



BOARD OF DIRECTORS MEETING

**Tuesday, March 18, 2003
Royal Caribbean
Port of Miami
1050 Building, 6th Floor Board Room
4:00 PM-6:00 PM**

AGENDA

- I. INTRODUCTION AND WELCOME
- II. APPROVAL OF THE MINUTES OF THE FEBRUARY 5, 2003 BOARD OF DIRECTORS MEETING
- III. SUNSHINE LAW PROVISIONS – KEN DRUCKER, ASSISTANT COUNTY ATTORNEY
- IV. ETHICS AND CONFLICT OF INTEREST–BOB MEYER, DIRECTOR OF COMMISSION ON ETHICS
- V. EXECUTIVE DIRECTOR’S REPORT
 - A. Clerk of the Board Requirements
 - B. Review and Approval of the 2003-2004 Priorities and Recommended Budget, and Strategies for Moving Forward
 - C. Approval of Incoming Mission Criteria
 - D. Report on ITC Presentation in Kenya
 - E. Report on Status of ITC Mission to South Africa
- VI. PRESENTATION OF THE DATABASE MARKETING PROJECT – ROB GILMORE
- VII. ADJOURNMENT

**II. APPROVAL OF BOARD OF DIRECTORS
MEETING MINUTES OF FEBRUARY 5, 2003**

**THE JAY MALINA
INTERNATIONAL TRADE CONSORTIUM
Board of Directors
Meeting Minutes
Wednesday, February 5, 2003**

Members Present:

Commissioner Jose "Pepe" Diaz	Marlon Hill	John McCartney
John Abisch	Karen Hunter Jackson	Ed Patricoff
William Alexander	Bill Johnson	Bill Rammos
Desmond Alufohai	Burton Landy	Lee Sandler
Gershwin Blyden	Walter A. Loy	Dawn White
Ramon Flores	Jana Sigars-Malina	
Dwayne Wynn	Chris Mangos	

Guests Present:

Marie Alexander (Facilitator)	Maria Lievano (Commissioner Diaz staff)
Steven Stieglitz (County Attorney)	Jackie DeCalero (Sandler, Travis, & Rosenberg P.A. staff)

ITC Staff Present:

J.A. Ojeda, Jr.	Cornelius Herelle	Jimmy Nares
Clarence Bird	Leslie Herren	Mayda Rescendi
Jeannette Dominguez		

The Chairman of the International Trade Consortium, Commissioner Pepe Diaz, called the meeting to order at 3:30 PM.

Commissioner Diaz welcomed those present and asked them to introduce themselves.

The Chairman began with the agenda presenting the minutes of the ITC Board of Directors Meeting of December 18, 2002 for review and approval. A motion was made to approve these minutes, which was seconded by Mr. Sandler and unanimously passed.

The Chairman then introduced the Executive Director, Mr. Tony Ojeda to present agenda item II-B, Drawing of Lots for Term Expirations. He explained that, under the ordinance that created the ITC, lots would be drawn to determine the terms of office for ITC Board members. He elaborated that members drawing a 1-year term would serve on the Board effective November 2002 through November 2003, and members drawing a 2-year term would serve effective November 2002 through November 2004. The Board members present then drew lots and called out their terms to Mr. Ojeda who recorded them. Mr. Ojeda then drew lots and recorded the terms for both Board members who were not present and for unfilled Board member positions (See attachment I).

The Chairman next moved to agenda item III, Set Program Priorities. The Executive Director introduced Ms. Marie Alexander who would act as the facilitator for this agenda item. Ms. Alexander noted that the objective for the rest of the afternoon would be for Board members to work out the projects and programs that the ITC should undertake in the 2003-2004 fiscal year. She explained that Board members at each of the tables would work together in groups to identify priorities and determine the direction of the program for the next year.

Ms. Alexander then briefly explained to the groups the process for their activity prioritization. She explained that staff had provided a list of proposed new programs simply as a guideline for the Board, but welcomed any new ideas that the Board members had. Each of the groups then broke out into separate dialogue. After long discussion, a spokesperson from each table then presented and made a case for their group's priorities to the rest of the groups. Finally, after hearing all of the groups' proposed priorities for the 2003-2004 year, each Board member voted individually on the overall priorities presented. They ranked their top five priorities and once all voting had been tabulated (See attachment II); the overall top 5 priorities for the ITC's 2003-2004 fiscal year were as follows:

- Priority #1 – Missions
- Priority #2 – FTAA
- Priority #3 – Marketing
- Priority #4 – Economic Study
- Priority #5 – African Initiative

Because of a lack of time, the Chairman noted that agenda item IV and V, Establish Budget for 2003-2004 and Strategies for Moving Forward, respectively, would be discussed at the next Board Meeting.

There being no further business, Commissioner Diaz adjourned the meeting at 6:55 PM.

Respectfully submitted,

J.A. Ojeda, Jr.
Executive Director

cc: Miami-Dade County Board of County Commissioners
Steve Shiver, County Manager

Enclosure



HON. JOSE "PEPE" DIAZ
MIAMI-DADE COUNTY COMMISSIONER
ITC CHAIR

BOARD-RETREAT
February 5, 2003

		Term Period
1. Hon. Comm. Jose "Pepe" Diaz	Chair	<u>N/A</u>
2. Mr. Lee Sandler	Vice-Chair, Mayor's International Trade Council	<u>1-year</u>
3. _____	Board of County Commissioners- District One	<u>1-year</u>
4. _____	Board of County Commissioners- District Two	<u>2-year</u>
5. _____	Board of County Commissioners- District Three	<u>1-year</u>
6. _____	Board of County Commissioners- District Four	<u>1-year</u>
7. _____	Board of County Commissioners- District Five	<u>2-year</u>
8. _____	Board of County Commissioners- District Six	<u>2-year</u>
9. Ms. Janá Sigars-Malina	Board of County Commissioners- District Seven	<u>1-year</u>
10. _____	Board of County Commissioners- District Eight	<u>2-year</u>
11. _____	Board of County Commissioners- District Nine	<u>1-year</u>
12. _____	Board of County Commissioners- District Ten	<u>2-year</u>
13. _____	Board of County Commissioners- District Eleven	<u>1-year</u>
14. _____	Board of County Commissioners- District Twelve	<u>1-year</u>
15. _____	Board of County Commissioners- District Thirteen	<u>1-year</u>
16. Mr. Ed Patricoff	BCC Appointment under TMC	<u>1-year</u>
17. Hon. Norman B. Athill	Dean of the Consular Corps	<u>N/A</u>
18. Mr. J. A. Ojeda, Jr.	Executive Director	<u>N/A</u>
19. Captain William Alexander	Carnacol	<u>2-year</u>
20. Mr. German Leiva	District Export Council of Florida	<u>1-year</u>
21. Mr. John Abisch	Florida Custom Brokers	<u>2-year</u>
22. Mr. Dwayne Wynn	Mayor's African Trade Task Force	<u>2-year</u>
23. Mr. Ramon Flores	City of Miami International Trade Board	<u>2-year</u>
24. Mr. Manny Mencia	Enterprise Florida, Inc	<u>2-year</u>
25. Ms. Diane Ashley	Florida International Bankers Assoc.	<u>1-year</u>
26. Mr. Walter A. Loy	Chair Sister Cities Coordinating Council	<u>N/A</u>
27. Mr. Lee Sandler	Mayor's International Trade Council	<u>1-year</u>
28. Mr. Chris Mangos	Miami International Airport	<u>1-year</u>
29. Mr. Bill Johnson	Port of Miami-Dade County	<u>1-year</u>
30. Mr. John McCartney (Resigned)	U. S. Dept. of Commerce	<u>1-year</u>
31. Ms. Karen Hunter Jackson	Greater Miami Convention & Visitors	<u>2-year</u>
32. Mr. Desmond Alufohai	Miami-Dade Chamber of Commerce	<u>2-year</u>
33. Mr. Burton Landy	The Beacon Council	<u>2-year</u>
34. Mr. Fernando Melo	World Trade Center Miami-Dade County	<u>2-year</u>
35. Ms. Lita Haeger	ABICC	<u>1-year</u>
36. Ms. Dawn White	Appointee of the Mayor	<u>1-year</u>
37. Mr. Herman Echevarria	Appointee of the Mayor	<u>2-year</u>
38. Dr. Gershwin T. Blyden	Appointee of the Mayor	<u>2-year</u>
39. Mr. Guillermo "Bill" Rammos	Appointee of the Mayor	<u>1-year</u>
40. Mr. Marlon Hill	Appointee of the Mayor	<u>2-year</u>
41. _____	Greater Miami Chamber of Commerce	<u>1-year</u>

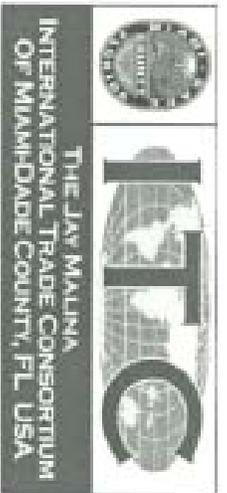
J.A. "TONY" OJEDA, JR.

Executive Director

STEPHEN P. CLARK CENTER

111 N.W. 1st STREET, SUITE 2560 MIAMI, FLORIDA 33128

Telephone (305) 375-5808 Fax (305) 679-7895



ITC Board Retreat - 2/5/03

2003-2004 ITC Activity Priorities

	Missions					FTAA		Marketing		Econ. Study	African Initiat.	Strategic planning	One-Stop Shop	Facilit. trade for org's	Coop. Bet. Orgs.	Seminars/Work-shops
	Airport Facil. Develop.	In/Out Missions	Trader/Maker	Incom. Missions	Outg. Missions	FTAA	Public/Private Partner.	Marketing/Commun.	Education/Database							
Abisich			3	2		5				1		4				
Alexander		4				2	3		5			1				
Alufochai	3	1				5		4								
Blyden Diaz	4	1				2		5								
Flores	3	4					2		5							1
Hill		2				4				5	3		1			
Jackson	3	1								4	2					
Landy	1		2	3		5		5		4						
Loy	2			1		4		3		5						
Malina			3		1	2	4	3	5							
Mangos	2	1				4		3		5						
McCartney			2					1		5				4	3	
Patricoff	3	1				5		4			2					
Ramos		2						3	5	1			4			
Sandler		2					3			5	1					
White	2					4		3		5						
Wynn	1	3				5		4			2					
Total:	24	22	10	6	1	47	12	35	20	40	15	9	5	4	3	1

- Priority #:**
- 1 Missions - Airport Route Development, In/ Out, Trader-Maker, Incoming, Ongoing
 - 2 FTAA - Support activities of FTAA, Public Private Partnerships
 - 3 Marketing - Marketing, Communications, Education, Database, Information
 - 4 Economic Study - Economic Study, Research, Trade Impact
 - 5 African Initiative

*Jay Malina Annual Dinner - Board agreed on implementing this activity.

III. SUNSHINE LAW PROVISIONS
Mr. Ken Drucker, Assistant County Attorney

IV. ETHICS AND CONFLICT OF INTEREST
Mr. Bob Meyer, Director of Commission on Ethics

V. EXECUTIVE DIRECTOR'S REPORT

- A. Clerk of the Board Requirements**
- B. Review and approval of the 2003-2004 Priorities and Recommended Budget, and Strategies for Moving Forward.**
- C. Approval of Incoming Mission Criteria**
- D. Report on ITC Presentation in Kenya**
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Recommended Budget for Fiscal Year 2003-2004

	(1)	(2)	(3)	(2+3)
	ITC 02-03 Approved Budget	What it costs to run dept. in 03'-04'	Proposed Addition to Core (New Request)***	Projected Total Budget for 2003-2004
Salaries & Benefits and Operational Costs *	643,000	811,453	70,000	
Activities				
Missions				
Airport Route Develop. Presentations (5)**	25,000	25,000		
ITC - Outgoing Missions (3) (MIA)	24,000	24,000		
ITC - Incoming Missions	10,000	10,000	20,000	
Outgoing 3rd-party Missions (3)	7,500	7,500	22,500	
Programs				
Trader-Maker / Phase II Mission	12,500	12,500		
Economic Impact Study			30,000	
African Initiative			75,000	
FTAA				
Marketing Expenses				
Promotional mtrls.(booths/brochures/video)	10,000	10,000	10,000	
Sponsorships-Tables	2,500	2,500	2,500	
Advertising				
Statistical Guide	20,000	20,000		
Advertising - Other	5,500	5,500	10,000	
Grants				
Caribbean Trade Initiative(1/2)/African Initiative(1/2)	75,000	75,000		
FIU Madrid Center	100,000	100,000		
Totals:	\$935,000	\$1,103,453	\$240,000	

* Includes: Salaries, Leases/ Rent, Misc. Travel, Printing/ Paper, Photocopy Machine, Computer Equipment, Phones/ Cell Phones/ Bleepers, Postage/ Messenger Svcs., Other Operating Expenses, Publications, Membership fees, Data/ Database Software, Workshops/ Seminars, Annual Board Strategic Retreat, and Registration Fees - Conferences.

** Includes travel related expenses such as airfare, lodging, meals, transportation, etc. May or may not be required in 03'-04'.

*** Is based on priorities established by the Board of Directors at it's February 5, 2003 Retreat.

Priorities as established by Board at the 2/5/03 Retreat:

- 1. Missions**
- 2. FTAA**
- 3. Marketing**
- 4. Economic Study**
- 5. African Initiative**



ITC PROGRAM SUPPORT AND LOBBYING EFFORTS

Now that the ITC Board of Directors has selected, prioritized and assigned a dollar value to its program activities for FY 2003-2004, it must have a strategy for aggressively pursuing funding.

The County budgeting process has three phases:

- Discussions with the County Budget Department
- Discussions with the Mayor's Office and the Manager's Office
- Discussions with County Commissioners

Please indicate which phase you would be willing to participate in, and with any individuals in this process who you believe would be open to speaking with you in your capacity as an ITC Board member.

Please fill out the form below so that we can assess our strengths and move forward in funding the programs that the Board has set as its priorities.

Name:

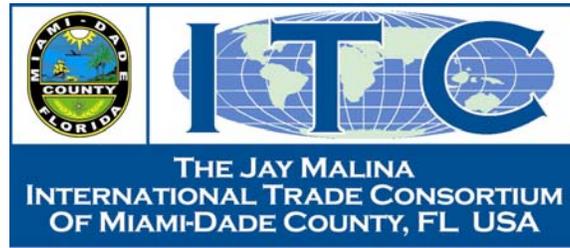
Representing:

Top 3 Priorities:

Who I would like to meet with regarding these issues:

Priority _____	Budget	_____
	Mayor/Manager	_____
	Commissioner(s)	_____

Other individuals to whom I can call upon for support on behalf of the ITC.



PROPOSED FUNDING PROCEDURES FOR INCOMING MISSIONS

A. INTRODUCTION

The procedures outlined below represent the staff recommendations for funding incoming missions. Once the Board has approved these recommended procedures, staff will develop an appropriate system for processing funding requests.

B. QUALIFICATION FOR FUNDING

To qualify for funding under the ITC Incoming Mission Program, the primary objective of the mission must be to develop trade relationships which foster or facilitate the trade of products, goods and/or the sourcing representation through agents, distributors and joint ventures. Applicants shall be evaluated in accordance with the Criteria established by the ITC Board of Directors.

C. MISSION LEVELS

LEVEL I – RETURNING MISSIONS

Incoming missions to Miami-Dade County as a result of an outgoing mission taken by the ITC or a third party under the ITC Third-Party Mission Program.

LEVEL II – NEW MARKET OR BEST PRODUCTS MISSIONS

Incoming missions to Miami-Dade County brought by an official government entity representing a foreign country, and incoming missions sponsored by a bi-national chamber of commerce.

LEVEL III – BY PERSONAL INVITATION OF THE MAYOR OR THE BOARD OF COUNTY COMMISSIONERS

Incoming missions or delegations which are visiting Miami-Dade County on personal invitations by the Mayor or the Board of County Commissioners.

LEVEL IV – UNDER RECOMMENDATION BY THE ITC EXECUTIVE DIRECTOR AND APPROVED BY THE ITC BOARD OF DIRECTORS

Incoming missions recommended by the Executive Director, and approved by the ITC Board of Directors.

D. ELIGIBILITY FOR FUNDING

Level I and Level II missions must have a minimum of 7 incoming delegates.

Organizations may apply for funding for more than one mission but the maximum amount given to any entity will not exceed \$5,000 in a County fiscal year.

Funding will be granted for the following:

- Networking lunches or receptions
- Marketing and promotional materials (advertising, printing, mailings)
- Facilities/Space Rental/Transportation
- Staff will require that the ITC logo appear in all publications related to the incoming mission

E. CRITERIA FOR FUNDING THIRD PARTY REQUESTS FOR LEVELS I AND II MISSIONS

The criteria shall at a minimum include the following:

		Maximum Assignable Points	
I.	Professional experience of key staff organizing mission	50	34%
II.	Evidence that the organizing entity has adequate contacts to schedule appointments with Miami-Dade County businesses	40	27%
III.	Overall quality of the mission agenda	20	13%
IV.	Financial capacity of organizing entity to fulfill its commitments as outlined in its agenda	20	13%
V.	Degree to which the visiting city/country fits into ITC Outreach strategy	20	13%
TOTAL POINTS		150	

*Applicants must score a minimum of 90 points to be considered for funding

F. PAYMENT

The ITC will reimburse Level I and II Missions based upon the approval of the Executive Director, and upon submission of receipts for expenses authorized in section 'D' above.

**VI. PRESENTATION OF THE DATABASE
MARKETING PROJECT
Mr. Rob Gilmore**

VII. ADJOURNMENT