhance MDEAT's visibility to the public as a catalyst for economic development, to highlight and celebrate these target urban neighborhoods and to create and expand new partnership possibilities in an effort to support the economic agenda. He noted the subject of the first round table would be to present, analyze and interpret the market data, and explain the relevance of the data in an effort to establish baseline data followed by using this data to identify areas of disparity and market gaps.

Mr. Zuniga noted the second round table of the subject would be to discuss and identify opportunities to plan for economic development in the targeted areas, determine which

projects were feasible, establish framework for a plan of action, an agenda, and a tracking system to monitor work efforts. He also noted the Summit would be a two day event and the Summit had been named the 2011 Miami Equity Summit.

Following discussion regarding the budget for the Summit, Ms. Natasha Nalls asked that Mr. Zuniga provide a revised itemized budget to the members of the Trust. She also questioned the venue fees listed as \$8,000.

Mr. Zuniga noted that he would provide an itemized budget to members of the Trust and the venue fees would be revised to reflect as part of the listed cost for the reception. He clarified that \$5,000 was the cost of the venue and \$3,000 was the cost of the reception.

Mr. Simmons disseminated a copy of the budget for this project.

Discussion ensued among the members of the Trust regarding concerns of fees for honorariums, speakers, and telephone calls/usage listed in the itemized budget.

In response to the Trust member's concerns, Mr. Williams noted MDEAT staff was requesting that the budget be approved by the Trust, which included incorporating the costs recommended by staff and to incorporate the costs that MDEAT can not directly procure into the consultant's agreement which allows the consultant to procure directly. He pointed out that further negotiations needed to take place regarding the budget line items that Trust members had concern with during today's meeting.

Mr. Ron Butler recommended that the Economic Development Action Committee (EDAC) follow-up with a meeting regarding this budget.

Mr. Dixon asked that members of the Trust approve an allocation not-to-exceed \$60,000 budget with a clause that this budget would be re-evaluated.

It was moved by Reverend Walter Richardson that the budget for the EDAC Summit be approved not to exceed \$50,000. This motion was seconded by Ms. Stephanye Johnson and upon being put to a vote, passed by those members present (Chairman Robert Holland, Esq., Mr. Richard Cooper, Ms. Tamika Robinson, Ms. Treska V. Rodgers and Ms. H. Leigh Toney was absent).

With regards to the previous motion, Mr. Simmons clarified that staff had requested authorization to incorporate costs into the consultant's contract, with the oversight of the EDAC in order to expedite the purchase of required services, and approval of the \$50,000 budget. He asked if this was the intent of foregoing motion.

In response to Mr. Douthit's inquiry regarding "incorporating costs", Mr. Simmons noted MDEAT staff recently negotiated a contract with the consultant that totaled approximately \$19,900, which allowed the contractor to effectively and expeditiously procure and include budget items. He also noted this motion would allow the consultant

to negotiate contracts and forward those charges to MDEAT with the oversight of the EDAC and approval of the services presented by the contractor.

Assistant County Attorney Terrence Smith advised members of the Trust not to commit payment for services without entering into a contract agreement approved by Trust. He noted the contract should be detailed outlining items in the contract and budget. He further noted a contract had not come before the Trust for approval and he had been reviewing the consultant's contract totaling \$19,450, which did not include the additional funds discussed in today's meeting.

Assistant County Attorney Smith noted his concern regarding the MDEAT staff's request to increase the value of a contract after the Request For Proposal (RFP), which was not offered to other bidders because a proposal was received after the process. He suggested that staff identify another way to address this issue other than through this contract. He noted the Trust could authorize staff to allocate the cost from the MDEAT budget, rather than through the contractors cost.

Discussion ensued regarding the process of allowing the consultant to choose vendors and MDEAT's obligation to reimburse payments for services that were paid by the vendor.

Mr. Simmons explained that MDEAT could not make payments to third party vendors for services; however, if the consultant included procurement of services as part of the contract, those charges could be forwarded to MDEAT as part of the consultant's services.

Mr. Douthit expressed his concern and inquired whether it was permissible to add reimbursement for services into the consultant's contract.

Assistant County Attorney Smith noted that he would review the Request for Proposal (RFP) to find out if reimbursement of services rendered was permissible. He further noted that MDEAT procured a consultant who would make recommendations and it would be at the discretion of the Trust to approve the recommendations and the methodology for funding.

In response to Mr. Simmons' inquiry regarding the approval of the budget and line items, and was staff authorized to go outside of the consultant to begin the process to procure needed items, Assistant County Attorney Smith noted if the budget was approved by the Trust staff would be authorized; however, the Trust needed to clarify that the MDEAT Director was authorized to procure a company to set up a website.

Following discussion and clarification regarding the consultant's contract and procurement of services, Reverend Richardson withdrew his prior motion to extend the budget for the EDAC Summit not to exceed \$50,000.

It was moved by Reverend Richardson to authorize staff to extend up to \$50,000 for costs and expenses related to two round table forums and the summit as well as procurement

for any other needed services. This motion was seconded by Ms. Stephanye Johnson and upon being put to a vote, passed unanimously by those members present (Chairman Robert Holland, Esq., Mr. Richard Cooper, Ms. Tamika Robinson, Ms. Treska V. Rodgers and Ms. H. Leigh Toney was absent).

II. Information Items

A. Fiscal Year 2011-2012 County Budget Update

Mr. Jose Gonzalez gave a brief report regarding the County's Fiscal Year 2011-2012 budget. He noted in order to reduce a \$400 million deficit Mayor Carlos Gimenez proposed cost cutting measures, which included increasing County employee's contribution towards health benefits from five percent to ten percent. He noted that the Office of Strategic Business Management (OSBM) proposed that the savings generated from the Teen Court Program and MDEAT's housing division be passed to MDEAT in the form of administrative charges, reducing the funds allocated from the County General Fund to MDEAT. Mr. Gonzalez pointed out that the original MDEAT budget had administrative charges that totaled \$370,000 (\$270,000 for Teen Court, \$50,000 for Housing and \$50,000 for Economic Development). This proposal would increase administrative charges to \$499,000 and reduce the allocated amount from the General Funds to administration from \$458,000 to \$329,000, he noted.

Mr. Gonzalez further noted Mayor Gimenez requested that an additional 5% reduction be made in the 2011-2010 MDEAT budget proposal, which totaled \$4,500,000. He pointed out that the Florida Statute did not allow funds to be taken from the dedicated sources of revenue, such as Housing and Teen Court, which meant the reduction could only be taken from the General Funds (Administration and Economic Development). Mr. Gonzalez noted the proposed budget for administration was \$329,000 and \$286,000 for Economic Development, and a five percent reduction would make a devastating impact on MDEAT's budget.

Further discussion ensued regarding the proposed budget reductions and the impact on MDEAT's budget and programs.

Mr. Dixon pointed out that the funds designated to MDEAT's Housing Program and Teen Court could only be used for items related to these programs.

Assistant County Attorney Terrence Smith clarified that this proposed five percent reduction would be taken from county employee's salaries as a contribution toward health insurance, which would be deducted from the County's contribution, and would not affect MDEAT's programs nor its administration budget.

B. Teen Court Attorney Training

Mr. John Dixon noted MDEAT would be hosting an annual Volunteer Youth Attorney Training at St. Thomas University on August 2nd – 4th, 2011. This training would be available to middle and high school students who were interested in developing skills

needed to serve as youth attorneys, bailiffs, clerks of the court and jurors in Teen Court's youth-driven peer-jury process.

C. Safe Summer 2011

Mr. Anthony Williams described briefly the Safe Summer 2011 Program. He noted this program was coordinated by the City of Miami Police Department and was sponsored by the Teen Court Program. Mr. Williams pointed out the program would feature a series of events at different parks throughout the City of Miami and MDEAT had participated in the following events:

- ≈ July 4th, 2011 – Family Fun at Charles Hadley Park
- ≈ July 8th, 2011 – Teen Speak Out at Charles Hadley Park, Black Box Theater
- ≈ July 9th, 2011 – Safe Summer field Day at Curtis Park.

Ms. Montero suggested the Safe Summer committee identify a way to create evening summer park programs because of existing curfews youth needed a safe place to go at night.

D. Housing Assistance Program (HAP) Production Update

Mr. Dixon referred to the MDEAT Agenda package (page 41) regarding the Housing Assistance Program (HAP) production update, noting this was an overview of the different components within the HAP Program for fiscal year 2010 – 2011.

Mr. Eric Johnson noted the success of both the Documentary Surtax Stamp revenue program and the HAP Production Update operation for fiscal year (FY 2010-2011) budget with projections from October/November 2010 and departmental revisions projected in February 2011. He pointed out that the projected revenue for FY 2011-12 was on par with the increased production; the revised departmental budget anticipated carryover of \$68,000 this was slightly high based on anticipated production for the remainder of the fiscal year, but should definitely exceed the budget projected amount of \$353,000. In terms of increased production, Mr. Johnson noted the results ended with much higher interest and higher participation from housing industry professionals. He noted that HAP Certification Workshops involved nearly 300 lenders, real estate and title/closing agents and there remains a high demand for these services without advertisements or solicitations.

NON-AGENDA ITEM(S)

I. Digital Equality for All

Ms. Barbara Montero informed the Trust members of the work efforts of the Economic Development subcommittee regarding expanding Wi-Fi services to underserved communities. She noted as a result of her research, she identified an organization called "Alliance for Digital Equality" located in Atlanta, Georgia, and their representatives

expressed interest in partnering with schools, communities and businesses to provide digital access. She noted this organization had tutoring programs that donated computers to people and made free Wi-Fi accessible to communities. Representatives of the Alliance for Digital Equality expressed interest in a partnership with MDEAT to match funds and use Miami as part of an expansion and growth process of their business. In closing Ms. Montero spoke supportive of this organization to partner with in an effort to assist and bring much needed Wi-Fi access to the underserved community.

Executive Director's Report

Mr. John Dixon noted that Miami-Dade Transit Department might recommend a company from Italy to assemble metro rail cars, which was a \$300 million project. He noted while negotiations were still in process he had met with Commissioner Monestime to discuss the possibility of that company constructing a facility in Poinciana Park. Mr. Dixon noted he contacted the Office of the Procurement Department regarding the bid process associated with this contract and it was confirmed that the Transit Department had sufficient funds to complete this project. He also noted he was advised of potential plans to construct a facility in the Doral area instead. Mr. Dixon noted he had scheduled meetings with other Commissioners in an attempt to relocate this project to the urban core of Miami-Dade County.

III. Advocacy Items – Committee Updates

IV. Departmental Monthly Reports

A. Fiscal

B. Housing

C. Teen Court/Youth Services

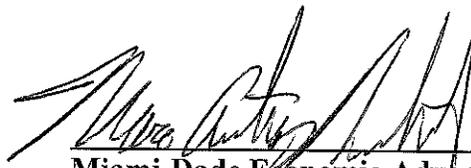
D. Public Information Services

V. New Business

VI. Schedule Next Meeting

Adjournment

There being no further business to come before the Trust, the meeting was adjourned at 5:54 p.m.



**Miami-Dade Economic Advocacy Trust
Vice-Chairman Marc Douthit, Esq.**

STATE OF FLORIDA)

MIAMI-DADE COUNTY) SS:

I, HARVEY RUVIN, Clerk of the Circuit and County Courts in and for Miami-Dade County, Florida, and Ex-Officio Clerk of the Board of County Commissioners of said County, DO HEREBY CERTIFY that the foregoing is a true and correct copy of the July 20, 2011, Board of County Commissioners' (BCC) Miami-Dade Economic Advocacy Trust meeting minutes.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal on this 30th day of March 2012.

HARVEY RUVIN, Clerk
Board of County Commissioners
Miami-Dade County, Florida

By: *Zorann Gaim*
Deputy Clerk





Miami-Dade Economic Advocacy Trust
July 20, 2011

Prepared by: Zorana Gainer

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	7/20/2011		Motion and Approval Ballot(s)
2	7/20/2011		Meeting Agenda
3	7/20/2011		Preliminary Budget 2011 Miami Equity Summit
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**MIAMI-DADE ECONOMIC ADVOCACY TRUST - BOARD OF TRUSTEES
MOTION AND APPROVAL BALLOT**

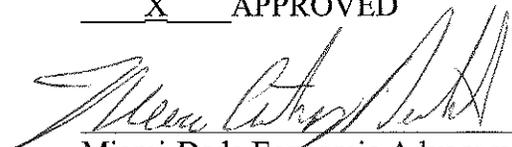
SUBJECT: Motion to amend the Social Compact contract to conform it to a services agreement with payments contingent upon MDEAT's receipt of defined deliverables.

Motion made by: Mr. Ron Butler
Seconded by: Ms. Stephanye Johnson

MEMBERS	YES	NO	ABSENT
Butler, Ron	X		
Douthit, Marc, Esq.	X		
Holland, Robert, Esq.			X
Johnson, Stephanye	X		
Kuper, Richard			X
Montero, Barbara B.	X		
Morales, Carlos E.	X		
Nalls, Natasha K.	X		
Reverend Richardson, Walter T.	X		
Robinson, Tamika R.			X
Rodgers, Treska V.			X
Toney, H. Leigh			X
TOTALS	7		5

 X APPROVED

NOT APPROVED


Miami-Dade Economic Advocacy Trust
Chairperson

7/20/2011
Date

STATE OF FLORIDA)
)SS:
COUNTY OF MIAMI-DADE)

I, HARVEY RUVIN, Clerk of the Circuit Court in and for Miami-Dade County, Florida,
and Ex-Officio Clerk of the Board of County Commissioners of said County, DO
HEREBY CERTIFY that the foregoing is a true and correct copy of the motions and
votes tallied at the Miami-Dade Economic Advocacy Trust Board of Trustee's meeting of
July 20, 2011, pertaining to amending agenda item: 1-A.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal on this 26th day
of August, A.D. 2011.

HARVEY RUVIN, Clerk
Board of County Commissioners
Miami-Dade County, Florida

By *Zorana Gainer*
Deputy Clerk



Board of County Commissioners
Miami-Dade County, Florida



MIAMI-DADE ECONOMIC ADVOCACY TRUST

BOARD OF TRUSTEES MEETING

JULY 20, 2011

Agenda



MEETING NOTICE

MIAMI-DADE ECONOMIC ADVOCACY TRUST

TRUSTEE BOARD MEETING

DATE: WEDNESDAY JULY 20, 2011

TIME: 3:30 PM

**LOCATION: BISCAYNE BUILDING
19 WEST FLAGLER STREET – SUITE M-106
MAIN CONFERENCE ROOM
MIAMI, FLORIDA 33130**



MIAMI-DADE ECONOMIC ADVOCACY TRUST

BOARD MEETING

WEDNESDAY, JULY 20, 2011

3:30 PM – MDEAT CONFERENCE ROOM

AGENDA

Roll Call

DISCLOSURE OF CONFLICTS OF INTEREST

QUERY FOR EARLY DEPARTURES

- Approval of Previous Minutes

I. Board Action Items

- A. Social Compact Contract Amendment 1
- B. Marketing Servicing RFP #MS0711 8
- C. Budget for Economic Development Summits (MDEAT's Cost) 31

II. Information Items

- A. Fiscal Year 2011-12 County Budget Update 33
- B. Teen Court Attorney Training 35
- C. Safe Summer 2011 37
- D. Housing Assistance Program (HAP) Production Update 40

III. Executive Director's Report

IV. Advocacy Items – Committee Updates

V. Departmental Monthly Reports

- A. Fiscal 44
- B. Housing 51
- C. Teen Court/ Youth Services 55
- D. Public Information Services 60

VI. New Business

VII. Schedule Next Meeting

Adjournment

ACTION ITEM I A

Social Compact Contract Amendment

Memorandum



MIAMI-DADE ECONOMIC ADVOCACY TRUST MEMORANDUM OF APPROVAL

Date: July 20, 2011

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board of Trustees

From: John Dixon, Executive Director

Re: Item I.A. Social Compact Contract Amendment

PURPOSE OF ITEM

The purpose of this item is to amend the Social Compact contract to conform it to a service agreement. The current contract requires the consultant to submit information that is consistent with a grant agreement which is inconsistent with the consultant having performed the required services and provided the deliverables contemplated by the agreement.

BACKGROUND

Social compact has completed its initial task order to provide the following to the Trust 1. a disparity study and report card that provide a comparative analysis of the socioeconomic conditions of African American communities and their metro area counterparts. The Trust requested Social Compact to create market profiles of smaller geographic areas i.e. communities within the commission districts initially identified. This task was beyond the scope of the original agreement. Social Compact provided the additional profiles as requested. The original deliverables have been provided to MDEAT.

FISCAL IMPACT TO AGENCY

There is no additional fiscal impact for this item.

RECOMMENDATION

It is recommended that the Board of Trustees of the Miami-Dade Economic Advocacy Trust authorize staff to amend the social compact agreement to conform to a services agreement with payments contingent upon MDEAT's receipt of defined deliverables.



MIAMI-DADE ECONOMIC ADVOCACY TRUST

AMENDMENT #1

AGREEMENT

Between

MIAMI-DADE ECONOMIC ADVOCACY TRUST

And

SOCIAL COMPACT

For

DEMOGRAPHIC DATA RESEARCH CONSULTING



MIAMI-DADE ECONOMIC ADVOCACY TRUST

AMENDMENT #1 TO AGREEMENT

Between

MIAMI-DADE ECONOMIC ADVOCACY TRUST

And

SOCIAL COMPACT

For

DEMOGRAPHIC DATA RESEARCH CONSULTING

The Miami-Dade Economic Advocacy Trust, an agent and instrumentality of Miami-Dade County, (hereinafter referred to as ("TRUST") having its principal office at 19 West Flagler Street, Suite M106, Miami, Florida 33130 and Social Compact, having offices at 738 7th Street SE, Washington, DC 20003 (hereinafter referred to as "Consultant") hereby agree on this ___ day of _____, 2011 to amend the Agreement dated November 19, 2010 between the TRUST and the CONSULTANT (hereinafter called "the Agreement") and therefore makes the following recitals.

WHEREAS, the TRUST and the CONSULTANT entered into an Agreement dated November 19, 2010 for demographic data research consulting (hereinafter referred to as "Services"); and

WHEREAS, The Consultant has clearly defined deliverables in article I of the agreement, and.

WHEREAS, The Consultant is a service provider and not a grantee, and

WHEREAS, The consultant has provided the services contemplated in the scope of work for the initial \$100, 000.00.



MIAMI-DADE ECONOMIC ADVOCACY TRUST

NOW THEREFORE, in consideration of the mutual covenants recorded herein, the TRUST and the CONSULTANT agree to the amendment as follows:

1. All the above recitals are incorporated herein by reference and as if stated in their entirety
2. Article IV of the Agreement entitled "AMOUNT PAYABLE" shall be deleted in its entirety and replaced with the following Article IV.

IV. AMOUNT PAYABLE. Subject to available funds, the maximum amount payable for services rendered under this Agreement shall not exceed Two Hundred Thousand Dollars No/100 (\$200,000.00). Both parties agree that the initial amount payable under this Agreement is One Hundred Thousand Dollars No/100 (\$100,000.00), of which the consultant shall be paid an upfront payment of Fifty Thousand Dollars No/100 (\$50,000.00) for data purchases (hereinafter "Advance Payment"). Said Advance Payment shall be made payable to the Consultant within (3) days of the date the Trust submits the Geographical Areas to the Consultant. However, prior to the Trust paying such Advance Payment, the Consultant shall submit to the Trust an invoice which shall be reviewed and approved by the Trust or the County. The remaining Fifty Thousand Dollars (\$50,000.00) of the initial One Hundred Thousand Dollars shall be due an payable upon the Trust's receipt of the disparity study and report card outlined in Article I. The final payment of One Hundred Thousand Dollars No/100 (\$100,000.00) shall be released upon approval of Trust's Board of Trustees. Both parties agree that should available Trust funding be reduced, the amount payable under this Agreement may be proportionately reduced at the option of the Trust. All payments are subject to the submittal of an invoice by the Consultant.

The Consultant shall submit invoices and associated supporting documentation in duplicate to the following address:

Attention:
 Mr. Jose Gonzalez, Accountant II
 Metro-Miami Action Plan (MMAP) Trust
 19 west Flagler Street, Suite M-106
 Miami, Florida 33130
 Phone: (305) 579-3618 Ext. 228
 Fax: (305) 579-3699



MIAMI-DADE ECONOMIC ADVOCACY TRUST

The Trust may at any time designate a different address and/or contact person by giving written notice to the other party.

No Payment of Subcontractors. In no event shall Trust funds be advanced directly to any subcontractor hereunder.

Processing the Request for Payment. After the Trust reviews and approves the payment request, the Trust will submit a check request to the County's Finance Department. The County's Finance Department will issue and mail the check directly to the Consultant at the address listed on page one (1) of this Agreement, unless otherwise directed by the Consultant in writing. The parties agree that the processing of a payment request from date of submission shall take a minimum of thirty (30) days. It is the responsibility of the Consultant to maintain sufficient financial resources to meet the expenses incurred during the period between the provision of services and payment by the County.

Final Report/Recapture of Funds. Upon the expiration or termination of this Agreement, the Consultant shall submit a final report to the Trust no more than thirty (30) days after the expiration or termination of this Agreement.

If after receipt of such final report, the Trust determines that the Consultant has been paid funds not in accordance with the Agreement, and to which it is not entitled, the Consultant shall return such funds to the Trust or submit appropriate documentation. The Trust shall have the sole discretion in determining if the Consultant is entitled to such funds and the Trust's decision on this matter shall be binding. Additionally, any unexpended or unallocated funds shall be recaptured by the Trust.

3. Article XV, subsection D and E of the Agreement entitled "**Progress Reports**" and "**Monitoring**" shall be deleted in their entirety and replaced with the following Article XV subsections D and E.

Article XV. D. Not Applicable

Article XV. E. Not Applicable

4 Article XVI, subsection E of the Agreement entitled "**Totality of Agreement/Severability of Provisions**" shall have attachment D deleted in its entirety without replacement.

5. If any conflict in language exists between the Agreement and this Amendment #1, the language in this Amendment #1 shall prevail.



MIAMI-DADE ECONOMIC ADVOCACY TRUST

6. All terms and conditions of the Agreement not affected by this Amendment #1 are still in full force and effect.

7. This Amendment #1 is hereby made a part of the Agreement and is binding upon the **TRUST** and the **CONSULTANT**.

8. This Amendment shall be effective on the date it has been signed by both Parties and shall expire on the same date as the Agreement as Amended.



MIAMI-DADE ECONOMIC ADVOCACY TRUST

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their respective and duly authorized officers the day and year first above written.

CONSULTANT

SOCIAL COMPACT

By: _____
President

Witnesses:

By: _____
(Type or Print Name)

By: _____
(Signature)

ATTEST:

METROPOLITAN DADE COUNTY, FLORIDA

HARVEY RUVIN, CLERK

By: _____
DEPUTY CLERK

By: _____
John Dixon
Executive Director
Miami-Dade Economic Advocacy Trust

Clerk's Date

Approval as to form
And legal sufficiency

Assistant County Attorney

ACTION ITEM I B

Marketing Services RFP 0711

MIAMI-DADE ECONOMIC ADVOCACY TRUST MEMORANDUM OF APPROVAL

Date: July 20, 2011

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board of Trustees

From: John Dixon, Executive Director

Re: Item I.B. Marketing Services RFP #MS0711

PURPOSE OF ITEM

The purpose of this item is to request the Board of Trustees of the Miami-Dade Economic Advocacy Trust to authorize staff to issue RFP No MS 0711 to solicit the services of qualified marketing organization to provide marketing services and/or consultation to MDEAT's constituents.

BACKGROUND

The Economic Development Action Committee (EDAC) through its efforts has discovered that one of the difficulties faced by some of its small business constituents are their inadequate marketing efforts. In an effort to address some of these deficiencies the EDAC is requesting the Board to authorize staff to contract with a marketing firm that can provide consultation and marketing services, where required, to augment the marketing activities of MDEAT's constituents.

FISCAL IMPACT TO AGENCY

The fiscal impact of this item is a \$15,000.00 allocation from the Economic Development Budget.

RECOMMENDATION

It is recommended that the Board of Trustees of the Miami-Dade Economic Advocacy Trust authorize staff to issue RFP No MS 0711 to solicit the services of a qualified marketing organization to provide marketing services and/or consultation to MDEAT's constituents.

REQUEST FOR PROPOSALS
FOR
MARKETING SERVICES CONSULTANT
RFP No. MDEAT MS 0711

**PRE-PROPOSAL CONFERENCE TO BE HELD ON
NONE**

At
Miami-Dade Economic Advocacy Trust
Conference Room
Biscayne Building
19 West Flagler Street – M106
Miami, Florida

ISSUING DEPARTMENT:
MIAMI-DADE ECONOMIC ADVOCACY TRUST (MDEAT)

Contracting Officer: William A. Simmons
Telephone: (305) 579-3618
Email: nitsail@miamidade.gov

**RESPONSES ARE DUE AT THE ADDRESS SHOWN BELOW
NO LATER THAN**

Thursday, [REDACTED] at 2:00 P.M. (Local Time)
At

Miami-Dade Economic Advocacy Trust
Biscayne Building
19 West Flagler Street, Mezzanine, SUITE 106
MIAMI, FL 33130-4432

All proposals received and time stamped by MDEAT prior to the proposal submittal deadline shall be accepted as timely submitted. The circumstances surrounding all proposals received and time stamped by MDEAT after the proposal submittal deadline will be evaluated by the procuring department in consultation with MDEAT Attorney's Office to determine whether the proposal will be accepted as timely. Proposals will be opened promptly at the time and date specified. The responsibility for submitting a proposal on or before the stated time and date is solely and strictly the responsibility of the Proposer. MDEAT will in no way be responsible for delays caused by mail delivery or caused by any other occurrence. All expenses involved with the preparation and submission of proposals to MDEAT, or any work performed in connection therewith, shall be borne by the Proposer(s).

The submittal of a proposal by a Proposer will be considered by MDEAT as constituting an offer by the Proposer to perform the required services at the stated prices. A Proposer may submit a modified proposal to replace all or any portion of a

previously submitted proposal up until the proposal due date. MDEAT will only consider the latest version of the proposal.

Requests for additional information or inquiries must be made in writing and received by MDEAT's contact person for this Solicitation. MDEAT will issue responses to inquiries and any changes to this Solicitation it deems necessary in written addenda issued prior to the Proposal Due Date. Proposers who obtain copies of this Solicitation from sources other than MDEAT risk the possibility of not receiving addenda and are solely responsible for those risks.

MIAMI-DADE ECONOMIC ADVOCACY TRUST IS AN EQUAL OPPORTUNITY EMPLOYER AND DOES NOT DISCRIMINATE BASED ON AGE, GENDER, RACE OR DISABILITY.

Rev. 7/27/00

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DEFINITIONS

The following words and expressions used in this solicitation shall be construed as follows, except when it is clear from the context that another meaning is intended:

- a) The words "Consultant" to mean the Proposer that receives any award of a Contract from the MDEAT as a result of this Solicitation, which is also to be known as "the prime Contractor".
- b) The word "County" to mean Miami-Dade County, a political subdivision of the State of Florida.
- c) The word "Department" or "Trust" to mean Miami-Dade Economic Advocacy Trust (MDEAT), an agency and instrumentality of Miami-Dade County.
- d) The words "Proposer", "Submitter" or "Respondent" to mean the person, firm, entity or organization submitting a response to this Solicitation.
- e) The words "Scope of Services" or "Scope of Work" to mean Section 2.0 of this Solicitation, which details the work to be performed by the Contractor or Consultant.
- f) The word "Solicitation" to mean this Request for Proposal (RFP) document, and all associated addenda and attachments.
- g) The words "Subcontractor" or "Subconsultant" to mean any person, firm, entity or organization, other than the employees of the Contractor, who contracts with the Contractor to furnish labor, or labor and materials, in connection with the Work or Services to the MDEAT Trust, whether directly or indirectly, on behalf of the Contractor.

- h) The words "Work", "Services", "Program", "Project" or "Engagement" to mean all matters and things that will be required to be done by the Contractor in accordance with the Scope of Services and the terms and conditions of this Solicitation.
- i) The words "Work Order" to mean a document that defines and describes the parameters of individual projects awarded by the MDEAT to the Contractor in accordance with the terms of the Contract.
- j) The word "Board" to mean the Board of Trustees of MDEAT.

SECTION 1.0 - RFP OVERVIEW AND PROPOSAL PROCEDURES**1.1 INTRODUCTION / BACKGROUND**

Miami Dade Economic Advocacy Trust (MDEAT), formerly the Metro Miami Action Plan Trust (MMAP) is an agent and instrumentality of Miami-Dade County. MDEAT is seeking proposals from firms for the professional services of an experienced and qualified business, individual and/or a combination thereof, to provide the MDEAT with a proposal for PROVIDING marketing services and/or consultation to its constituents on an as needed basis. The proposal shall included a description of the many methods of marketing ones product or services.

This Request for Proposals (RFP) presents organizational background and scope of work, and describes the tasks to be accomplished by the agency or agencies contracted. If your organization wishes to be considered, MDEAT is requesting a written proposal that addresses the points detailed in this RFP be submitted no later than [REDACTED], 2011.

MDEAT anticipates awarding a contract for a six (6) month period.

The anticipated schedule for this RFP and contract approval is as follows:

RFP available for distribution: Tuesday, [REDACTED], 2011

Pre-Proposal Conference: NONE

Location: Miami-Dade Economic Advocacy Trust
Conference Room
Biscayne Building
19 West Flagler Street – M-106
Miami, Florida 33130

Deadline for receipt of questions: Tuesday, [REDACTED], 2011

Deadline for receipt of proposals: **Thursday, [REDACTED], 2011 at 2:00 p.m. (local time)**

Location: Miami-Dade Economic Advocacy Trust
Biscayne Building
19 West Flagler Street – M-106
Miami, Florida 33130

Oral presentations: Week of [REDACTED], 2011 (if required)

Projected award date: [REDACTED]

Projected contract start date: [REDACTED]

As background, MDEAT was created in 1983, as the Metro-Miami Action Plan Trust, for the purposes of improving economic conditions in the Black community and to address existing disparities between Blacks and the community at large. In 2009, the Board of County Commissioners adopted Ordinance 09-70, which restructured the Trust and

restated its mission " to ensure the equitable participation of Blacks in Miami Dade County's economic growth through advocacy and monitoring of economic conditions and economic development initiatives in Miami Dade County." Through its new role MDEAT is to function primarily as an advocacy and coordinating entity, fostering collaborations and building strong alliances with entities that target issues that affect the economic growth and conditions in blighted communities and fostering the equitable participation of Blacks in economic development activities in Miami Dade County. The MDEAT is also responsible for tracking and reporting on the activities and the achievements of the entities charged with and funded to improve conditions of Blacks in these blighted communities. Additionally, MDEAT is required to monitor economic activity and to issue an annual report card to the community on the activities and the effectiveness of community economic development activity in the County.

The goals of the restructured organization include but are not limited to:

1. Conducting a disparity study to establish a current perspective on economic conditions of Blacks in Miami Dade County;
2. Chart a course of action that will lessen the dependency on County General Funds;
3. Advocate for and monitor economic conditions and assist in developing economic development initiatives
4. Track and target all significant development and procurement initiatives (whether public or private) to inform Black businesses about available opportunities
5. Advocate for and facilitate the development of collaborative partnerships to promote workforce readiness in the Black community to meet industry demands

1.2 General Proposal Information

MDEAT may, at its sole and absolute discretion, reject any and all or parts of any or all responses; accept parts of any and all responses; further negotiate project scope and fees; postpone or cancel at any time this Solicitation process; or waive any irregularities in this Solicitation or in the responses received as a result of this process. Proposers may take exceptions to any of the terms of this Solicitation unless the Solicitation specifically states where exceptions may not be taken. MDEAT may accept or reject the exceptions at its sole discretion and the Proposer's proposal shall be binding on the Proposer as if submitted without exception. MDEAT reserves the right to request and evaluate additional information from any respondent after the submission deadline as MDEAT deems necessary.

Proposals shall be irrevocable until contract award unless the proposal is withdrawn. A proposal may be withdrawn in writing only, addressed to MDEAT contact person for this Solicitation, prior to the proposal due date or upon the expiration of 180 calendar days after the opening of proposals.

Proposers are hereby notified that all information submitted as part of, or in support of proposals will be available for public inspection after opening of proposals, in compliance with Chapter 119, Florida Statutes, popularly known as the "Public Record

Law". The Proposer shall not submit any information in response to this Solicitation which the Proposer considers to be a trade secret, proprietary or confidential. The submission of any information to MDEAT in connection with this Solicitation shall be deemed conclusively to be a waiver of any trade secret or other protection, which would otherwise be available to Proposer. In the event that the Proposer submits information to MDEAT in violation of this restriction, either inadvertently or intentionally, and clearly identifies that information in the proposal as protected or confidential, MDEAT shall endeavor to redact and return that information to the Proposer as quickly as possible, and if appropriate, evaluate the balance of the proposal. The redaction or return of information pursuant to this clause may render a proposal non-responsive.

Any Proposer who, at the time of proposal submission, is involved in an ongoing bankruptcy as a debtor, or in a reorganization, liquidation, or dissolution proceeding, or if a trustee or receiver has been appointed over all or a substantial portion of the property of the Proposer under federal bankruptcy law or any state insolvency law, may be found non-responsible. To request a copy of any ordinance, resolution and/or administrative order cited in this Solicitation, the Proposer must contact the Clerk of the Board at (305) 375-5126.

1.3 Cone of Silence

Pursuant to Section 2-11.1(t) of the Miami-Dade County Code, as amended, a "Cone of Silence" is imposed upon each RFP or RFQ after advertisement and terminates at the time a written recommendation is issued. The Cone of Silence prohibits any communication regarding RFPs or RFQs between, among others:

- potential Proposers, service providers, lobbyists or consultants **and** the County's professional staff including, but not limited to, the County Manager and the County Manager's staff, the Mayor, County Commissioners or their respective staffs;
- the Mayor, County Commissioners or their respective staffs **and** the County's professional staff including, but not limited to, the County Manager and the County Manager's staff; or
- potential Proposers, service providers, lobbyists or consultants, any member of the County's professional staff, the Mayor, County Commissioners or their respective staffs **and** any member of the respective selection committee.

The provisions do not apply to, among other communications:

- oral communications with the staff of the Vendor Assistance Unit, the responsible Procurement Agent or Contracting Officer, provided the communication is limited strictly to matters of process or procedure already contained in the solicitation document;
- oral communications at pre-proposal conferences, oral presentations before selection committees, contract negotiations during any duly noticed public meeting, public presentations made to the Board of County Commissioners during any duly noticed public meeting; or

- communications in writing at any time with any county employees, official or member of the Board of County Commissioners unless specifically prohibited by the applicable RFP or RFQ documents.

When the Cone of Silence is in effect, all potential vendors, service providers, bidders, lobbyists and consultants shall file a copy of any written correspondence concerning the particular RFP or RFQ with the Clerk of the Board, which shall be made available to any person upon request. MDEAT shall respond in writing (if County deems a response necessary) and file a copy with the Clerk of the Board, which shall be made available to any person upon request. Written communications may be in the form of e-mail, with a copy to the Clerk of the Board at CLERKBCC@MIAMIDADE.GOV.

1.4 Public Entity Crimes

Pursuant to Paragraph 2(a) of Section 287.133, Florida Statutes, a person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal for a contract to provide any goods or services to a public entity; may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work; may not submit proposals on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and, may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 for Category Two (\$10,000) for a period of thirty-six (36) months from the date of being placed on the convicted vendor list.

1.5 Lobbyist Contingency Fees

- A) In accordance with Section 2-11.1(s) of the Code of Miami-Dade County, after May, 16, 2003, no person may, in whole or in part, pay, give or agree to pay or give a contingency fee to another person. No person may, in whole or in part, receive or agree to receive a contingency fee.
- B) A contingency fee is a fee, bonus, commission or non-monetary benefit as compensation which is dependent on or in any way contingent upon the passage, defeat, or modification of: 1) any ordinance, resolution, action or decision of the Board; 2) any action, decision or recommendation of the MDEAT Executive Director or any County board or committee; or 3) any action, decision or recommendation of any County personnel during the time period of the entire decision-making process regarding such action, decision or recommendation which foreseeably will be heard or reviewed by the Board.

1.6 Collusion

Where two (2) or more related parties, as defined herein, each submit a proposal for any contract, such proposals shall be presumed to be collusive. The foregoing presumption may be rebutted by the presentation of evidence as to the extent of ownership, control and management of such related parties in preparation and submittal of such proposals. Related parties shall mean Proposer or the principals

thereof which have a direct or indirect ownership interest in another Proposer for the same contract or in which a parent company or the principals thereof of one Proposer have a direct or indirect ownership interest in another Proposer for the same contract. Furthermore, any prior understanding, agreement, or connection between two or more corporations, firms, or persons submitting a proposal for the same services shall also be presumed to be collusive. Proposals found to be collusive shall be rejected. Proposers who have been found to have engaged in collusion may be considered non-responsible, and may be suspended or debarred, and any contract resulting from collusive bidding may be terminated for default.

1.7 Expedited Purchasing Program

Pursuant to Ordinance 07-49, the County has created a pilot program for expedited purchasing, subject to terms and conditions as outlined in Section 2-8.1.6 of the Code of Miami-Dade County. The program shall be referred to as the Expedited Purchasing Program (EPP). Due to the expedited nature of County projects issued under the EPP, participating vendors should anticipate a shortened solicitation timeline for responding. Technical, professional and legal staff may be used to determine best value as set forth in the solicitation documents without the need to utilize the formal Selection Committee process established by the County. The MDEAT Executive Director's written recommendation to award a contract under the EPP shall be sufficient to commence the bid protest period and terminate the Cone of Silence. Any legislation contrary to the provisions of the EPP shall be deemed suspended or amended as necessary to give effect to the intent of this ordinance during its effective term.

1.8 INTENTIONALLY BLANK

1.9 BUSINESS ENTITY REGISTRATION

Miami-Dade County requires business entities to complete a registration application with Department of Procurement Management before doing business with the County. Proposers need not register with the County to present a proposal; however, the selected Proposer(s) must register prior to award of a contract as failure to register may result in the rejection of the Proposal. To register, or for assistance in registering, contact the **Office of Vendor Assistance at (305) 375-5287**.

It is the responsibility of the business entity to update and renew its application concerning any changes such as new address, telephone number, commodities, etc. during the performance of any agreement obtained as a result of this RFP.

Section 2-11.1(d) of Miami-Dade County Code provides that a county employee may not enter into any contract or transact any business through a firm, corporation, partnership or business entity in which the employee or any member of the employee's immediate family has a controlling financial interest, direct or indirect, with Miami-Dade County or any person or agency acting for Miami-Dade County and any such contract, agreement or business engagement entered in violation of this subsection shall render this Agreement voidable. For additional information, please contact the Ethics Commission hot line at (305) 579-2593.

1.10 RULES, REGULATIONS AND LICENSING REQUIREMENTS

The Proposer shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, especially those applicable to conflict of interest and collusion. Proposers are presumed to be familiar with all Federal, State and local laws, ordinances, codes, rules and regulations that may in any way affect the goods or services offered, especially Executive Order No. 11246 entitled "Equal Employment Opportunity" and as amended by Executive Order No. 11375, as supplemented by the Department of Labor Regulations (41 CFR, Part 60), the Americans with Disabilities Act of 1990 and implementing regulations, the Rehabilitation Act of 1973, as amended, Chapter 553 of Florida Statutes and any and all other local, State and Federal directives, ordinances, rules, orders, and laws relating to people with disabilities.

1.11 CRIMINAL CONVICTION

Pursuant to Miami-Dade County Ordinance No. 94-34, "Any individual who has been convicted of a felony during the past ten years and any corporation, partnership, joint venture or other legal entity having an officer, director, or executive who has been convicted of a felony during the past ten years shall disclose this information prior to entering into a contract with or receiving funding from the MDEAT Trust." Accordingly, Criminal Record Affidavit forms are available upon request at the Department of Procurement Management/Office of Vendor Assistance at (305) 375-5287 for those individuals or firms requesting to disclose this information only.

1.12 INDEPENDENT PRIVATE SECTOR INSPECTOR GENERAL REVIEWS**A. INDEPENDENT PRIVATE SECTOR INSPECTOR GENERAL REVIEW**

Pursuant to Miami-Dade County Administrative Order 3-20 and in connection with any award issued as a result of this RFP, the County has the right to retain the services of an Independent Private Sector Inspector General ("IPSIG"), whenever the County deems it appropriate to do so. Upon written notice from the County, the selected Proposer shall make available, to the IPSIG retained by the County, all requested records and documentation pertaining to this RFP or any subsequent award, for inspection and copying. The County will be responsible for the payment of these IPSIG services, and under no circumstance shall the Proposer's cost/price for this RFP be inclusive of any charges relating to these IPSIG services. The terms of this provision herein, apply to the Proposer, its officers, agents, employees and assignees. Nothing contained in this provision shall impair any independent right of the County to conduct, audit or investigate the operations, activities and performance of the selected Proposer in connection with this RFP or any contract issued as a result of this RFP. The terms of this provision are neither intended nor shall they be construed to impose any liability on the County by the selected Proposer or third party.

B. MIAMI-DADE COUNTY INSPECTOR GENERAL REVIEW

According to Section 2-1076 of the Code of Miami-Dade County, as amended by Ordinance No. 99-63, Miami-Dade County has established the Office of the Inspector General which may, on a random basis, perform audits on all County contracts, throughout the duration of said contracts, except as otherwise provided below. The

cost of the audit any Contract issued as a result of this RFP shall be one quarter (1/4) of one (1) percent of the total contract amount which cost shall be included in the total proposed amount. The audit cost will be deducted by MDEAT from progress payments to the selected Proposer. The audit cost shall also be included in all change orders and all contract renewals and extensions.

Exception: The above application of one quarter (1/4) of one percent fee assessment shall not apply to the following contracts: (a) IPSIG contracts; (b) contracts for legal services; (c) contracts for financial advisory services; (d) auditing contracts; (e) facility rentals and lease agreements; (f) concessions and other rental agreements; (g) insurance contracts; (h) revenue-generating contracts; (i) contracts where an IPSIG is assigned at the time the contract is approved by the Commission; (j) professional service agreements under \$1,000; (k) management agreements; (l) small purchase orders as defined in Miami-Dade County Administrative Order 3-2; (m) federal, state and local government-funded grants; and (n) interlocal agreements. ***Notwithstanding the foregoing, the Miami-Dade County Board of County Commissioners may authorize the inclusion of the fee assessment of one quarter (1/4) of one percent in any exempted contract at the time of award.***

Nothing contained above shall in any way limit the powers of the Inspector General to perform audits on all County contracts including, but not limited to, those contracts specifically exempted above.

1.13 AFFIRMATIVE ACTION/NON DISCRIMINATION OF EMPLOYMENT, PROMOTION AND PROCUREMENT PRACTICES (ORDINANCE NO. 98-30)

In accordance with the requirements of Ordinance No. 98-30, all firms with annual gross revenues in excess of \$5 million seeking to contract with Miami-Dade County shall, as a condition of award, have a written Affirmative Action Plan and Procurement Policy on file with the County's Department of Business Development. Said firms must also submit, as a part of their proposals/bids to be filed with the Clerk of the Board, an appropriately completed and signed Affirmative Action Plan/Procurement Policy Affidavit (**see attached Form A-8.2**). Firms whose Boards of Directors are representative of the population make-up of the nation are exempt from this requirement and must submit, in writing, a detailed listing of their Boards of Directors, showing the race or ethnicity of each board member, to the County's Department of Business Development. Firms claiming exemption must submit, as part of their proposal/bids to be filed with the Clerk of the Board, an appropriately completed and signed Exemption Affidavit (**see attached Form A-8.1**) in accordance with Ordinance 98-30. These submittals shall be subject to periodic reviews to assure that the entities do not discriminate in their employment and procurement practices against minorities and women-owned businesses.

It will be the responsibility of each firm to provide verification of their gross annual revenues to determine the requirement for compliance with the Ordinance. Those firms that do not exceed \$5 million annual gross revenues must clearly state so in their proposal.

1.14 ORDINANCES, RESOLUTIONS AND/OR ADMINISTRATIVE ORDERS

To request a copy of any ordinance, resolution and/or administrative order cited in this Solicitation, the Proposer must contact the **Clerk of the Board at (305) 375-5126**.

SECTION 2.0 - SCOPE OF SERVICES

2.1 Background

MDEAT is seeking a Consultant assist its constituents, as required, with effective and efficient brand marketing. The consultant should be flexible enough to adapt its marketing consultation to the various targeted markets within Miami-Dade County.

2.2 Objective

The objective of this solicitation is to enter into a contract with a selected Proposer to provide a marketing plan of action for small to medium sized banking institutions. The proposer should demonstrate the ability to develop and implement marketing plans.

The selected consultant shall seek to use all of the methods available for marketing products and services, including traditional method (Flyers) and high-tech methods (twittering).

2.3 Minimum Qualification Requirement

The minimum qualification requirement for this solicitation is as follows:

The successful proposer shall have the ability to provide brand marketing consultations. Additionally, the proposer should demonstrate the ability develop and implement a community relations marketing plan. The development of marketing material specifically gear toward a targeted market should be one of the capabilities of the proposer. The proposer should demonstrate a history of performing the required services in Miami-Dade County.

2.4 Tasks

The Successful proposer will be required to complete the following task:

1. Provide written marketing plan for designated MDEAT constituents.
2. Coordinate the implementation of the Marketing plans.
3. Provide direct assistance to MDEAT designated constituents

2.5 Deliverables

The successful Proposer may be required to submit the following deliverables: Positioning Statement, Tag Line, Elevator Speech/Boilerplate, Revamp Welcome Pack, Branded sales and sales support material, strengthen / refresh logo, style guide including tone of voice, web facelift and advertisement(radio/print). The proposer may be required to deliver all or any combination of the above listed deliverables. The list

deliverables are not limited to the aforementioned, the proposer may suggest other strategies to complete a marketing program.

2.6 Reporting Requirements

The successful Proposer will be required to report on its progress with the deliverables weekly upon the execution of an agreement. The reporting requirement may be modify with the written consent of MDEAT and the successful Proposer.

2.7 Schedule

MDEAT anticipates the delivery of the reports within sixty (60) days of each event. The remaining tasks are to be completed over a hundred and eighty (180) day period.

2.8 Budget/ Cost

MDEAT's budget for this project is an amount up to twenty thousand dollars (\$15,000.00).

2.9 Payment Schedule

The successful Proposer will be paid upon receipt of the deliverables, unless otherwise agreed upon in writing by MDEAT.

SECTION 3.0 – PROPOSAL FORMAT

The MDEAT offers to qualified candidates the opportunity to propose the manner that it sees best for the accomplishment of the scope of work. Those wishing to apply should submit all completed/signed paper work and documentation to the MDEAT Trust.

3.1 INSTRUCTIONS TO PROPOSERS:

Proposers should carefully follow the format and instructions outlined below, observing format requirements where indicated. All materials (except for plans and schematics, if any) are to be submitted on 8 ½" X 11" pages, neatly typed on one side only, with normal (1-inch) margins and single spacing. All documents and information must be fully completed and signed as required. The original document package must not be bound. The document package copies should be individually bound. Proposals, which do not include the required documents, may be deemed non-responsive and may not be considered for contract award.

3.2 CONTENT OF PROPOSAL:

The proposal must consist of the following:

Minimum Qualification Requirements

1. Provide documentation that demonstrates Proposer's ability to satisfy all of the minimum qualification requirements. Proposers who do not meet the minimum qualification requirements or who fail to provide supporting documentation may be deemed non-responsive. The minimum qualification requirements for this Solicitation are: The successful proposer shall have the ability to provide brand marketing consultations. Additionally, the proposer should demonstrate the ability develop and implement a community relations marketing plan. The development of marketing material specifically gear toward a targeted market should be one of the capabilities of the proposer. The proposer should demonstrate a history of performing the required services in Miami-Dade County.

Proposer's Experience and Past Performance

2. Describe the Proposer's past performance and experience and state the number of years that the Proposer has been in existence, the current number of employees, and the primary markets served.

3. Provide a detailed description of comparable contracts (similar in scope of services to those requested herein) which the Proposer has either ongoing or completed within the past three years. The description should identify for each project: (i) client, (ii) description of work, (iii) total dollar value of the contract, (iv) dates covering the term of the contract, (v) client contact person and phone number, (vi) statement of whether Proposer was the prime contractor or

subcontractor, and (vii) the results of the project. Where possible, list and describe those projects performed for government clients or similar size private entities (excluding any work performed for the County).

4. List all contracts which the Proposer has performed for Miami-Dade County. MDEAT will review all contracts the Proposer has performed for the County in accordance with Section 2-8.1(g) of the Miami-Dade County Code, which requires that "a Bidder's or Proposer's past performance on County Contracts be considered in the selection of Consultants and Contractors for future County Contracts." As such the Proposer must list and describe all work performed for Miami-Dade County and include for each project: (i) name of the County department which administers or administered the contract, (ii) description of work, (iii) total dollar value of the contract, (iv) dates covering the term of the contract, (v) County contact person and phone number, (vi) statement of whether Proposer was the prime contractor or subcontractor, and (vii) the results of the project.

Key Personnel and Subcontractors Performing Services

5. Provide an organization chart showing all key personnel, including their titles, to be assigned to this project. This chart must clearly identify the Proposer's employees and those of the subcontractors or subconsultants and shall include the functions to be performed by the key personnel. All key personnel includes all partners, managers, seniors and other professional staff that will perform work and/or services in this project.

6. List the names and addresses of all first tier subcontractors, and describe the extent of work to be performed by each first tier subcontractor. Describe the experience, qualifications and other vital information, including relevant experience on previous similar projects, of the subcontractors who will be assigned to this project.

7. Describe the experience, qualifications and other vital information, including relevant experience on previous similar projects, of all key personnel, including those of subcontractors, who will be assigned to this project.

8. Provide resumes, if available with job descriptions and other detailed qualification information on all key personnel who will be assigned to this project, including any key personnel of subcontractors.

Note: After proposal submission, but prior to the award of any contract issued as a result of this Solicitation, the Proposer has a continuing obligation to advise MDEAT of any changes, intended or otherwise, to the key personnel identified in its proposal.

Proposed Approach to Providing the Services

9. Describe Proposer's specific project plan and procedures to be used in providing the services in the Scope of Services (see Section 2.0). The Project Plan should be specific regarding the relationship that is being proposed between MDEAT and the successful Proposer.

10. Describe Proposer's approach to project organization and management, including the responsibilities of Proposer's management and staff personnel that will perform work in this project.

11. Provide a project schedule identifying specific key tasks and duration.

12. Identify if Proposer has taken any exception to the terms of this Solicitation. If so, indicate what alternative is being offered and the cost implications of the exception(s).

IV. Affidavits/Acknowledgements

The Proposer must complete, sign as required, and submit the following documents as part of its Proposal:

- Form A-1 Cover Page of Proposal
- Form A-2 Affidavit of Miami-Dade County Lobbyist [Proposer] Registration for Oral Presentation (see Section 1.16)
- Form A-3 Acknowledgement of Addenda (see Section 1.7)
- Form A-4 Disability Nondiscrimination Affidavit
- Form A-5 Local Business Preference [Information] (see Section 1.21)
- Form A-7.1 Subcontractor/Supplier Listing (see Section 1.29)
- Form A-7.2 Fair Subcontracting Policies (see Section 1.30)

3.3 PROPOSAL PREPARATION REQUIREMENTS

All proposals must be submitted on 8 1/2" x 11" paper.

Proposers shall include their complete return address on the outer envelope wrapper enclosing any materials submitted in response to this RFP. Such outer envelope or wrapper should be addressed as follows:

Proposer's Name	
Proposer's Address	
Proposer's Telephone Number	
Proposer's e-mail address	
	Miami-Dade Economic Advocacy Trust
	Biscayne Building
	19 West Flagler Street Suite M-106
	Miami, FL 33130-4432
RFP No. MDEAT MS 0711	
RFP Title: MARKETING SERVICES CONSULTANT	
Proposal Due Date: [REDACTED], 2011	

SECTION 4.0 - EVALUATION/SELECTION PROCESS

4.1 Review of Proposals for Responsiveness

Each proposal will be reviewed to determine if the proposal is responsive to the submission requirements outlined in this Solicitation. A responsive proposal is one which follows the requirements of this Solicitation, includes all documentation, is submitted in the format outlined in this Solicitation, is of timely submission, and has the appropriate signatures as required on each document. Failure to comply with these requirements may result in the proposal being deemed non-responsive.

4.2 Evaluation Criteria

Proposals will be evaluated by an Evaluation/Selection Committee which will evaluate and rank proposals on criteria listed below. The Evaluation/Selection Committee will be comprised of appropriate County personnel and members of the community, as deemed necessary, with the appropriate experience and/or knowledge, striving to ensure that the Evaluation/Selection Committee is balanced with regard to both ethnicity and gender. The criteria are itemized with their respective weights for a maximum total of one hundred (100) points per Evaluation/Selection Committee member.

<u>Technical Criteria</u>	<u>Points</u>
1. Proposer's relevant experience, qualifications, and past performance	30
2. Relevant experience and qualifications of key personnel, including key personnel of subcontractors, that will be assigned to this project, and experience and qualifications of subcontractors	20
3. Proposer's approach to providing the services requested in this Solicitation	40
<u>Price Criteria</u>	<u>Points</u>
4. Proposer's proposed price	10

4.3 Oral Presentations

Upon completion of the technical criteria evaluation indicated above, rating and ranking, the Evaluation/Selection Committee may choose to conduct an oral presentation with the Proposer(s) which the Evaluation/Selection Committee deems to warrant further consideration based on, among other considerations, scores in clusters and/or maintaining competition. (See **Form A-2** regarding registering speakers in the proposal for oral presentations.) Upon completion of the oral presentation(s), the Evaluation/Selection Committee will re-evaluate, re-rate and re-rank the proposals remaining in consideration based upon the written documents combined with the oral presentation.

4.4 Selection Factor

This Solicitation includes a selection factor for Miami-Dade County Certified Small Business Enterprises (SBE's) as follows. A SBE/Micro Business Enterprise is entitled to receive an additional ten percent (10%) of the total technical evaluation points on the technical portion of such Proposer's proposal. An SBE/Micro Business Enterprise must be certified by the Department of Small Business Development for the type of goods and/or services the Proposer provides in accordance with the applicable Commodity Code(s) for this Solicitation. For certification information contact the Department of Small Business Development at (305) 375-3111 or access www.miamidade.gov/sba. The SBE/Micro Business Enterprise must be certified by proposal submission deadline, at contract award, and for the duration of the contract to remain eligible for the preference.

4.5 Local Certified Service-Disabled Veteran's Business Enterprise Preference

This Solicitation includes a preference for Miami-Dade County Local Certified Service-Disabled Veteran Business Enterprises in accordance with Section 2-8.5.1 of the Code of Miami-Dade County. A VBE is entitled to receive an additional five percent (5%) of the total technical evaluation points on the technical portion of such Proposer's proposal. If a Miami-Dade County Certified Small Business Enterprise (SBE) measure is being applied to this Solicitation, a VBE which also qualifies for the SBE measure shall not receive the veteran's preference provided in this section and shall be limited to the applicable SBE preference.

4.6 Price Evaluation

After the evaluation of the technical proposal, in light of the oral presentation(s) if necessary, MDEAT will evaluate the price proposals of those Proposers remaining in consideration.

The price proposal will be evaluated subjectively in combination with the technical proposal, including an evaluation of how well it matches Proposer's understanding of MDEAT's needs described in this Solicitation, the Proposer's assumptions, and the value of the proposed services. The pricing evaluation is used as part of the evaluation process to determine the highest ranked Proposer. MDEAT reserves the right to negotiate the final terms, conditions and pricing of the contract as may be in the best interest of MDEAT and the County.

4.7 Local Preference

The evaluation of competitive solicitations is subject to Section 2-8.5 of the Miami-Dade County Code, which, except where contrary to federal or state law, or any other funding source requirements, provides that preference be given to local businesses (see **Form A-4**). If, following the completion of final rankings by the Evaluation/Selection Committee, a non-local Proposer is the highest ranked responsive and responsible Proposer, and the ranking of a responsive and responsible local Proposer is within 5% of the ranking obtained by said non-local Proposer, then the Evaluation/Selection Committee will recommend that a contract be negotiated with said local Proposer.

4.8 Negotiations

MDEAT may award a contract on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the Proposer's best terms from a monetary and technical standpoint.

The Evaluation/Selection Committee will evaluate, score and rank proposals, and submit the results of their evaluation to the MDEAT Executive Director with their recommendation. MDEAT will determine with which Proposer(s) MDEAT shall negotiate, if any, taking into consideration the Local Preference Section above. In MDEAT's sole discretion, MDEAT may direct negotiations with the highest ranked Proposer, negotiations with multiple Proposers, or may request best and final offers.

Notwithstanding the foregoing, if MDEAT and said Proposer(s) cannot reach agreement on a contract, MDEAT reserves the right to terminate negotiations and may, at MDEAT's discretion, begin negotiations with the next highest ranked Proposer(s). This process may continue until a contract acceptable to MDEAT has been executed or all proposals are rejected. No Proposer shall have any rights against MDEAT or the County arising from such negotiations or termination thereof.

Any Proposer recommended for negotiations shall:

- a) Complete a Collusion Affidavit, in accordance with Sections 2-8-1.1 of the Miami-Dade County Code as amended by Ordinance 08-113. (If a Proposer fails to submit the required Collusion Affidavit, said Proposer shall be ineligible for award.)

Any Proposer recommended for negotiations may be required to provide to MDEAT:

- a) Its most recent certified business financial statements as of a date not earlier than the end of the Proposer's preceding official tax accounting period, together with a statement in writing, signed by a duly authorized representative, stating that the present financial condition is materially the same as that shown on the balance sheet and income statement submitted, or with an explanation for a material change in the financial condition. A copy of the most recent business income tax return will be accepted if certified financial statements are unavailable.
- b) Information concerning any prior or pending litigation, either civil or criminal, involving a governmental agency or which may affect the performance of the services to be rendered herein, in which the Proposer, any of its employees or subcontractors is or has been involved within the last three years.

4.9 Contract Award

Any contract, resulting from this Solicitation, will be submitted to the MDEAT Executive Director for approval. All Proposers will be notified in writing when the MDEAT Executive Director makes an award recommendation. The Contract award, if any, shall be made to the Proposer whose proposal shall be deemed by MDEAT to be in the best

interest of MDEAT. Notwithstanding the rights of protest listed below, MDEAT's decision of whether to make the award and to which Proposer shall be final.

4.10 Rights of Protest

- A. A recommendation for contract award or rejection of all proposals may be protested by a Proposer in accordance with the procedures contained in Sections 2-8.3 and 2-8.4 of the County Code, as amended, and as established in Implementing Order No. 3-21.
- B. A written intent to protest shall be filed with the Clerk of the Board and mailed to all participants in the competitive process and to MDEAT Attorney within three (3) County workdays of the filing of the MDEAT Executive Director's recommendation. This three day period begins on MDEAT workday after the filing of the MDEAT Executive Director's recommendation. Such written intent to protest shall state the particular grounds on which it is based and shall be accompanied by a filing fee as detailed in Para C below.
- C. The written intent to protest shall be accompanied by a non-refundable filing fee, payable to the Clerk of the Board, in accordance with the schedule provided below:

<u>Award Amount</u>	<u>Filing Fee</u>
\$25,000-\$250,000	\$500
\$250,001-\$500,000	\$1,000
\$500,001-\$5 million	\$3,000
Over \$5 million	\$5,000

- D. For award recommendations greater than \$250,000, MDEAT's recommendation to award or reject will be immediately communicated (via mail, fax or e-mail) to all participants in the competitive process and filed with the Clerk of the Board.
- E. For award recommendations from \$25,000 to \$250,000, recommendations to award or reject will be posted on the Department of Procurement Management website.

Any question, issue, objection or disagreement concerning, generated by, or arising from the published requirements, terms, conditions or processes contained or described in the solicitation document shall be deemed waived by the protester and shall be rejected as a basis for a protest unless it was brought by that Proposer to the attention, in writing, of the procurement agent, buyer, contracting officer or other contact person in MDEAT, which has issued the solicitation document, at least two working days (not less than 48 hours) prior to the hour of the due date for proposal submission.

ACTION ITEM I C

MDEAT's Cost for ED Summits Budget

MIAMI-DADE ECONOMIC ADVOCACY TRUST MEMORANDUM OF APPROVAL

Date: July 20, 2011

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board of Trustees

From: John Dixon, Executive Director

Re: Item I.C. EDAC Summit Budget (MDEAT's Cost)

PURPOSE OF ITEM

The purpose of this item is to request the Board of Trustees of the Miami-Dade Economic Advocacy Trust to approve the proposed budget for MDEAT cost to conduct two (2) Economic Development Roundtables and one (1) Equity Summit. Additionally, staff is requesting the Board to authorize staff to incorporate these costs into the Summit Consultant's contract, with oversight by the Economic Development Action Committee (EDAC), to expedite the purchasing of the required services.

BACKGROUND

MDEAT through its Economic Development Action Committee (EDAC), with the Board's approval, has solicited and procured the services of DSG Community Management Systems, LLC (Consultant) to plan and coordinate two (2) economic development roundtables and one (1) economic development equity summit. Preparing and presenting a budget that outlines the costs to MDEAT of these events is one of the consultant's deliverables. The budget outlined under Item I.C. of the Board package was prepared by the consultant. Many of the items in the budget may require expeditious procurement where others do not. There are items that MDEAT may procure directly and others where the success of the event may be better served by the consultant negotiating and executing agreements, with the EDAC oversight. These agreements would be subject to payment by MDEAT after invoicing by the consultant. Those identified budgeted costs should be incorporated in the consultant's agreement.

FISCAL IMPACT TO AGENCY

The fiscal impact of this item is an amount not to exceed a \$71,500.00 allocation from the Economic Development Budget.

RECOMMENDATION

It is recommended that the Board of Trustees of the Miami-Dade Economic Advocacy Trust approve the proposed budget for MDEAT cost to conduct two (2) Economic Development

Roundtables and one (1) Equity Summit. Additionally, Staff is requesting the Board to authorize staff to incorporate these costs into the Summit Consultant's contract, with the oversight of the Economic Development Action Committee (EDAC), to expedite the purchasing of the required services.

Preliminary Budget 2011 Miami Equity Summit

Date: Monday, July 18

Item	R/T 1	R/T 2	Summit	Other
Proposed dates	19-Aug	9-Sep	Sept 30 & Oct 1	
Proposed Venue	Council Chambers	Miami Dade College	Little Haiti Cultural Center	
Anticipated Attendance	80	140	300	
Venue Cost	0	0	8,000	\$2,000
Website Development				
Program Marketing Materials	2,400	4,200	9,000	
Printing / Duplication	1,000	1,400	1,800	
Postage	300	400	500	
Telephone				4,230
Meeting Expenses				4,000
Speakers	John Talmage	Dr. Tom O'Neal / UCF	Lockett / Moore	
Honoraria / Fee	\$5,000 ?		\$5,000 for Moore	\$2,500
Travel Expenses	0	\$1,200		\$2,800
Venue Deposit	0	0		\$2,000
Food	\$1,200	\$2,100		\$4,500
Refreshment	\$400	\$700		\$1,500
Event Staffing	\$0	\$0		3,000
Recording	\$400	\$600		3,200
Photography	\$200	\$300		\$600
Subtotal	\$10,900	\$10,900	\$36,900	\$12,730
Total				\$71,430

INFORMATION ITEM II A

Fiscal Year 2011-12 County Budget Update

INFORMATION ITEM

Date: 03/10/2011

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board of Trustees

From: John Dixon, Executive Director

Re: Mayor Proposed 2011/12 Budget

Mayor Carlos Gimenez unveiled his proposed County Budget for Fiscal Year 2011/12. To reduce a \$400 million Miami-Dade County deficit, the Mayor proposed cost cutting measures. The measure involves increasing County employee's contribution to their health plan from 5% to 10%. In the case of MDEAT, the savings generated are \$96,000.00 in Teen Court and \$33,000.00 in Housing for a total of \$129,000.00. This will reduce expenditures in each respective division.

The Office of Strategic Business Management is proposing that these be savings should be passed to MDEAT administration in the form of administrative charges and reducing the General Fund allocation from the County to MDEAT by the same amount. In the original budget submitted by MDEAT, the administrative charges was \$370,000.00 (\$270,000.00 Teen Court, \$50,000.00 Housing and \$50,000.00 Economic Development). This measure will increase the administrative charges to \$499,000.00 and reduce the General Fund allocation to administration from \$458,000.00 to \$329,000.00

Through the Office of Strategic Business Management, Mayor Carlos Gimenez has requested MDEAT to come with an additional 5% reduction of the 2011/12 budget proposal. The proposed MDEAT budget is \$4,500,000.00. A 5% reduction will be \$225,000.00. Due to Florida Statutes, no funds can be taken from the dedicated sources of revenues (Housing, Teen Court). The only source to take this reduction will be from General Fund (Administration, Economic Development). The proposed Budget for administration is \$329,000.00 and Economic Development \$286,000.00. As you can see a reduction of this proportion will have a devastating impact on the agency.

INFORMATION ITEM II B

Teen Court Attorney Training

MEMORANDUM OF INFORMATION

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board
FROM: John E. Dixon, Executive Director
Date: July 14, 2010
Subject: Volunteer Youth Attorney Training

The Miami-Dade Economic Advocacy Trust/Teen Court is hosting its annual Volunteer Youth Attorney Training August 2-4, 2011. This training will be held in collaboration with local colleges, universities, and other agencies fostering positive youth development. This year's training will be held in partnership with Saint Thomas University's School of Law as follows:

What: Miami-Dade County Teen Court
Volunteer Youth Attorney Training

Where: Saint Thomas University Moot Courtroom/Various Classrooms

When: August 2, 3 and 4, 2011

Time: 8:00 a.m. to 1:30 p.m.

The training is available to middle and high school students, interested in acquiring skills needed to serve as youth attorneys, bailiffs, clerks of the court, and jurors in Teen Court's youth-driven peer-jury process. Youth attendees receive mentoring and training from a cadre of legal experts who volunteer their services free-of-charge. In addition to sharpening participants' skills in judicial processes, holding this training on the Saint Thomas University Campus and affording students opportunity to dine in the campus cafeteria, offers students a glimpse of the higher education and institutional experience. This year a Mock Court competition will be held on August 4, 2011.

You are invited to attend the training and Mock Court competition to see these young students in action.

INFORMATION ITEM II C

Safe Summer 2011

MEMORANDUM OF INFORMATION

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board
FROM: John E. Dixon, Executive Director
Date: July 15, 2010
Subject: Safe Summer Program

The Safe Summer 2011 Program is coordinated by the City of Miami Police Department and Teen Court is a sponsor of the program. This summer program will feature a series of events at different parks throughout the City of Miami.

We have participated in the following events:

- July 4th: Family Fun at Charles Hadley Park
- July 8th: Teen Speak Out at Charles Hadley Park, Black Box Theater
- July 9th: Safe Summer Field Day at Curtis Park

Attached is a calendar of all the events for the summer program that Teen Court will be a part of to recruit youth for our program.



SAFE SUMMER 2011

I'M HAVING TOO MUCH FUN TO FIGHT. WHAT ABOUT YOU?

The "Safe Summer, 2011" initiative will kick off a series of eight (8) youth and family focused events beginning June 17, 2011. These events will feature a teen summit, music and arts entertainment, education, fitness activities, contests and most of all a safe space for youth to participate in free activities.

Wednesday, June 29th :
Safe Summer Basketball Camp
 Miami Northwestern High School
 8:30 AM - 12:00 PM • 1100 NW 71st Street

Monday, July 4th : Tentative for a Family Fun Day
 Charles Hadley Park
 2:00 PM - 9:00 PM • 1350 NW 50th Street

Friday, July 8th : Teen Speak Out
 Charles Hadley Park (The Black Box Theater)
 6:00 - 9:00 PM • 1350 NW 50th Street

Saturday, July 9th : Safe Summer Field Day
 Curtis Park
 10:00 AM - 5:00 PM • 1901 NW 24th Avenue

Saturday, July 30th : Movie Day & Teen Court Mock Trial
 Coconut Grove - Virrick Park
 12:00 PM - 5:00 PM • 3255 Plaza Street

Tuesday, August 2nd : Safe Summer National Night Out Against Crime Concert
 Bayfront Park
 5:00 - 9:00 PM • 301 N. Biscayne Blvd.

Saturday, August 6th : Skate, Roll & Bounce
 Charles Hadley Park
 10:00 AM - 5:00 PM • 1350 NW 50th Street

Saturday, August 20th : Health Fair/Book Bag Giveaway
 Charles Hadley Park
 12:00PM - 5:00PM • 1350 NW 50th Street



Braman Miami



Winn/Dixie



Office of Commissioner Richard P. Dunn, II



ELDONA YOUNG YOUTH FOUNDATION



SHEVES OF MIAMI LEARNING CENTERS



SOUTH FLORIDA YOUTH FOUNDATION

INFORMATION ITEM II D

**Housing Assistance Program
Production Update**

Memorandum



MDEAT TRUST BOARD INFORMATION ITEM

Date: July 18, 2011
To: Miami-Dade Economic Advocacy Trust (MDEAT) Board
From: John E. Dixon, MDEAT Executive Director
Subject: Homeownership Assistance Program (HAP) Production Update

This memo is to provide an update regarding MDEAT's Homeownership Assistance Program (HAP). Noteworthy items are as follows:

Both the Documentary Surtax Stamp revenue as well as HAP file production is running well above fiscal year (FY2010-11) budget projections that were made in October/ November 2010 and revised departmental projections in February 2011.

- FY2010-11 Budget projected revenue was \$1,043,000 – Revised departmental projected revenue was \$1,478,000
- Year-to-date (YTD) revenue as of end of June 2011 is \$1,227,855 for an annualized expected revenue of \$1,637,140 – This is 57% above budget and 11% above revised departmental projection
- FY2010-11 Budget for submitted applications was 132 and revised departmental projected number of submitted application was 220. Approved loans for budget and revised departmental were 112 and 185 respectively.
- Year-to-date (YTD) production as of end of June 2011 is 197 processed applications and 159 approved and funded loans.

In comparison to the same time last year (i.e., in comparison with June 2010 figures), production numbers are as follows (see the June 2011 Production Report for additional data):

- 2011 processed application are running about 64% above June 2010 (197 vs. 120)
- 2011 approved and funded loans are running nearly 75% above June 2010 (159 vs. 91)
- There has also been a shift in where residents are purchasing. District 1 has traditionally outpaced other districts by a noticeable margin (~30-40% over next highest district). For FYTD2010-11 District 8 has taken this same role, followed by Districts 1, 9 and 12.
- Borrowers of Hispanic decent are outpacing Black/ African American borrowers by a wider margin than in the past (generally both about 48% vs. 56/40% for YTD June 2011)

Anticipated revenue for FY2011-12 as is noted above is keeping pace with the increased production. The revised departmental anticipated carryover of \$688k may be slightly high based on anticipated production for the remainder of the fiscal year, but should definitely exceed the budget projected amount of \$353k.

The increased production has resulted in much higher interest and participation from industry professionals. HAP Certification Workshops have seen nearly 300 lenders, real estate and title/closing agents attend and demand remains high even though no advertising or solicitation is done. We believe that is due to a shift in the Miami-Dade home buying force to a much higher percentage of first-time and low-to-moderate income buyers.

**MDEAT'S HOMEOWNERSHIP ASSISTANCE PROGRAM (HAP/ MMAP-HAP)
FAMIS Postings of Documentary Surtax Fundings for HAP/ MMAP-HAP**

**BASED ON BUDGET & FINANCE DEPT. CALCULATION METHOD
MMAP SURTAX DOC STAMPS FUNDINGS - FY09-10**

Surtax Revenue Month	Actual Amount	Projected Amt. (If Applicable)	Date Rec'd (Posted in FAMIS)	Annualized Amount
Sep-09	\$66,663.21		10/23/2009	
Oct-09	\$119,617.55		11/5/2009	
Nov-09	\$43,044.11		12/7/2009	
Dec-09	\$89,644.04		1/6/2010	
Jan-10	\$157,942.76		2/4/2010	
Feb-10	\$69,618.34		3/3/2010	
Mar-10	\$79,108.08		4/13/2010	
Apr-10	\$103,310.41		5/7/2010	
May-10	\$189,975.59		6/7/2010	
Jun-10	\$119,281.97		7/15/2010	
Jul-10	\$122,538.61		8/12/2010	
Aug-10	\$54,441.93		9/16/2010	
TOTALS	\$1,215,186.60	\$0		\$1,215,186.60
Average Monthly Deposit				\$101,265.55

MMAP SURTAX DOC STAMPS FUNDINGS - FY10-11

Surtax Revenue Month	Actual Amount	Projected Amt. (If Applicable)	Date Rec'd (Posted in FAMIS)	Annualized Amount
Sep-10	\$159,069.22		10/25/2010	
Oct-10	\$127,001.11		11/4/2010	
Nov-10	\$75,658.26		12/7/2010	
Dec-10	\$73,363.53		1/12/2011	
Jan-11	\$257,752.15		2/7/2011	
Feb-11	\$61,749.84		3/17/2011	
Mar-11	\$134,125.37		4/6/2011	
Apr-11	\$114,053.84		5/5/2011	
May-11	\$164,378.47		6/7/2011	
Jun-11	\$219,772.77		7/4/2011	
TOTALS	\$1,386,924.56	\$0		\$1,386,924.56
Average Monthly Deposit				\$138,692.46

Surtax Revenue Month	Actual Amount	Projected Amt. (If Applicable)	Date Rec'd (Posted in FAMIS)	Annualized Amount
Oct-09	\$119,617.55		11/5/2009	
Nov-09	\$43,044.11		12/7/2009	
Dec-09	\$89,644.04		1/6/2010	
Jan-10	\$157,942.76		2/4/2010	
Feb-10	\$69,618.34		3/3/2010	
Mar-10	\$79,108.08		4/13/2010	
Apr-10	\$103,310.41		5/7/2010	
May-10	\$189,975.59		6/7/2010	
Jun-10	\$119,281.97		7/15/2010	
Jul-10	\$122,538.61		8/12/2010	
Aug-10	\$54,441.93		9/16/2010	
Sep-10	\$159,069.22		10/??/2010	
TOTALS	\$1,307,592.61	\$0		\$1,307,592.61
Average Monthly Deposit				\$108,966.05

**BASED ON BUDGET & FINANCE DEPT. CALCULATION METHOD
MMAP SURTAX DOC STAMPS FUNDINGS - FY10-11**

Surtax Revenue Month	Actual Amount	Projected Amt. (If Applicable)	Date Rec'd (Posted in FAMIS)	Annualized Amount
Oct-10	\$127,001.11		11/4/2010	
Nov-10	\$75,658.26		12/7/2010	
Dec-10	\$73,363.53		1/12/2011	
Jan-11	\$257,752.15		2/7/2011	
Feb-11	\$61,749.84		3/17/2011	
Mar-11	\$134,125.37		4/6/2011	
Apr-11	\$114,053.84		5/5/2011	
May-11	\$164,378.47		6/7/2011	
Jun-11	\$219,772.77		7/4/2011	
TOTALS	\$1,227,855.34	\$0		\$1,227,855.34
Average Monthly Deposit				\$136,428.37

DEPARTMENTAL MONTHLY REPORT

V. A

Fiscal Report



MIAMI-DADE ECONOMIC ADVOCACY TRUST

FISCAL REPORT

FISCAL YEAR 2010/11

As of June 30, 2011

MIAMI-DADE ECONOMIC ADVOCACY TRUST

ADMINISTRATION (G.F.)

FISCAL MANAGEMENT REPORT FY 10/11

As of June 30, 2011

Subject Description	Budget	Actual	Balance
00110 SALARIES	498,000	344,481	153,519
01010 FRINGES	140,600	113,008	27,592
01111 ADMINISTRATIVE CHARGES	-420,000	-210,000	-210,000
21110 MANAGEMENT SERVICES	30,000	20,000	10,000
22350 BOTTLED WATER & CHILLER	200	105	95
22430 OTHER OUTSIDE CONTRACTS	500		500
23210 GENERAL LIABILITY	14,300		14,300
24130 MAINT & REPAIR:OFF MACHINES	500	512	-12
24571 P.C. MAINT	6,000	4,252	1,748
24630 RADIO MAINTENANCE	300		300
25330 COPY MACHINE RENTAL	6,000		6,000
25511 PAYMENTS TO LESSOR	133,000	109,478	23,522
26028 GSA SERVICE TICKET	3,000	400	2,600
26040 GSA WORK ORDERS	3,000		3,000
26050 GSA PRINTING & REPRODUCTION	6,000	4,857	1,143
26051 GSA POSTAGE		10	-10
26062 FM LT EQ MILEAGE	500	387	113
26063 FM LT EQ PARTS	100		100
26068 FM ACC/ABU/MOD	700		700
26077 FM-POOL VEHICLE HOURS	4,000	671	3,329
26110 DATA PROCESSING SE	7,500	5,055	2,445
26260 OTHER CHARGES FOR		510	-510
26613 CLERK-RECORDS STORAGE	500	105	395
31010 TELEPHONE-REGULAR	11,000	8,858	2,142
31011 TELEPHONE-LONG DISTANCE	800	636	164
31014 TELEPHONE-MTCE		460	-460
31015 CELLULAR PHONE SERVICES	4,600	1,027	3,573
31018 OTHER COMMUNICATIONS	2,500	17	2,483
31110 PUBLICATIONS	300	416	-116
31130 MEMBERSHIPS	500		500
31210 TRAVEL EXPENSE-U.S	5,000		5,000
31220 REGISTRATION FEES	500		500
31320 PARKING REIMBURSEMENTS	400	360	40
31401 NEWSPAPER ADVERTISEMENT	8,000		8,000
31402 NEWSPAPER ADVERTISEMENT	4,000		4,000
31408 RADIO ADVERTISING	9,000		9,000
31420 SPONSORSHIPS/MARKETING	4,000		4,000
31510 OUTSIDE PRINTING	2,000	90	1,910
31520 GRAPHIC SERVICES	2,000	666	1,334
31540 SIGNS READY MADE		106	-106
31611 POSTAGE-REGULAR MAIL	1,000		1,000

MIAMI-DADE ECONOMIC ADVOCACY TRUST

ADMINISTRATION (G.F.)

FISCAL MANAGEMENT REPORT FY 10/11

As of June 30, 2011

Subobject Description	Budget	Actual	Balance
31910 PETTY CASH EXPENDITURES	1,000		1,000
32010 INSERVICE TRAINING	1,000	573	427
43231 COMMUNICATION EQUIPMENT	200	80	120
47010 OFFICE SUPPLIES/OUTSIDE VENDOR	500		500
47011 GSA CENTRAL SERVICES	5,000	3,559	1,441
47020 OFFICE EQUIP LESS THAN \$750.00	500		500
49310 CLOTHING AND UNIFORMS	500		500
60620 GRANTS TO OTHERS	30,000	1,000	29,000
EXPENDITURE TOTAL	529,000	411,679	117,321

HOUSING ASSISTANCE PROGRAM
FISCAL MANAGEMENT REPORT FY 09/10
As of June 30, 2011

Subobject	Description	Budget	Actual	Balance
R31900	OTHER TAXES	1,043,000	1,008,083	34,917
R36100	INTEREST EARNINGS	2,000	863	1,137
	CARRYOVER	353,000	688,119	-335,119
R36900	OTHER MISCELLANEOUS	0	460	-460
R38900	OTHER NON REVENUE(50,000	102,735	-52,735
	REVENUE TOTAL	1,448,000	1,635,764	-187,764
00110	SALARIES	152,000	123,211	28,789
01010	FRINGES	49,000	36,866	12,134
01111	ADMINISTRATIVE CHARGES	50,000	25,000	25,000
26050	GSA PRINTING & REPRODUCTION	500	437	63
26616	RECORDING FEES	1,500	280	1,220
32010	INSERVICE TRAINING	800		800
33050	OTHER GENERAL OPERATING		120	-120
47011	GSA CENTRAL SERVICES	600		600
60620	GRANTS TO OTHERS	1,193,600	875,147	318,453
78030	ESCROW AGENT		90	-90
	EXPENDITURE TOTAL	1,448,000	1,061,151	1,261,997

MIAMI-DADE ECONOMIC ADVOCACY TRUST

ECONOMIC DEVELOPMENT

FISCAL MANAGEMENT REPORT FY 09/10

As of June 30, 2011

Subobject Description	Budget	Actual	Balance
00110 SALARIES	73,000	54,622	18,378
01010 FRINGES	21,000	14,719	6,281
01111 ADMINISTRATIVE CHARGES	50,000	25,000	25,000
21110 MANAGEMENT SERVICES		30,000	-30,000
26050 GSA PRINTING & REPRODUCTION		191	-191
31820 BAD DEBTS		3,000	-3,000
60620 GRANTS TO OTHERS	156,000	63,650	92,350
EXPENDITURE TOTAL	300,000	191,182	108,818

TEEN COURT PROGRAM

FISCAL MANAGEMENT REPORT FY 09/10

As of June 30, 2011

Subobject	Description	Budget	Actual	Balance
R35900	OTHER FINES AND/OR	1,200,000	781,249	515,294
	CARRYOVER	535,000	1,025,006	-490,006
R36100	INTEREST EARNINGS	5,000	3,130	2,227
	REVENUE TOTAL	1,740,000	1,712,485	27,515
00110	SALARIES	805,000	527,570	334,095
01010	FRINGES	242,000	167,730	90,743
01111	ADMINISTRATIVE CHARGES	320,000	160,000	320,000
22310	SECURITY SERVICES	12,000	11,667	333
22320	LAUNDRY-UNIFORM SERVICES		7	-7
22350	BOTTLED WATER & CHILLER	100	50	23
22351	CONTRACTED FOOD SERVICES		1,845	-1,845
22430	OTHER OUTSIDE CONTRACTS	3,500	2,310	613
24130	MAINT & REPAIR:OFF MACHINES	1,000	1,360	-975
24571	P.C. MAINT		968	-968
25330	COPY MACHINE RENTAL	3,500	3,762	-11,095
25511	PAYMENTS TO LESSOR	11,400	1,200	10,200
26032	GSA AFT.HOUR CHRGS	16,000	11,437	4,563
26050	GSA PRINTING & REPRODUCTION	2,000	2,674	-674
26051	GSA POSTAGE	500	491	9
26052	GSA WAREHOUSE TRANSFERS		110	-110
26062	FM LT EQ MILEAGE	4,500	1,675	2,825
26068	FM ACC/ABU/MOD		689	-689
26077	FM-POOL VEHICLE HOURS	3,500	1,197	2,303
26260	OTHER CHARGES FOR		4,120	-4,120
31210	TRAVEL EXPENSE-U.S	1,000	446	554
31220	REGISTRATION FEES	200		200
31401	NEWSPAPER ADVERTISEMENT		300	-300
31402	NEWSPAPER ADVERTISEMENT	5,000		5,000
31408	RADIO ADVERTISING		2,000	-2,000
31420	SPONSORSHIPS/MARKETING	5,000	5,493	-493
31510	OUTSIDE PRINTING		150	-150
31520	GRAPHIC SERVICES		1,297	-1,297
31611	POSTAGE-REGULAR MAIL	500		500
33050	OTHER GENERAL OPER		50	-50
33060	SPECIAL SERVICES		854	-1,205
41016	GASOLINE-UNLEADED	200	80	120
47011	GSA CENTRAL SERVICES	9,500	9,766	-266
49015	SOIL, SAND & SOIL		370	-370
49310	CLOTHING AND UNIFORMS	2,500		1,294
60240	OTHER TRANSPORTATION		4,200	-4,200
60620	GRANTS TO OTHERS	291,100	162,156	128,944
95010	OFFICE FURNITURE		286	-286

95021 COMPUTER EQUIPMENT
EXPENDITURE TOTAL

	3,174	-3,174
1,740,000	1,091,484	634,908

DEPARTMENTAL MONTHLY REPORT

V. B

HOUSING UNIT REPORT

**MIAMI DADE ECONOMIC ADVOCACY TRUST
JUNE 2011
HOUSING OUTREACH & EDUCATION REPORT**

HOMEOWNERSHIP ASSISTANCE PROGRAM (HAP)

During the period from June 1, 2011 through June 3, 2011, thirty-seven (37) HAP applications were submitted totaling \$4,277,488 in first mortgages with an aggregate purchase price of \$4,821,810 and there was \$382,922 in Miami Dade County and other (non-county) administered subsidy program mortgages.

During the same period from June 1, 2011 through June 3, 2011, thirty-two (32) families purchased homes utilizing a total of \$224,852 in HAP mortgages. These loans generated \$3,863,076 in first mortgages with an aggregate purchase price of \$4,421,920. There were \$152,338 in Miami-Dade County administered subsidy program mortgages associated with these closings and \$275,722 in non-county funded subsidy program mortgages. HAP has thereby increased Miami-Dade County's property tax roll by an estimated \$80,000 for June (based on an average annual tax bill of \$2,500 per home). See the June 2011 Production Report for statistical details).

HAP FUNDING & TRAINING SEMINARS

Funds are allocated monthly based on cash position. New file submissions are taken from the 15th through the end of every month. Funding analysis is completed monthly. For 2010-2011 fiscal year-to-date one-hundred twenty-seven (159) files have been funded totaling \$1,016,274. The pipeline analysis for June/ July to date is still being updated as of the date of this memo. A more detailed analysis will be provided at the June 2011 MDEAT Trust Board meeting.

The most recent Certification Workshop for fiscal year 2010-11 was held on May 19th at the South Dade Government Center. There were one hundred ten (110) mortgage, real estate and title agent professionals in attendance bringing the total for FY2010-11 to 296 (4 sessions). The next Certification Workshop will be held sometime in August, with the date and location TBD.

Workshops are generally held every 6-8 weeks. Individual mortgage originators and title/ closing agents must be approved to submit and close HAP files. Realtor and developer attendance is highly recommended but not required at this time. Signed Participation Agreements are required for individuals and their affiliated company along with licensing information for monitoring and tracking purposes.

HOMEOWNERSHIP ASSISTANCE PROGRAM SPECIAL INITIATIVES

District 3 Teachers Initiative

- o All sixteen (16) allocated teachers have now closed. They utilized \$392,642 of the \$400,000 reserved allocation (five had a minor adjustment at closing to avoid cash back to a borrower or meet 1st lender underwriting requirements).
- o The initiative provided \$25,000 to current full-time teachers who teach at a Miami Dade County Public School located in Commission District 3. A closeout report and summary analysis for this pilot initiative should be delivered in May.

While high demand and need remain for this initiative, it cannot be sustained or expanded without additional funding or dedicated source(s).

HOMEOWNERSHIP EDUCATION & OUTREACH

- Presenter at the Trinity Empowerment Group 1st-Time Homebuyer Education Workshops held at their offices in Homestead. Presentations were made to both their English and Spanish sessions (Trinity Empowerment Housing Counselor of attending Realtor performed translation). The presentation topic was on MDEAT's HAP and MDEAT's role in usage with other subsidy program funds, and the mortgage process to approximately fifty-five (55) attendees in both sessions.
- Presenter at the Vision To Victory Destination Home 1st-Time Homebuyer Education Workshop held at the New Birth Baptist Church complex in Opa Locka. The presentation topic was on MDEAT's HAP and MDEAT's role in usage with other subsidy program funds, and the mortgage process to approximately eighteen (18) attendees.
- Presenter at the NID Housing Counseling Agency 1st-Time Homebuyer Education Workshop held at the Antioch Missionary Baptist Church in Miami Gardens. The presentation topic was on MDEAT's HAP and MDEAT's role in usage with other subsidy program funds, and the mortgage process to approximately forty (40) attendees.

MIAMI DADE ECONOMIC ADVOCACY TRUST HOMEOWNERSHIP ASSISTANCE PROGRAM (HAP) Production Report - June 2011			
General Statistics	June 2011	YTD June 2011	
Total Applicants	37	197	
Total Purchase Price	\$4,821,810.00	\$23,826,099.00	
Total amount in 1st Mortgages	\$4,277,488.00	\$21,373,051.00	
Total Amt SURTAX & Other Subsidies	\$382,922.00	\$1,835,632.00	
Total Loans	32	159	
Total HAP Funding	\$224,852.00	\$1,016,274.00	
Total Purchase Price	\$4,421,920.00	\$20,900,980.00	
Average Sales Price (Funded Loans)	\$138,185.00	\$131,452.70	
Total amount in 1st Mortgages	\$3,863,076.00	\$18,610,028.00	
Average 1st Mortgage (Funded Loans)	\$120,721.13	\$117,044.20	
Total Amt SURTAX Funding	\$152,338.00	\$899,838.00	
Other Loans	\$275,722.00	\$717,134.00	
Estimated Increase to Tax Base *	\$80,000.00	397,500.00	
* Based on annual taxes of \$2500/yr.	Ave. HAP Ln Amt (incl. teachers)	\$6,391.66	
Head of Household			
Female	11	76	
Male	21	83	
Total	32	159	
Ethnicity			
Black	9	63	
Hispanic	22	90	
White	1	4	
Other	0	2	
Total	32	159	
Median Income Level			
Very Low	3	21	
Low	15	84	
Median	6	20	
Median Moderate	8	34	
Total	32	159	
Commission District			
District 1 - Barbara Jordan	4	37	
District 2 - Jean Monestime	4	7	
District 3 - Audrey Edmonson	2	4	
District 4 - Sally A. Heyman	0	0	
District 5 - Bruno A. Barreiro	1	1	
District 6 - Rebecca Sosa	3	9	
District 7 - Xavier Suarez	0	1	
District 8 - Lynda Bell	9	53	
District 9 - Dennis C. Moss	4	25	
District 10 - Javier D. Souto	1	3	
District 11 - Joe A. Marinez	3	8	
District 12 - Jose "Pepe" Diaz	1	10	
District 13 - Esteban Bovo, Jr.	0	1	
Total	32	159	

DEPARTMENTAL MONTHLY REPORT

V. C

TEEN COURT UNIT REPORT

Memorandum



MIAMI-DADE ECONOMIC ADVOCACY TRUST

TEEN COURT REPORT

To: Miami-Dade Economic Advocacy Trust (MDEAT) Board
From: John E. Dixon, Executive Director
Date: July 13, 2011
Subject: Comprehensive Teen Court Report for June 2011

PURPOSE OF ITEM

The purpose of this item is to inform the Miami-Dade Economic Advocacy Trust (MDEAT) Board, of Miami-Dade County Teen Court (M-DCTC) performance and activities for the month of June.

BACKGROUND INFORMATION

Program Activities

June 6th, 13th, 14th, and 29th of 2011: Teen Court staff conducted *Victim's Awareness Panel Workshop (VAP)*-an interactive workshop that sparks dialogue between participants, parents and/or guardians. Forty-three (43) individuals comprised of both program participants and their parents discussed the value of forgiveness, restoration, and repair of lost trust as well as how various crimes committed impact the family and community.

June 15, 2011: In collaboration with Miami-Dade County Corrections and Rehabilitation, fifteen (15) Teen Court youth were afforded an opportunity to attend the Turner Gilford Knight (TGK) Correctional Facility Jail Tour and nine (9) participated in the Boot Camp Jail Tour. These tours serve as crime prevention and intervention tools, providing participants with an understanding of the consequences of engaging in negative actions.

Program Performance

Referrals: Teen Court received a combined total of fifty (50) referrals from various juvenile justice agencies, to include the Juvenile Services Department (JSD), and Miami-Dade County State Attorney's Office on behalf of Broward County Teen Court (BCTC). M-DCTC assists BCTC with co-monitoring cases involving youth who have committed crimes in Miami-Dade County although residing in Broward County.

Community Service: Teen Court generated five hundred seventy-four (574) community service hours. This total included three hundred twenty-seven (327) completed by defendants, one hundred seventy-four (174) performed by youth volunteers, and seventy-three (73) community service hours were provided by adults, serving as jury monitors as well as legal professionals volunteering as judges, presiding over Teen Court hearings.

Offender Information for June 2011

Referrals per fiscal year:

12/31/98 – 09/30/99	334	Carried Over	4,143
10/01/99 – 09/30/00	506	10/01/10 – 10/31/10	22
10/01/00 – 09/30/01	323	11/01/10 – 11/30/10	75
10/01/01 – 09/30/02	336	12/01/10 – 12/31/10	46
10/01/02 – 09/30/03	293	01/01/11 – 01/31/11	75
10/01/03 – 09/30/04	390	02/01/11 – 02/28/11	46
10/01/04 – 09/30/05	267	03/01/11 – 03/31/11	88
10/01/05 – 09/30/06	215	04/01/11 – 04/30/11	49
10/01/06 – 09/30/07	245	05/01/11 – 05/31/11	68
10/01/07 – 09/30/08	356	06/01/11 – 06/30/11	50
10/01/08 – 09/30/09	424	2010 – 2011 Total	519
10/01/09 – 09/30/10	454		
	4,143	TOTAL REFERRALS	4,662

Monthly Sanctions for Referrals Completed (June 2011)

Anti-Theft Class Attendees	25
Curfew	0
Declined referrals	0
Educational Workshops (Substance Abuse Attendees)	28
Essay Completed/Closed Cases	27
Ethics Workshops Attendees	27
Hours of Community Service/ Closed Cases	327

Jail Tour Attendees	24
Jury Duties Completed	288
Letter of Apology/Closed	27
Peer Circle Attendees	58
Restitution	0
Victim Awareness Panel Workshop Attendees	43
Verbal Apology to Parent	26

Offenses and Number of Charges:

Note: Some defendants have multiple charges

Aggressive	1
Battery	4
Behavioral Problems	4
Burglary	1
Criminal Mischief	2
Defiant	3
Disorderly Conduct	1
Disruptive	1
Drug Use	4
Failure To Obey Lawful Officer	1
Grand Theft	1
Petty Theft	1
Possession of Open Alcohol Beverage	1
Resist Without Violence	2
Retail Theft	14
Transit Fare Invasion	1
Trespassing	3
Trespass in Stolen Vehicle	2
Vehicle Burglary	1

Referral Sources:

Department of Juvenile Justice	6
Miami-Dade County	
School Based Referrals	0
Civil Citation Program	21
State Attorney's Office	3
Prevention Incentive Program (PIP)	18
Other Agencies	2

Age:

Seven	0
Eight	0
Nine	0
Ten:	0
Eleven	1
Twelve	4
Thirteen	4
Fourteen	7
Fifteen	12
Sixteen	10
Seventeen	11
Eighteen	1

Race:

African American	19
Caucasian	3
Hispanic	28
Other	0

Gender:

Female	31
Male	19

Commission Districts June 2011:

1	4
2	5
3	5
4	5
5	3
6	1

7	2
8	1
9	5
10	7
11	5
12	1

13	3
Broward	3

Commission Districts for Fiscal Year 10/01/10 – 10/31/11

1	37
2	66
3	65
4	19
5	24
6	15

7	24
8	18
9	91
10	31
11	36
12	8

13	12
Broward	49

COMPARISON OF YEAR-TO-DATE REFERRALS

Referrals for 10/01/09 – 05/31/10		Referrals 10/01/10 – 05/31/11	
Date cases received	No.	Date cases received	No.
10/01/09 – 10/31/09	26	10/01/10 – 10/31/10	22
11/01/09 – 11/30/09	35	11/01/10 – 11/30/10	75
12/01/09 – 12/31/09	33	12/01/10 – 12/31/10	46
01/01/10 – 01/31/10	37	01/01/11 – 01/31/11	75
02/01/10 – 02/28/10	24	02/01/11 – 02/28/11	46
03/01/10 – 03/31/10	45	03/01/11 – 03/31/11	88
04/01/10 – 04/30/10	56	04/01/11 – 04/30/11	49
05/01/10 – 05/31/10	40	05/01/11 – 05/31/11	68
06/01/10 – 06/30/10	35	06/01/11 – 06/30/11	50
TOTAL	331	TOTAL	519

DEPARTMENTAL MONTHLY REPORT

V. D

PUBLIC INFORMATION REPORT

TO: Miami-Dade Economic Advocacy Trust Board
THRU: John E. Dixon, Jr., Executive Director
DATE: Wednesday, July 20, 2011
SUBJECT: Marketing and Public Information Report

For your review, please find below the activities that were implemented to help the agency reach its audience via visual communications and printed materials for February/March 2011.

Offices of Marketing and Public Information provides assistance to the MDEAT Trust, Action Committees Chairpersons and staff liaisons, CBO's, and residents announcing our advocacy efforts and community empowerment initiatives created for. A multi-mix of collateral materials and promotional information are utilized to deliver the MDEAT message including: letters, flyers, radio and newspaper advertising placement, television interviews, news articles, press releases, photos, website event placement and updates, email listings, and other functions. Offices of Marketing and Public Information assist with logistics of all MDEAT events. All are available for your review and comply with county branding.

- A. The unit continually provides support to the MDEAT Trust Board, Executive Director, Economic Development Unit, Housing Assistance Program, Teen Court Program, Procurement/Purchasing Liaison, Fiscal Unit, and other operations of the agency.
- B. Post and edit all scheduled meetings for the MDEAT Board, and Action Committees along with other agency notifications.
- C. Monitor all Miami-Dade Board of County Commission and Commission Committee meetings.
- D. Continuously monitor newspapers, magazines, radio, and TV broadcasts.
- E. Youth Action Committee (YAC)
Miami-Dade County Teen Court Program

Prepared printed materials, press releases, and assist with outreach for the program. In addition, implement radio and newspaper awareness for the program.

- 1. Completed and sent Teen Court Newsletter Summer 2011 to print.
- 2. Reviewing 3rd proposal from Haitian radio show/campaign on Koze FANM /WSRF.
- 3. Working with YAC/Teen Court to organize the Annual Teen Court Attorney Training; including flyers; posters; day-of-event program, certificates, press release; and post press release
- 4. Assisting in planning YAC/Teen Court – *The State of the Youth* – West Miami Forum. Including creating VIP invitations; reviewing Target Audience; researching Teen radio stations; creating Sponsorship letters; and location scouting.

5. Coordinating with Clerk of the Courts Harvey Ruvin and MDEAT Board Chairman Robert Holland to have the Teen Court video (produced in-house with MDTV) presented to citizens before each Jury Pool session.
6. Photos of court sessions and programs are taken regularly by staff liaison Frank Tarrau.
7. Working with Teen Court on "Safe Summer" events.

F. Housing Advocacy Committee - Housing Assistance Program (HAP)

Prepared printed materials, press releases, and assisted with outreach for the committee. In addition, implement radio and newspaper awareness for the program.

1. Reviewing 2nd Draft for Housing Brochure.
2. Working with PR Housing Subcommittee on future initiatives and events.

G. Economic Development Action Committee

Prepared printed materials pre and post-press releases, and assisted with outreach for these events. In addition, implement radio and newspaper awareness for the program.

1. Ordering Promo Materials for Economic Development Events
2. Working on assistance on planning upcoming summits.

H. MDEAT updates on Webpage Additions and Updates:

1. Testing phase one for new MDEAT web page.
2. Making changes on MDEAT demo site to go live at the end of July.

I. Revising/upgrading all promotional materials:

1. Housing Assistant Program
2. Economic Development
3. MDEAT
4. Action Committees

J. MDEAT Newsletter – Drafting look for version of an email version of the MDEAT newsletter.

K. Annual Report 2009-2010 – Compiling first rough draft received from Divisions.



Preliminary Budget 2011 Miami Equity Summit

Date: Monday, July 18

Item	R/T 1	R/T 2	Summit	Other	
		19-Aug	9-Sep	Sept 30 & Oct 1	
Proposed dates					
Proposed Venue	Council Chambers	Miami Dade College	Little Haiti Cultural Center		
Anticipated Attendance	100	140	300	5,000	
Venue Cost	0	0	5,000		
Website Development					\$2,000
Program Marketing Materials	2,400		4,200	5,000	
Printing /Duplication	1,000		1,400	5,000	
Postage	300		400	500	
Telephone					4,230
Meeting Expenses					4,000
Speakers	John Talmage	Dr. Tom O'Neal / UCF	Bob Moore		
Honoraria /Fee	\$5,000	1200	5000		\$0
Travel Expenses	0	\$0	\$2,800		10230
Venue Deposit	0	0	\$2,000		
Food and Refreshment	\$700	\$980	\$3,000		
Event Staffing	\$0	\$0	0		
Recording and Photography	\$300	\$600	2,200		
Subtotal	\$9,700	\$8,780	\$30,800		\$10,230
Total					\$59,510

Rounded to \$60,000