MEMORANDUM Agenda Item No. 9(A)(1)

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

DATE: November 15, 2011

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

SUBJECT: Resolution approving the appointment of one (1) member to the tourist development council

The accompanying resolution was prepared by the Cultural Affairs Department and placed on the agenda at the request of Prime Sponsor Commissioner Dennis C. Moss.

R. A. Cuevas, Jr.
County Attorney

RAC/cp

Memorandum

MIAMI-DADE COUNTY

Date: November 15, 2011

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

From: Carlos A. Gimenez
Mayor

Subject: Recommendation of Tourist Development Council Board Appointment

---

RECOMMENDATION

It is recommended that the Board adopt the attached resolution approving the appointment of the following nominee to fill the balance of the four-year term of the current vacancy on the Tourist Development Council: Miguel Waldo.

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 TDC 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 five (5) anticipated vacancies on the TDC Board due to the expiration of current terms, a public nomination process was implemented to fill these positions. These positions require: two (2) owners/operators of hotels or other tourist accommodations in the county and subject to the tourist development tax; and three (3) persons that are involved in the tourist industry and have a demonstrated interest in tourist development, but are not owners or operators 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 Nominating Committee. Present at the meeting were: Commissioner Dennis C. Moss, Chairperson, Tourist Development Council; Stuart Blumberg, Tourism Educator and Consultant; and Mr. Larry Rice, Vice President & Dean of Academic Affairs, Johnson & Wales University. Based on a thorough review of qualifications, the Tourist Development Council Nominating Committee unanimously voted to recommend this candidate to the Board of County Commissioners to fill the vacancy on the TDC Board: Miguel Waldo. On August 31, 2011, the Tourist Development Council met and endorsed this recommendation.

Attached is the biography summarizing the extensive experience of this nominee in the tourism industry and a chart specifically identifying his professional or civic affiliations and his designated term.

Senior Advisor to the Mayor

MEMORANDUM
(Revised)

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

DATE: November 15, 2011

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

SUBJECT: Agenda Item No. 9(A)(1)

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. 9(A)(1)
11-15-11

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, a vacancy exists in the membership of the Council, and after publicly advertising for nominations, the Tourist Development Council recommends Miguel Waldo to fill the balance of the four-year term and be appointed 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:

NAME/AFFILIATION	TERM (Month/Year)
Miguel Waldo, Owner/Operator of Hotels or other Tourist Accommodations	12/2011 – 03/2012

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
Audrey M. Edmonson, Vice Chairwoman

Bruno A. Barreiro	Lynda Bell
Esteban L. Bovo, Jr.	Jose "Pepe" Diaz
Sally A. Heyman	Barbara J. Jordan
Jean Monestime	Dennis C. Moss
Rebeca Sosa	Sen. Javier D. Souto
Xavier L. Suarez	

The Chairperson thereupon declared the resolution duly passed and adopted this 15th day of November, 2011. 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. MR

Monica Rizo

5

FY 2010-2011 Miami-Dade County Tourist Development Council

TDC Board Members:

MEMBERS	AFFILIATION	TITLE	Term
Elected Municipal Officials			
Mayor Matti Herrera Bower	City of Miami Beach	Mayor	01/08 – 01/12
Wifredo Gort	City of Miami	Commissioner	03/10 – 03/12
Owners/Operators of Hotels or other Tourist Accommodations			
George M. Cozonis	W Hotel	General Manager	03/10 – 03/12
Gene Prescott	Biltmore Coral Gables	President	03/10 – 03/14
Miguel Waldo*	Ramada Florida City	General Manager	12/11 – 03/12
Involved in Tourist Industry			
Stuart L. Blumberg	Tourism Educator / Consultant	Educator / Consultant	03/10 – 03/14
William Perry	World Wide Concessions	Partner/Owner	03/10 – 03/14
Olga Ramudo	Express Travel of Miami, Inc.	CEO / President	03/10 – 03/12
Chairperson			
Commissioner Dennis C. Moss	Miami-Dade County Commissioner	Vice Chairman	01/11 - 01/14

Recommended Candidates*

MIGUEL WALDO

2217 Southeast 23rd Avenue, Homestead, Florida 33035 305.230.6080 mwaldo341@hotmail.com

QUALIFICATIONS PROFILE

Remarkably astute, seasoned, and tenacious professional equipped with broad-based experience in full-service hospitality operations. Demonstrate in-depth proficiency in directing all facets of the industry utilizing broad background in providing hands-on leadership at every level of managing high-end hotels. Show competency in developing and implementing effective marketing strategies and plans to increase sales and revenue, improve service standards and quality while reducing cost. Exemplify keen expertise in overseeing staff development, training, and corporate human resources operations. Accustomed in working with individuals of diverse cultures and backgrounds. Proven ability to multitask in a competitive and fast-paced environment. Bilingual in English and Spanish.

AREAS OF EXPERTISE

- *Outstanding Customer Relations*
- *High-End Hotel Management Operations*
- *Quality Assurance and Service Standards*
- *Profit and Loss Analysis*
- *Cost Control and Implementation*
- *Leadership, Staff Training, and Team Building*
- *Continuous Productivity Improvement*
- *Sales Action Plans and Development*
- *Human Resource Administration*
- *Problem Resolution and Decision Making*
- *Superior Interpersonal and Communication Skills*
- *Guest Needs Assessment*

EMPLOYMENT HISTORY

RAMADA FLORIDA CITY ■ FLORIDA CITY / KEY LARGO, FL: 2005–2009

GENERAL MANAGER **2009–PRESENT**

Direct and coordinate daily operational aspects of a hotel consisting of 123 rooms with 25 to 30 employees. Evaluate and present monthly profit & loss statement and financial report to owners, area and regional managers. Determine staffing requirements: recruit, interview, hire, and train employees to develop competencies and achieve the maximum level of potential. Pivotal in processing payroll every two weeks for all employees and submitting to corporate offices. Administer yearly budget for all departments: front desk, breakfast area, housekeeping, engineering and security. Instrumental in purchasing materials and supplies for all departments, completing yearly licenses, performing bank deposits, submitting incident reports, and contacting guests and vendors. Work collaboratively with revenue manager and sales manager to create competitive rates and secure new business opportunities. Adhere strict compliance with franchise standards and regulations in all aspects of hotel operations. Create favorable public image by vigorously attending to Chamber of Commerce meetings.

Notable Accomplishments:

- ✓ Successfully generated $1,649,196 in total revenue and $421,267 in Gross Operating Profit in 2009
- ✓ Greatly surpassed customer service scores from "D" to "B" for the period of eight months
- ✓ Elevated hotel ranking from 357 out of 471 to presently 261 out of 471; improved 96 hotel spots
- ✓ Obtained outstanding customer service scores through the creation of a customer service booklet for employees
- ✓ Organized monthly meetings with different departments to measure goal achievement and profitability as well as to determine areas needing cost reduction and improvement
- ✓ Primarily held responsible for requesting weekly funding to pay vendors: utilities, housekeeping supplies, breakfast food, front office supplies, engineering supplies and travel agent commissions

ASSISTANT GENERAL MANAGER **2005–2009**

Expertly managed all aspects of the hotel with 92 rooms and 20 to 25 employees. Fostered a positive working environment and team unity to staff to improve their profitability and gain ratios. Build and cultivate long-term quality relationships with customers by addressing their concerns in a timely manner and proving superior customer service at all times.

Notable Accomplishments:

- ✓ Drove all efforts in earning $2,617,026 in total revenues and $1,044,629 in Gross Operating Profit in 2009
- ✓ Consistently maintained customer service scores to an "A" while improving hotel ranking to 38 out of 471 Ramada hotels

MARRIOTT KEY LARGO ■ KEY LARGO, FL: 2005–2009

FRONT OFFICE MANAGER **2004–2005**

Applied dynamic leadership talents in all facets of the hotel with 154 rooms and 15 to 20 employees. Mentored employees, prepared weekly schedule, and process payroll every two weeks. Assumed full responsibility in preparing final bills for sales group, coding invoices. Orchestrated daily meetings with front office employees to stay abreast on standards of operation for Marriott brand. Interviewed, hired, and trained new employees to enhance overall efficiency. Conducted daily room inspections and walk property to discover potential hazards.

Notable Accomplishments:

- ✓ Exceeded customer service scores from previous years
- ✓ Wrote welcome letters to arriving guests three weeks prior to arrival to present the services and amenities the hotel offers
- ✓ Prioritized special requests for arriving guests and managed front desk during peak check in and check out times

MIAMI AIRPORT MARRIOTT ■ MIAMI, FL: 2000–2004

ASSISTANT FRONT OFFICE MANAGER

Displayed unsurpassed leadership in daily operational aspects of a hotel with 365 rooms and 20 to 30 employees. Ensured smooth operation of front office also including hotel phone operators, bell stand and concierge. Rendered high level of assistance to employees and participated in all facets of front desk operations.

Notable Accomplishments:

- ✓ Honored as the **"Manager of the Quarter"** in 2001 through demonstration of exemplary performance and dedication
- ✓ Arranged airline cancelled flights-would have 100-200 stranded passengers checking in to hotel at one time, thus generating over $10,000 in room revenue
- ✓ Organized Carnival Cruise line crew member check-in and check out process every weekend
- ✓ Offered exceptional concierge floor services for priority guests

PRIOR WORK EXPERIENCE

CONCIERGE ■ FORT LAUDERDALE MARRIOTT VACATION CLUB INTERNATIONAL, FORT LAUDERDALE, FL **1999**

RESERVATIONS SUPERVISOR / FRONT DESK AGENT ■ CLEVELAND CLINIC GUESTHOUSE, CLEVELAND, OH **1994–1997**

- ✓ Employee of the Year, Cleveland Clinic Guest House: 1995
- ✓ Employee of the Month, Cleveland Clinic Guest House: Oct 1996, Aug 1995, Dec 1994

EDUCATION

MASTER IN FOOD SERVICE AND HOSPITALITY

■ Florida International University, City, State: 1997–1999

BACHELOR OF ARTS IN POLITICAL SCIENCE, *Minor in Italian*

■ Ohio State University, Columbus, OH: 1987–1991

PROFESSIONAL TRAINING

Dale Carnegie Course, Dale Carnegie Institute, Miami, FL: Spring 2004

PROFESSIONAL AFFILIATIONS

Member, Florida City Chamber of Commerce

TECHNICAL PROFICIENCY

Microsoft Office Suite: Word, Excel, and PowerPoint | Marriott PMS | Ramada PMS
Daily Front Desk Cash Drawer | Manager's Safe

8