

# MEMORANDUM

GO  
Agenda Item No. 2(F)

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**TO:** Honorable Chairman Dennis C. Moss  
and Members, Board of County Commissioners

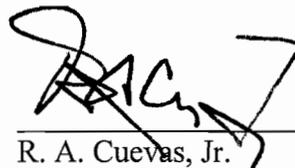
**DATE:** February 9, 2010

**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution establishing a policy that \$100,000 of the \$150,000 allocated in the FY 2009-10 budget for radio advertising for General Government be spent on radio advertising for the 311 Call Center

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Carlos A. Gimenez.



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R. A. Cuevas, Jr.  
County Attorney

RAC/up



**MEMORANDUM**  
(Revised)

**TO:** Honorable Chairman Dennis C. Moss      **DATE:** March 2, 2010  
and Members, Board of County Commissioners

**FROM:** R. A. Cuevas, Jr.      **SUBJECT:** Agenda Item No.  
County Attorney *[Handwritten Signature]*

Please note any items checked.

- "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
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No.  
3-2-10

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

RESOLUTION ESTABLISHING A POLICY THAT \$100,000 OF THE \$150,000 ALLOCATED IN THE FISCAL YEAR 2009-10 BUDGET FOR RADIO ADVERTISING FOR GENERAL GOVERNMENT BE SPENT ON RADIO ADVERTISING FOR THE 311 CALL CENTER WHICH ALLOWS THE PUBLIC EASY ACCESS TO COUNTY AND CITY SERVICES

**WHEREAS**, in the budget for fiscal year 2009-10, the General Government is allocated a total of \$150,000 for radio advertising; and

**WHEREAS**, in prior years, it has been the practice to spend the majority of these funds on a radio show called "Ask 311," which is designed to educate the public regarding County and city Services; for example, last year approximately \$132,000 was spent in such a manner to advertise 311 services; and

**WHEREAS**, the best use of \$100,000 out of the total of \$150,000 allocated for radio advertising would be to spend this money to advertise the County's 311 Call Center, which provides the public convenient access to County and city services to obtain information, make requests for services, and report problems,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that it is the policy of this Board that at least \$100,000 of the \$150,000 allocated to the General Government for radio advertising in the budget for fiscal year 2009-10 be spent on radio advertising of the County's 311 Call Center, which provides the public convenient access to the County and city services to obtain information, make requests for services, and report problems.

The Prime Sponsor of the foregoing resolution is Commissioner Carlos A. Gimenez. It 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:

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

The Chairperson thereupon declared the resolution duly passed and adopted this 2<sup>nd</sup> day of March, 2010. 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

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

Approved by County Attorney as  
to form and legal sufficiency.

TwL

Thomas W. Logue