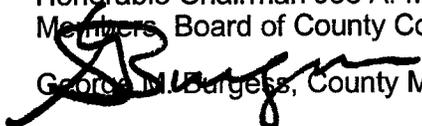


# Memorandum

MIAMI-DADE  
COUNTY

**Date:** October 18, 2005

**To:** Honorable Chairman Joe A. Martinez and  
Members, Board of County Commissioners

**From:**  George M. Burgess, County Manager

**Subject:** Sunset Review of County Boards for 2005 – Film and Entertainment Advisory Board

Agenda Item No. 1(D)3

## RECOMMENDATION

It is recommended that the Board approve the abolishment of the Film and Entertainment Advisory Board.

## BACKGROUND

The Film and Entertainment Advisory Board was established in 1991 to advise the Mayor and Board of County Commissioners on policies and issues related to the Film and Entertainment Industry in Miami-Dade County.

Since its inception, the Film and Entertainment Advisory Board (formerly known as the Film, Print and Broadcast Advisory Board) promoted policies in the County that were intended to foster the growth of the industry by advising the Mayor and County Commission, and the Office of Film and Entertainment (OFE), which also provided staff support to the Film and Entertainment Advisory Board. In October 1998, the OFE became attached to the Office of the County Mayor, following the recommendation of the Greater Miami Chamber's One Community One Goal Committee and with the support of the Film and Entertainment Advisory Board.

Since 1998, the Film and Entertainment Advisory Board's advisory role has been largely superseded by recommendations from One Community One Goal and the Mayor's two Economic Summits, and by initiatives from within the Office of the Mayor itself. Attendance at Film and Entertainment Advisory Board meetings, held monthly, became increasingly sporadic during 2001 and 2002, and it did not meet quorum in the majority of their meetings. The Advisory Board met its quorum only six times in 2001, did not meet at all in 2002, and was unable to elect a new chair. The Advisory Board's inability to function effectively due to lack of attendance was the subject of much discussion at its meetings, and although it was unable to take a formal vote due to lack of quorum, Board members informally recommended in December of 2002 that the Film and Entertainment Advisory Board be sunsetted. Since that time the Board has not met.

The Mayor's Office has been consulted and concurs with the recommendation to abolish the Film and Entertainment Advisory Board.



Pedro G. Hernandez, P.E.  
Deputy County Manager

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2005**

**I. GENERAL INFORMATION**

1. Name of Board reporting: Film and Entertainment Advisory Board.  
\_\_\_\_\_  
\_\_\_\_\_
  
2. Indicate number of board members, terms of office, and number of vacancies:  
See Attached.  
\_\_\_\_\_  
\_\_\_\_\_
  
3. Identify number of meetings and members' attendance (Attach records reflecting activity from Jan. 1, 2003 through December 31, 2004): The Board has not met since 2002.  
\_\_\_\_\_  
\_\_\_\_\_
  
4. What is the source of your funding? Mayor's Office budget.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
5. Attach a copy of the ordinance creating the Board and its standard operating procedures, if any. (see attached)
  
6. Attach a copy of the Board's by-laws (if any) and include the Board's Mission Statement: (see attached)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
7. Attach a copy of the Board minutes approving the Sunset Review Questionnaire, including a vote of the membership. The Board has not met since 2002. Members at that time informally recommended that the Film and Entertainment Advisory Board be sunsetted but could not formally vote due to lack of quorum.
  
8. Include a diskette, saved as ASCII or Rich Text Format (RTF), of the County Manager's memorandum to the Board of County Commissioners with his recommendation.

**II. EVALUATION CRITERIA**

1. Is the Board serving the purpose for which it was created? No \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2005**

2. Is the Board serving current community needs? No \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What are the Board's major accomplishments?

a. Last 24 months None

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b. Since established established: Board worked with One Community One Goal, the Dade Delegation, and County Commission on several issues affecting the production industry over the course of its existence. Achievements included the Crandon Master Plan film guidelines, the movement of the Office of Film and Entertainment into the Office of the Mayor, industry surveys, workshops and seminars, economic development reports and marketing initiatives. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Is there any other board, either public or private, which would better serve the function of this board?

The Greater Miami Convention and Visitors Bureau and the Greater Miami Chamber of Commerce both have Film and Entertainment committees that currently serve the function.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Should the ordinance creating the Board be amended to better enable the Board to serve the purpose for which it was created? (Attach proposed changes, if answer is "Yes")

No. The Ordinance was amended in 2000 to help the Board become more effective, but those changes didn't improve the Board's viability.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Should the Board's membership requirements be modified?

No

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2005**

7. What is the operating cost of the Board, both direct and indirect (Report on FY 2004 and FY 2005)?

Estimated \$15,000 annually for staff time and mailings. No cost has been incurred since 2002 when the Board last met.

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8. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.

No performance measures were ever adopted by the Board. Goals and Objectives were discussed at its February 1999 meeting, but no progress was ever made on meeting those goals, nor was there a discussion of performance measures. In 2001 the Board met quorum only six times, and has not met at all since 2002.

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**FILM & ENTERTAINMENT ADVISORY BOARD****Board Members****Phone/Fax****Appointed by/Date**

**Marie Louissaint**  
643 NE 125 Street  
North Miami, Fl 33161

305-895-3116/829-6541  
305-893-3433  
office@sfeconline.com

Barbara Carey (D3)/03-09-01

**Richard R. Renick**  
8001 SW 135 Street  
Miami, Fl 33156

305-235-2145/  
305-235-2145  
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Gwen Margolis (D4)/6-19-01  
(at large)

**Vacant/ (8-8-01)**

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Javier Souto (D10)/

**Jenna Ward**  
MDCC School of Ent. Tech  
11380 NW 27<sup>th</sup> Ave  
Miami, Fl 33167

305-237-1373/787-6900/  
305-237-1367  
jennaw-s@att.net

Kathy Sorenson (D8)/1-13-00

**Baron Da Parre**  
Baron's Visual Images  
7365 SW 8<sup>th</sup> Street  
Miami, Fl 33144

305-609-8168 (C)/262-5255  
305-459-0280  
baron@barondap.com

Rebeca Sosa (D6)/07-12-01

**Enrique "Rick" Bravo**  
9601 NW 58 Street  
Miami, Fl 33178

305-715-5071/  
305-418-3005  
rb@rbravo.com

Joe Martinez (D11)/11-16-00

**Walter B. Lebowitz**  
4000 Towerside Terrace, #407  
Miami, Fl 33138

305-893-0000(H)/  
305-893-0007  
walterlebo@bellsouth.net

Gwen Margolis (D4)/01/23/01

**John C. Moffi**  
721 Briarwood Tr.  
Davie, Fl 33325

305-995-1822/  
305-995-1241  
JMoffi@sbab.dade.K12.fl.us

Natacha Seijas (D13)/10-19-00

**Robert Rebozo**  
PO Box 331475  
Coconut Grove, Fl 33233

305-673-7193/  
305-604-2437  
RRebozo@ci.miami-beach.fl.us

Miriam Alonso (D 12)  
(Term expired 1/31/99 -  
continue to serve)

**Susan Schein**  
Entertainment Industry Incubator  
1205 Lincoln Road, Ste. 213  
Miami Beach, Fl 33139

305-237-3121/742-5968(C)  
305-237-3802  
sunschein@mindspring.com

Bruno Barrerio (D5)/10-03-00

**Vincent Jones**  
2829 Bird Ave., Ste. 226  
Coconut Grove, Fl 33133

305-774-1699/  
305-774-6009  
dreamhouseent@mtv.com

Dennis Moss (D9)/11-28-00

**Diana Narganes**  
13272 NW First Terrace  
Miami, Fl 33182

305-554-9882/715-5072(W)  
305-418-3005  
Yashmak2000@msn.com

Jimmy Morales (D7)/12-19-00

**Florida Roberts**  
2515 NW 55 Terrace  
Miami, Fl 33142

305-952-0110/  
305-637-1039  
ftynesroberts@yahoo.com

Dorrian D. Rolle(D2)/ 03-21-00

**Daniel S. Tantleff**  
10295 Collins Ave. #1219  
Bal Harbour, Fl 33154

305-937-7174/  
305-933-6433  
dannytant@aol.com

Dade League/07-17-97

**Vacant/ (7-9-01)**

-----

Betty Ferguson (D1)/

**Julio Robaina**  
4308 SW 62<sup>nd</sup> Ave.  
South Miami, Fl 33155

305-663-6341/669-5678(H)/  
305-663-6348  
MayorJRobaina@cityofsouthmiami.net

Alexander Penelas/01-11-01

10/18/01

## FILM, PRINT & BROADCAST ADVISORY BOARD

**Attendance Key: A-Absent/ P-Present/ E-Excused/ Appt-Appointed/ R-Resigned/ Rem-Removed**

JAN-DEC 2001	1/9	2/13 JFB	3/13	4/10	5/8	6/24 Retreat	7/10 Cancelled No Quorum	8/14 Break	9/11 Cancelled State Emer- gency	10/9 Cancelled No Quorum	11/6	12/1
<b>Marie Louissaint Carey-Shula/3-8-01</b>	Vacant	Vacant	P	P	P	P	P			E		
<b>Richard R. Renick Margolis/6-19-01 (at large)</b>	Vacant (Reboredo /at large)	Vacant	Vacant	Vacant	Vacant	P	P			E		
<b>Purifa Martin Souto/1-23-01</b>	Vacant	P	P	P	E	E	A	R 8/6/01		Vacant		
<b>Jenna Ward Sorenson/1-13-00</b>	P	P	P	E	A	P	E			A	R 10/20/ 1	
<b>Max T. Holtzman Reboredo/-3-4-99 Comm. Term exp. 5/1/01</b>	P	E	P	E	E	P	Appt DaParre 7-12-01/ Sosa			P		
<b>Rick Bavo Martinez/11/16/00</b>	P	P	E	E	P	E	Y			A		
<b>Walter Lebowitz Margolis/1-23-01</b>	Vacant	E	P	P	A	P	P			A		
<b>John C. Moffi Millan/10-19-00</b>	E	A	A*	P	P	P	E			P		
<b>Robert Reboso Alonso/2-3-98 term expired 1/31/99</b>	E	P	E	P	E	P	E			E		
<b>Susan Schein Barrerio/10/3/00</b>	P	P	P	P	P	P	E			P		
<b>Vincent Jones Moss/11/28/00</b>	P	P	P	P	P	E	E			E		
<b>Diana Narganes Morales/12/19/00</b>	P	P	E	E	E	P	E			A		
<b>Florida Roberts Rolle3/21/00</b>	P	P	E	E	P	E	P			P		
<b>Daniel S. Tantleff Dade League/7-17-97</b>	P	P	E	P	P	P	E			P		
<b>Malcolm Jones Ferguson/4-10-01</b>	Vacant	Vacant	Vacant	E	A	A	A	Rem 7/9/01	Vacant	Vacant		
<b>Julio Robaina Penelas/1-11-01</b>	E	P	P	E	E	P	P			P		

**Note: \*Denotes acceptable excuse.**

Baron Da Parre appointed on 7/12/01 by Comm. Rebeca Sosa replacing Comm. Reboredo



**Miami-Dade Legislative Item  
File Number: 003056**

Print this page

<b>File Number:</b> 003056	<b>File Type:</b> Ordinance	<b>Status:</b> Adopted as amended
<b>Version:</b> 0	<b>Reference:</b> 00-140	<b>Control:</b> County Commission
<b>File Name:</b> NAME CHANGE OF FILM, PRINT & BROADCAST ADVISORY BD.		<b>Introduced:</b> 12/1/2000
<b>Requester:</b> NONE	<b>Cost:</b>	<b>Final Action:</b> 11/14/2000
<b>Agenda Date:</b> 11/14/2000		<b>Agenda Item Number:</b> 4E

**Notes:** THIS IS FINAL VERSION AS ADOPTED. (ALSO SEE 002568)

**Title:** ORDINANCE AMENDING SECTION 2-11.14.1 OF THE CODE OF MIAMI-DADE COUNTY TO CHANGE THE NAME OF THE FILM, PRINT AND BROADCAST ADVISORY BOARD AND TO REFLECT THE TRANSFERRAL OF THE COUNTY'S FILM AND ENTERTAINMENT OFFICE TO THE MAYOR'S OFFICE, TO PROVIDE MORE INCLUSIVE QUALIFICATIONS REQUIREMENTS; CHANGE THE MEETING AND REPORTING REQUIREMENTS; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

<b>Indexes:</b> ADVISORY BOARD ENTERTAINMENT FILM	<b>Sponsors:</b> Bruno A. Barreiro Dr. Miriam Alonso
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<b>Sunset Provision:</b> No	<b>Effective Date:</b>	<b>Expiration Date:</b>
<b>Registered Lobbyist:</b> None Listed		

**LEGISLATIVE HISTORY**

Acting Body	Date	Agenda Item Action	Sent To	Due Date Returned	Pass/Fail
County Attorney	12/1/2000	Assigned	Eric A. Rodriguez		
Board of County Commissioners	11/14/2000	4E Adopted as amended			P

**REPORT:** The Board by motion duly made, seconded and carried, adopted the foregoing proposed resolution, as amended, to provide for a quorum of seven members; to include the advisory board attendance provisions as outlined in the Code; and to include a "spectator" as a 17th member to be selected by the Film and Entertainment Board.

**LEGISLATIVE TEXT**

**TITLE**

ORDINANCE AMENDING SECTION 2-11.14.1 OF THE CODE OF MIAMI-DADE COUNTY TO CHANGE THE NAME OF THE FILM, PRINT AND BROADCAST ADVISORY BOARD AND TO REFLECT THE TRANSFERRAL OF THE COUNTY'S FILM AND ENTERTAINMENT OFFICE TO THE MAYOR'S OFFICE, TO PROVIDE MORE INCLUSIVE QUALIFICATIONS REQUIREMENTS; CHANGE THE MEETING AND REPORTING REQUIREMENTS; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

**BODY**

WHEREAS, the County's Office of Film, Television and Print changed its name and organizational location to the Mayor's Office of Film and Entertainment and it is deemed appropriate to harmonize the name of the Film, Print and Broadcast Advisory Board with that change; and

WHEREAS, it is necessary to clarify certain qualifications requirements to make them more inclusive and make other technical corrections for the proper functioning of the Film and Entertainment Advisory Board,  
NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. Section 2-11.14.1 of the Code of Miami-Dade County, Florida, is hereby amended as follows:1  
Sec. 2-11.14.1 Film[, Print and Broadcast]] >>and Entertainment<< Advisory Board.

(a) Board created. There is hereby created the Film[, Print and Broadcast]] >>and Entertainment<< Advisory Board.

(b) Purpose. The purpose of the Board is to advise and make recommendations to the Board of County Commissioners >>and the Mayor<< on all matters pertaining to the film [, print and broadcast]] >>and entertainment<< related industries. The Board is intended to operate as a focal point for these industries in >>Miami-<The Board is to provide a point of reference for the public and the County

[[ Manager]] >>government<< for collection, input and dissemination of information related to these relationships with other governmental agencies to enhance and support the film [, print and broadcast]] >>and entertainment<< industries in >>Miami-<decision of the Board shall be binding upon the Board of County Commissioners >>or the Mayor<<.

(c) Membership and term of office.

(1) Membership. The Board shall consist of ~~[[fifteen (15)]]~~ >>seventeen (17)<< members. Each County Commissioner and the Mayor shall appoint one (1) Board member. Additionally, one (1) Board member shall be appointed by a majority vote of the entire Board of County commissioners, and one (1) Board member shall be appointed by the League of Cities. >> One (1) additional Board member, who is a representative consumer of the film and entertainment industry shall be appointed by a majority vote of the entire Board of County commissioners.<< Board members shall serve without compensation but may be reimbursed for actual authorized expenses incurred in the discharge of their duties.

\*\*\*

(2) Qualifications. Each of the members shall be individuals who have substantial knowledge and personal involvement in the film ~~[[, print]]~~ and ~~[[ broadcast]]~~ >>entertainment<< industries. ~~[[,One (1)]]~~ Board member>>s<< should represent ~~[[,each of]]~~ the following components of the ~~[[film, print and broadcast]]~~ industry: ~~[[labor unions, non-union talent, talent/casting agencies, film labs, video post-production facilities, sound stages, trade associations related to these industries, technical crews, commercial production companies, equipment rental houses, print production companies, directors, and photography directors.]]~~>>film, television, still photography, commercial production, music, new media. The one member selected by the Board of County Commissioners shall represent the consumers of the film and entertainment industry. << All members shall satisfy the qualifications for membership set forth in Section 2-11.38 of this Code.

(3) Terms. Each Board member shall be appointed to a term which shall end concurrently with the last day of the term of the >>Mayor or<< County Commissioner >>or other appointing authority<< who appointed the Board member, as provided in Section 2-38.2 of this code.

\*\*\*

(d) Procedure.

\*\*\*

(2) Meetings. The Board shall meet at the call of the Chairperson, but in no event shall it meet less than once every three (3) months. A quorum shall consist of seven (7) members.

\*\*\*

(f) Staff. The ~~[[County Manager]]~~ >>Mayor<< shall provide to the Board adequate staff and support services to enable it to carry out its purposes, subject to the budget approved by the Board of County Commissioners.

(g) Reports. ~~[[No less frequently than four (4) times per year,]]~~ >>T<< shall submit a written report >>annually<< to the >>Mayor<< and the Board of County Commissioners ~~[[through its culture and recreation committee,]]~~ detailing its activities during the past ~~[[quarter]]~~ >>year<< and outlining its contemplated activities for the ensuing ~~[[quarter]]~~ >>year<<.

\*\*\*

Section 2. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 3. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made a part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 4. This ordinance shall become effective within ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

Section 5. This ordinance does not contain a sunset provision.

1 Words stricken through and/or ~~[[double bracketed]]~~ shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

□

ORDINANCE RELATING TO FILM, PRINT AND BROADCAST ADVISORY BOARD; CREATING SECTION 2-11.14.1 CODE OF METROPOLITAN DADE COUNTY, FLORIDA; ESTABLISHING BOARD; PROVIDING FOR MEMBERSHIP, TERMS OF OFFICE AND QUALIFICATIONS OF BOARD MEMBERS; PROVIDING PURPOSES, PROCEDURES AND POWERS OF BOARD; PROVIDING SEVERABILITY, INCLUSION IN THE CODE AND AN EFFECTIVE DATE

WHEREAS, the Film, Print and Broadcast industries are vital and growing components of Dade County's economic and cultural development, and

WHEREAS, it is in the best interest of Dade County to keep abreast of current developments and concerns of the Film, Print and Broadcast industries;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF DADE COUNTY, FLORIDA:

Section 1.      Section 2-11.14.1, Code of Metropolitan Dade County is hereby created to read as follows:

Section 2-11.14.1      Film, Print and Broadcast  
Advisory Board.

Sec. 2-11.14.1(a)      Board created.

There is hereby created the Film, Print and Broadcast Advisory Board.

Sec. 2-11.14.1(b)      Purpose.

The purpose of the Board is to advise and make recommendations to the Board of County Commissioners on all matters pertaining to the film, print, broadcasting

and related industries. The Board is intended to operate as a focal point for these industries in Dade County. The Board is to provide a point of reference for the public and the County Manager for collection, input and dissemination of information related to these industries. The Board shall cultivate working relationships with other government agencies to enhance and support the film, print and broadcast industries in Dade County. No decision of the Board shall be binding upon the Board of County Commissioners.

Sec. 2-11.14.1(c) Membership and terms of office.

(i) Membership. The Board shall consist of twenty-one (21) members. Each County Commissioner and the Mayor shall appoint two (2) Board members. Additionally, the Board of County Commissioners shall appoint one Board member who is a director of the Greater Miami Convention and Visitors Bureau, one member who is a director of the Beacon Council, Inc., and one member of the Dade League of Cities nominated by its Board of Directors. Board members shall serve without compensation but may be reimbursed for actual authorized expenses incurred in the discharge of their duties.

(ii) Qualifications. Each of the members shall be individuals who have substantial knowledge and personal involvement in the film, print or broadcast industries. The Board should represent the entire spectrum of the film, print and broadcast industries.

All members shall satisfy the qualifications for membership set out in section 2-11.38 of this Code.

(iii) Terms. Each Board member shall be appointed to a three (3) year term which shall end concurrently with the last day of the county's fiscal year; provided, however, that initially, six (6) members shall be appointed to serve a one-year term, six (6) members shall be appointed to serve two (2) year term and six (6) members shall be appointed to serve a three (3) year term. If a vacancy occurs prior to the expiration of a Board member's term, the County Commissioner who appointed that member shall appoint a new member to fill the balance of the term.

3

(iv) Removal. Failure by any Board member to maintain the qualifications for membership set out in section 2-11.38, failure to maintain the attendance requirements of section 2-11.39, or a violation of the Dade County Conflict of Interest and Code of Ethics Ordinance, section 2-11.1, Code of Metropolitan Dade County, Florida, shall be grounds for removal from the Board.

Sec. 2-11.14.1(d) Procedure.

(i) Chair. The Board shall have a chairperson elected by a majority of the Board members.

(ii) Meetings. The Board shall meet at the call of the chairperson, but in no event shall it meet less than once every three (3) months. A quorum shall consist of eleven (11) members. The Board may appoint committees of at least two Board members, and may include as committee members individuals who are not Board members. All actions by committees are advisory, and are not binding upon the Board, the County Manager, or the County Commission. All meetings of the Board and its committees shall comply with all requirements of the Florida "Government in the Sunshine" Law, Chapter 119, Florida Statutes, as it may be amended from time to time.

Sec. 2-11.14.1(e) Powers.

The Board shall have the power to invite individuals to address it, to hold public hearings, workshops and seminars. The Board cannot commit itself or the county to any expenditure of funds without the specific approval of the Board of County Commissioners, or of the County Manager, under circumstances when the Board of County Commissioners has delegated that authority to him or her.

Sec. 2-11.14.1(f) Staff.

The County Manager shall provide to the Board adequate staff and support services to enable it to carry out its purposes, subject to the budget approved by the Board of County Commissioners.

Sec. 2-11.14.1(g) Reports.

No less frequently than four (4) times per year, the Board shall submit a written report to the Board of County Commissioners through its Culture and Recreation Committee, detailing its activities during the past quarter and outlining its contemplated activities for the ensuing quarter.

Section 2. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected thereby.

Section 3. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance shall become and be made a part of the Code of Metropolitan Dade County, Florida; and that the sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section", "article", or other appropriate word.

Section 4. The provisions of this ordinance shall become effective ten (10) days after the date of its enactment.

PASSED AND ADOPTED: OCT 01 1991

Approved by County Attorney as  
to form and legal sufficiency.

RAG

Prepared by:

DBM

8

12

STATE OF FLORIDA )  
 )  
COUNTY OF DADE )

I, Marshall Ader, Clerk of the Circuit Court in and for Dade County, Florida, and Ex-Officio Clerk of the Board of Dade County Commissioners of said County, DO HEREBY CERTIFY that the above and forgoing is a true and correct copy of ORDINANCE OR SECTION (s) of CODE of Dade County, Florida, as appears of record.

1. ORDINANCE NO. 91-108, adopted by the said Board of County Commissioners at its meeting held on OCTOBER 01, 19 91.  
The effective date of this ORDINANCE is:

TEN DAYS FROM THE DATE OF ENACTMENT.

2. SECTION(s) of CODE of Dade County, Florida.

SAID SECTION(s) are/were in full force and effect as of:

IN WITNESS WHEREOF, I have hereunto set my hand and official seal on  
this 07 day of OCTOBER A.D. 19 91.



Marshall Ader, Clerk  
Board of County Commissioners  
Dade County, Florida

By [Signature]  
Deputy Clerk

BOARD OF COUNTY COMMISSIONERS  
DADE COUNTY, FLORIDA

# Miami Dade Film and Entertainment Advisory Board

## Action Plan

### Mission Statement

To create opportunities for economic and creative growth of the film and entertainment industry in Miami Dade County.

### Strategies / Committees

#### Marketing

To increase public awareness of the film and entertainment industries through media relations, marketing and public outreach.

#### Proposed Strategies

1. Work with Marketing Director of the Mayor's Office of Film and Entertainment in development of a new marketing plan.
2. Develop marketing strategies that address external markets (national and international) and internal audiences (Miami Dade film and entertainment industry and general public.)
3. Provide publicity and media relations for special events and activities of Film and Entertainment Advisory Board and Office.

#### Business Development

To support the growth of the Miami Dade film and entertainment industry through economic and creative development.

#### Proposed Activities

1. Develop information and community outreach in relationship to the Enterprise Zone.
2. Assist with development of local and state economic incentives that support growth of the industry through physical infrastructure and programming opportunities.
3. Address development of local production through finance and distribution opportunities.
4. Target industry growth areas.

### Government / Industry Relations

To work with film /entertainment and government decision-makers to facilitate communication and support programs for industry growth.

#### **Proposed Activities**

1. Actively participate in efforts to pass local and state legislation that support industry growth.
2. Improve communication between government and industry.
3. Create greater awareness and understanding in government of the film and entertainment industry.
4. Create greater awareness and understanding in the film and entertainment industry of government policies, programs and practices.
5. Improve outreach to the film and entertainment industry from the Miami Dade Film, Print and Broadcast Advisory Board.

#### **Pending Issues:**

1. Change in structure and membership of Miami Dade Film, Print and Broadcast Advisory Board.
2. Change in name of Miami Dade Film, Print and Broadcast Advisory Board.
3. Development of list of suggested members to Commissioners.
4. Outreach efforts for industry involvement in Advisory Board and Committees.
5. Legal opinion on fundraising activities and programs.
6. Committee meetings to develop achievable goals and activities for 1999.

FILM, PRINT, BROADCAST ADVISORY BOARD  
1997 GOALS AND OBJECTIVES  
February 20 Film Board Meeting

- ♦ Continue outreach program of inviting various constituencies from the entertainment industry to meet with the Film Board on a regular basis. Revisit formation of a Development Committee to encourage Board / Industry interaction.
- ♦ Receive regular reports from Board liaison to One Community One Goal, Polita Glynn.
- ♦ Continue to have a Legislative Committee to work on future industry seminars, and on permitting issues with Key Biscayne and Coral Gables. Max Holtzman, Lin Cherry, Matthew Heslin are on the Legislative Committee.
- ♦ Continue to have a Marketing Committee to work on the marketing video, a reception for the Dade County Mayor, and to continue to do industry market research. Jacquie Basha, Lois Levinson, John Moffi are on the Marketing Committee.
- ♦ Hold an annual Joint Film Boards meeting with Miami Beach, North Miami and Dade County. Possibly at the Mayor's reception.
- ♦ Work on Hispanic TV research, in conjunction with Behavioral Science Research and the Marketing Committee. Bilal Joa to advise on how to proceed.
- ♦ Consider hiring a facilitator for the Board sometime in the Fall.
- ♦ Work with the Film Office and Attorney's Office to redefine the Film Board, to include more aspects of the Entertainment Industry in its purview.

# Film Board Goals and Mission Statement Workshop

## *KPMG Peat Marwick Study*

- ♦ Define Mission and Develop Achievable Objectives
- ♦ Conduit of Information from Industry to BCC
- ♦ Foster Support from Elected Officials and Community Reps for Industry
- ♦ Include Beacon Council member on Board
- ♦ Include Film Office Director and other staff in Board meetings
- ♦ Film Coordinators from Miami, Miami Beach, N. Miami and Coral Gables be invited
- ♦ Establish Standing Committees to address specific issues:
  - ✓ Facilities/Infrastructure
  - ✓ Education
  - ✓ Finance
  - ✓ Industry Relations
  - ✓ Community Relations
  - ✓ Hospitality
  - ✓ Cable Television
  - ✓ Recording Industry
  - ✓ Economic Impact Assessment
  - ✓ Economic Development

## *Facilitator Discussion of Mission Statement and Goals, June 1994*

- ♦ Purpose of Board: To advise and make recommendations to the BCC on all matters related to the Film, Print and Broadcasting industries.
- ♦ Objectives of Board: Representation and Facilitation
  - ✓ Assess industry needs
  - ✓ Package into specific proposals
  - ✓ Liaison among industry, film office, BCC
  - ✓ Facilitate Process
- ♦ Objectives of Board: Marketing
  - ✓ Educational - to community; to BCC; to Industry
  - ✓ Informational to outsiders; Determine conceptions/misconceptions of Miami
- ♦ Board Responsibilities:
  - ✓ Inform/Lobby BCC
  - ✓ Initiate Issues
  - ✓ Represent Industry - Outreach to industry; Catalyst for Change
- ♦ Create Task Forces
  - ✓ Development Committee: Identify constituent groups and organizations and liaise with them

- ✓ Marketing Committee: Gather information; identify existing and new markets; provide information about industry; should be Project Oriented (collateral materials, ads, video, survey)
- ✓ Public Relations Committee: oriented towards community groups, Beacon Council, Chamber; Projects: Press Release, activity list, Newsletter, Fact Sheet, functions

### *1994 Goals and Objectives*

- ◆ KPMG Peat Marwick Strategic Plan
- ◆ Established Standing Committees - Marketing, Studio Development
- ◆ Adopted Studios/Infrastructure and Updated Marketing Materials as its main objectives
- ◆ Studio Development participated with KPMG Peat Marwick on Studio Economic Assessment plan
- ◆ Marketing Committee designed new collateral materials for Film Office (printed in 1995)
- ◆ Co-Hosted a Fam Tour for LA based producers
- ◆ In addition, the Board heard requests for support:
  - ✓ Nora Swan's Co-Production Market (Denied support request)
  - ✓ Centre Stage backlot zoning request (Wrote letter of support to City of Miami)
  - ✓ Bonding/Occupational Licensing for Production Companies (Denied support)
  - ✓ Minority Scholarship Fund at U.M. (Wrote letter of support)
  - ✓ Endorsed Proclamation for U.M. students who were recognized by RTNDA

### *1995 Met Goals and Objectives*

- ◆ Marketing materials updated
- ◆ Nominations Committee and process adopted
- ◆ Survey
- ◆ Workshops on industry issues
- ◆ Permit legislation work (Coral Gables)
- ◆ Film Studio Report (Catalyst Package)
- ◆ Developed Board funding/recommendations process
- ◆ Established attendance and meetings requirements
- ◆ Established regular meetings with Miami Beach and North Miami Film Boards

### *1995 Unmet Goals and Objectives*

- ◆ Development Committee - closer ties with other Industry Organizations
- ◆ Permit legislation work (Key Biscayne)
- ◆ Update Studio Catalyst Package

### ***1996 Goals and Objectives***

- ♦ Build closer ties to industry associations, unions and guilds
- ♦ Create economic development committee for strategic industry planning
- ♦ Create legislative committee to work with local municipalities and state government
- ♦ Continue to work on relaxed permitting regulations in Key Biscayne
- ♦ Create marketing video for Film Office
- ♦ Survey the production industry on attitudes towards working in Dade County.
- ♦ Continue to hold annual Joint Film Boards meeting, and quarterly meetings of Board presidents
- ♦ Continue to host a series of industry related seminars

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