

# Memorandum

MIAMI-DADE  
COUNTY

**Date:** November 28, 2006

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

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

**Subject:** Tourist Development Council Board Nominee for Approval

Agenda Item No. 10(B)(1)(B)

## RECOMMENDATION

It is recommended that the Board adopt the attached resolution approving the appointment of Carmen Corvois-Roig to the Tourist Development Council for the balance of a two-year term expiring in December 2007.

## BACKGROUND

On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28 pursuant to State Statute No. 125.0104, establishing the Tourist Development Council (TDC). The Ordinance and Statute specify that the Council is a nine (9) member volunteer board that includes: a County Commissioner, who is appointed by the chair of the governing Board of the County; two (2) elected municipal officials, at least one of whom must be from the most populous municipality in the County; three (3) owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tourist development tax; and three (3) persons involved in the tourist industry and have verifiably demonstrated interest in the tourist development of Miami-Dade County but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and are subject to the tourist development tax.

Further, all members of the Council must be electors of the County and shall serve staggered terms of four years as determined in the appointing resolution. As a result of a vacancy on the TDC Board due to a member moving outside of Miami-Dade County, a public nomination process was implemented to fill the balance of a two-year term expiring in December 2007. The vacant seat requires an individual that is involved in the tourist industry and has a demonstrated interest in tourist development, but that is not an owner or operator of motels, hotels, or other tourist accommodations in the County subject to the tourist development tax.

In response to the advertisement for nominations, credentials of eligible candidates for the TDC were submitted and reviewed by the Tourist Development Council Nomination Committee. Present at the meeting were: Commissioner Bruno Barreiro, Chairperson, Tourist Development Council; William Talbert, President & CEO, Greater Miami Convention and Visitors Bureau; Stuart Blumberg, President & CEO, Greater Miami & the Beaches Hotel and Motel Association; Dr. Larry Rice, Chairperson, Visitor Industry Council; and Alex Muñoz, Assistant County Manager with responsibility for the TDC. Based on a thorough review of qualifications, the Tourist Development Council Nomination Committee selected the recommended candidate, Carmen Corvois-Roig, and unanimously voted to recommend this candidate to the Board of County Commissioners to fill this vacancy on the TDC Board. On August 21, 2006, the Tourist Development Council met and endorsed this recommendation.

Attached is Ms. Corvois-Roig's biography summarizing her extensive experience in the tourism industry and a chart specifically identifying her professional or civic affiliation and her designated term.

  
\_\_\_\_\_  
Alex Muñoz  
Assistant County Manager

## BIOGRAPHICAL SKETCH

Carmen Corvois-Roig  
Business Development Director – South Florida  
Carnival Cruise Lines

A native of Miami, Carmen Corvos-Roig joined Miami-based Carnival Cruise Lines in 1981 as a part-time embarkation agent at the Port of Miami.

Eventually, she worked her way up through the ranks to her current position business development director for South Florida where she is responsible for developing new business opportunities for hundreds of travel agents in central and northern portions of Miami-Dade County.

A graduate of the University of Miami and a 25-year veteran of the travel industry, Corvos-Roig is a past-president of Executives' Association of Greater Miami, Inc., the oldest and largest business referral organization in Miami-Dade County. She is also chairperson of the Miami's Academy of Hospitality and Tourism, affiliated with four Miami-Dade public high schools.

Corvos-Roig is also on the travel/tourism advisory board of the National Academy Foundation (NAF), which provides internship opportunities for youth at at-risk high schools. Earlier this month, she was named a NAF Advisory Board Champion – the organization's highest honor – for her exemplary efforts in working with high school students in the Miami-Dade area.

Corvos-Roig lives with her husband and two children in Miami Lakes, Fla.

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**FY 2006-2007  
Miami-Dade County Tourist Development Council**

**Recommended Candidate:**

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Involved in Tourist Industry</b>			
Carmen Corvois-Roig	South Florida Cruise Lines	Business Development Director	07/06 – 12/07

**TDC Board Members:**

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Elected Municipal Officials</b>			
Commissioner Matti Herrera Bower	City of Miami Beach Commissioner	Commissioner	12/05 – 12/07
Commissioner Angel Gonzalez	City of Miami Commissioner	Commissioner	12/05 – 12/09
<b>Owners/Operators of Hotels or other Tourist Accommodations</b>			
Stuart L. Blumberg	Greater Miami & The Beaches Hotel Association	President/CEO	12/05 – 12/09
Gino Caliendo	Hyatt Hotels & Resorts	General Manager	12/05 – 12/09
George Cozonis	Sonesta Hotel & Suites Coconut Grove	General Manager	12/05 – 12/07
<b>Involved in Tourist Industry</b>			
Ada Llerandi	Miami Beach Cultural Arts Council	Chair	12/05 – 12/07
William Perry	World Wide Concessions	Partner/Owner	12/05 – 12/09
VACANCY			07/06 – 12/07
<b>Chairperson</b>			
Commissioner Bruno Barriero	Miami-Dade County Commissioner	Commissioner	12/05-12/09

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# MEMORANDUM

(Revised)

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

**DATE:** November 28, 2006

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Agenda Item No. 10(B)(1)(B)

Please note any items checked.

- \_\_\_\_\_ **“4-Day Rule” (“3-Day Rule” for committees) applicable if raised**
- \_\_\_\_\_ **6 weeks required between first reading and public hearing**
- \_\_\_\_\_ **4 weeks notification to municipal officials required prior to public hearing**
- \_\_\_\_\_ **Decreases revenues or increases expenditures without balancing budget**
- \_\_\_\_\_ **Budget required**
- \_\_\_\_\_ **Statement of fiscal impact required**
- \_\_\_\_\_ **Bid waiver requiring County Manager’s written recommendation**
- \_\_\_\_\_ **Ordinance creating a new board requires detailed County Manager’s report for public hearing**
- \_\_\_\_\_ **Housekeeping item (no policy decision required)**
- \_\_\_\_\_ **No committee review**

Approved \_\_\_\_\_ Mayor

Agenda Item No. 10(B)(1)(B)

Veto \_\_\_\_\_

11-28-06

Override \_\_\_\_\_

RESOLUTION NO. \_\_\_\_\_

RESOLUTION APPROVING THE APPOINTMENT OF ONE (1)  
MEMBER TO THE TOURIST DEVELOPMENT COUNCIL

**WHEREAS**, On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28, establishing the Tourist Development Council; and

**WHEREAS**, the Ordinance directs that each member shall be appointed by resolution of the Board of County Commissioners; and

**WHEREAS**, the Ordinance specifies that the Tourist Development Council shall be composed of 9 members, including a County Commissioner, who is appointed by the chair of the governing Board of the County, two (2) elected municipal officials, three (3) owners or operators of motels, hotels, or other tourist accommodations in the county and subject to the tourist development tax and three (3) persons involved in the tourist industry but who are not owners or operators of motels, hotels or other tourist accommodations in the County subject to the tourist development tax; and

**WHEREAS**, the Ordinance specifies that all members of the Council must be electors of the County; and

**WHEREAS**, the Ordinance specifies that Council members shall serve staggered terms of four years as determined in the appointing resolution; and

**WHEREAS**, the Ordinance specifies that any member of the Council who ceases to be a qualified elector of Dade County shall immediately forfeit his or her office and the County Commission shall fill the vacancy created thereby by appointment; and

**WHEREAS**, the Tourist Development Council board recommends that Carmen Corvois-Roig be reappointed to the Council,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY**

**COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that the Board approves the appointment of one (1) member to the Tourist Development Council as follows:

<u>NAME/AFFILIATION</u>	<u>TERM Month/Year</u>
Carmen Corvois-Roig Involved in the Tourist Industry	7/06 - 12/07

and authorizes the County Manager to execute grant agreements with each grantee for and on behalf of Miami-Dade County, Florida following County Attorney approval of form and legal sufficiency; and to execute the cancellation provisions contained therein.

The foregoing resolution was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

- |                               |                   |
|-------------------------------|-------------------|
| Joe A. Martinez, Chairman     |                   |
| Dennis C. Moss, Vice-Chairman |                   |
| Bruno A. Barreiro             | Jose "Pepe" Diaz  |
| Audrey M. Edmonson            | Carlos A. Gimenez |
| Sally A. Heyman               | Barbara J. Jordan |
| Dorrin D. Rolle               | Natacha Seijas    |
| Katy Sorenson                 | Rebeca Sosa       |
| Sen. Javier D. Souto          |                   |

The Chairperson thereupon declared the resolution duly passed and adopted this 28<sup>th</sup> day of November, 2006. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

Approved by County Attorney as  
to form and legal sufficiency 

By: \_\_\_\_\_  
Deputy Clerk

Stephen Stieglitz

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