

# Memorandum



Date: April 20, 2010

Agenda Item No. 12B1

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

From: George M. Burgess  
County Manager

A handwritten signature in black ink, appearing to read "G. Burgess", written over the printed name of the County Manager.

Subject: Update on the County's Earth Day "Fabulous at 40!" 40<sup>th</sup> Anniversary Events

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This update to the Earth Day 2010 Planning Team report of October 29, 2009 (Attachment A) describes the planning efforts for the County's Earth Day "Fabulous at 40!" 40<sup>th</sup> anniversary events.

This report addresses each of the directions given to staff under Resolution No. R-993-09, as sponsored by Commissioner Sorenson and adopted on July 21, 2009 (Attachment B).

*As part of the plan for Earth Day 2010, the Mayor or his designee is directed to:*

*(i) involve any County agency with an environmental role or education message;*

Coordination meetings have been held with 16 departments to plan their Earth Day activities for showcasing the County's green/environmental efforts and promoting awareness and participation in Earth Day activities, Baynanza cleanup activities and Water Conservation Month (April).

*(ii) include a signature event and a number of additional events throughout the County to provide opportunities for participation in all areas of Miami-Dade County;*

The two signature County events are the Earth Day "Fabulous at 40!" 40<sup>th</sup> Anniversary Celebration in the lobby of the Stephen P. Clark Center on April 20 (to coincide with BCC meeting) and the annual Baynanza bayfront cleanup events on April 17. The Baynanza VIP site will be at the Deering Estate. At both events, County departments will have booths and displays that include hybrid vehicles, sustainability practices, use of environmentally preferred products, LEED certifications, paperless processing, water conservation, videoconferencing, recycling, green building products, education campaigns for employees, cleaner-running buses, waste reduction, eco-adventures, etc. The Baynanza calendar of other events related to Earth Day and Baynanza is available at: [www.miamidade.gov/derm/library/baynanza\\_calendar.pdf](http://www.miamidade.gov/derm/library/baynanza_calendar.pdf).

*(iii) investigate partnering with the Earth Day Network as a participant city in the planned Global Day of Celebration;*

The County's Earth Day 40<sup>th</sup> Anniversary Celebration at the Stephen P. Clark Center on April 20<sup>th</sup> has been posted on the Earth Day Network at <http://earthday.net/node/18044>.

*(iv) coordinate with municipal governments in the County with respect to municipal Earth Day events;*

All municipalities have been notified and invited to participate in the County's Earth Day events.

*(v) leverage the event to further Miami-Dade County's environmental legislative priorities on both the state and national levels;*

The Office of Intergovernmental Affairs notified the Dade Delegation elected officials of the County's Earth Day events and encouraged them to participate and to invite their constituents.

*(vi) work with civic organizations and local universities and colleges to promote civic engagement on environmental issues;*

Staff have contacted local colleges/universities, public schools, and museums and have provided information on the Earth Day activities. Press releases to the media about these events have been sent and some remain to be sent.

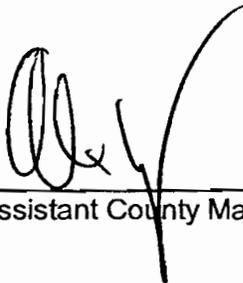
*(vii) seek to partner with local area businesses and organizations as sponsors and contributors to the events around Earth Day;*

The longstanding Baynanza event has confirmed sponsorships of several local businesses, such as cruise lines, environmental consultants and recycling companies. For the Earth Day event, community based organizations and some County vendors have asked to participate.

*(viii) develop a fiscal plan for Earth Day 2010 which focuses on funding from sponsorships and contributions and identifies cost-saving ways to carry out this historic celebration of the 40<sup>th</sup> anniversary of Earth Day.*

The Earth Day 40<sup>th</sup> Anniversary Celebration at the Stephen P. Clark Center is staffed and coordinated by County employees and has low direct expenses. The combined events have an expenditure budget of \$116,000 which is partially funded by sponsorships and in-kind services from private industry.

This year's events commemorating the County's Earth Day "Fabulous at 40!" 40<sup>th</sup> Anniversary promise to be wonderful opportunities to showcase the County's green/environmental efforts and to promote awareness in environmental stewardship.



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Assistant County Manager

## ATTACHMENT A

# Memorandum



Date: October 29, 2009

To: Honorable Katy Sorenson  
County Commissioner

From: George M. Burgess  
County Manager

Subject: Earth Day 2010 Planning Team

A handwritten signature in black ink, appearing to read "Burgess", written over the printed name of George M. Burgess.

The following update is provided pursuant to Resolution R-993-09, adopted by the Board of County Commissioners on July 21, 2009, directing the County Mayor to begin planning for Earth Day 2010, the 40<sup>th</sup> Anniversary of Earth Day.

While all County departments and agencies will participate in events surrounding this anniversary, in order to coordinate activities for such a momentous occasion I have assembled a planning team comprised of the following departments: Government Information Center, General Services Administration, Community Image Advisory Board, Department of Environmental Resources, Department of Solid Waste Management, Miami-Dade Water and Sewer Department, Office of Communications, Office of Sustainability, the members of the Resource Conservation Committee (RCC) and the network of environmental community based organizations. This planning effort will be led by Assistant County Manager Alex Munoz.

The team will, within the confines of the FY 2009-2010 budget, leverage existing resources to promote awareness and participation in volunteer Earth Day activities, including the very popular annual Bayanza event, as well as events associated with Water Conservation month in April. By pulling together all County activities I am confident that we can maximize existing programs, plans and resources to raise awareness.

Additionally, this spring, *GreenPrint: Our Design for a Sustainable Future* will be released to the public for feedback of the work associated with the assessment and goals. The timing works well with this special anniversary to bring attention to this important community plan.

The planning team will provide periodic reports to the Budget, Planning and Sustainability Committee leading up to the April 2010 events. If you have any questions, please contact me directly at 305-375-1880. I look forward to participating with you in this anniversary celebration.

C: Honorable Carlos Alvarez, Mayor  
Honorable Chairman Dennis C. Moss and Members,  
Board of County Commissioners  
Denis Morales, Chief of Staff, Office of the Mayor  
Assistant County Managers/Special Assistants  
Department Directors  
Herb Balfour, Chair, Resource Conservation Committee  
Christina Casado, Community Image Manager, Community Image Advisory Board

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CLERK OF THE BOARD  
OF COUNTY COMMISSIONERS  
MIAMI-DADE COUNTY, FLORIDA**

**MEMORANDUM**

Agenda Item No. 14(A)(17)

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

**DATE:** July 21, 2009

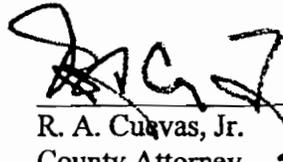
**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution directing the County  
Mayor to begin planning for Earth  
Day 2010, the 40<sup>th</sup> Anniversary of  
Earth Day  
Resolution No. R-993-09

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This resolution was amended by the Budget, Planning and Sustainability Committee to allow additional time for the Mayor or designee to provide a detailed report of plans for Earth Day 2010 to the Board of County Commissioners. This amended resolution allows 90 days, while the original resolution allowed 60 days.

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Katy Sorenson.

  
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R. A. Cuevas, Jr.  
County Attorney

RAC/cp



# MEMORANDUM

(Revised)

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

**DATE:** July 21, 2009

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

**SUBJECT:** Agenda Item No. 14(A)(17)

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 Mayor'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  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 14(A)(17)  
7-21-09

RESOLUTION NO. R-993-09

RESOLUTION DIRECTING THE MAYOR OR HIS  
DESIGNEE TO BEGIN PLANNING FOR EARTH DAY  
2010, THE 40<sup>TH</sup> ANNIVERSARY OF EARTH DAY

**WHEREAS**, Earth Day was first celebrated in the United States on April 22, 1970, after being proposed by Wisconsin Senator Gaylord Nelson in response to growing national concern about the damage human activity was having on the environment; and

**WHEREAS**, activism around the Earth Day movement helped generate popular support for new environmental legislation such as the Clean Air and Clean Water Acts, the Endangered Species Act, and the creation of the U.S. Environmental Protection Agency; and

**WHEREAS**, subsequent Earth Day events have educated the public, including residents and businesses of Miami-Dade County, on a wide variety of issues, and have provided them with opportunities to learn about local, national, and global environmental concerns and solutions; and

**WHEREAS**, Miami-Dade County participated in the 30<sup>th</sup> anniversary of Earth Day by hosting a special event at Miami Metro Zoo which engaged many County departments as well as dozens of environmental organizations in order to create a festive and educational event for thousands of participants; and

**WHEREAS**, Earth Day 2010 presents an opportunity for Miami-Dade County to celebrate and recognize the significance of the 40<sup>th</sup> anniversary of Earth Day,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA,** that the Mayor or his designee is directed to begin planning for the Earth Day 2010 and provide a detailed report of those plans to the Board of County Commissioners within ~~[[60]]~~<sup>1</sup> >>90<< days. As part of the plan for Earth Day 2010, the Mayor or his designee is directed to (i) involve any County agency with an environmental role or educational message; (ii) include a signature event and a number of additional events throughout the County to provide opportunities for participation in all areas of Miami-Dade County; (iii) investigate partnering with the Earth Day Network as a participant city in the planned Global Day of Celebration; (iv) coordinate with municipal governments in Miami-Dade County with respect to municipal Earth Day events; (v) leverage the event to further Miami-Dade County's environmental legislative priorities on both the state and national levels; (vi) work with civic organizations and local universities and colleges to promote civic engagement on environmental issues; (vii) seek to partner with local area businesses and organizations as sponsors and contributors to the events around Earth Day; and (viii) develop a fiscal plan for Earth Day 2010 which focuses on funding from sponsorships and contributions and which identifies cost-saving ways to carry out this historic celebration of the 40<sup>th</sup> anniversary of Earth Day.

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<sup>1</sup> Committee amendments are indicated as follows: words stricken through and/or ~~[[double bracketed]]~~ shall be deleted, words underscored and/or >>double arrowed<< constitute the amendment proposed.

The Prime Sponsor of the foregoing resolution is Commissioner Katy Sorenson.

It was offered by Commissioner **Joe A. Martinez**, who  
moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa**  
and upon being put to a vote, the vote was as follows:

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

The Chairperson thereupon declared the resolution duly passed and adopted this  
21<sup>st</sup> day of July, 2009. 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: **DIANE COLLINS**  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

A handwritten signature in black ink, appearing to read "ANS", written over a horizontal line.

Abbie N. Schwaderer