



## MEMORANDUM

TTC

Agenda Item No. 6A

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TO: Honorable Chairman Jose "Pepe" Diaz  
and Members, Trade and Tourism Committee

DATE: August 14, 2015

FROM: Christopher Agrippa  
Director, Clerk of the Board Division

SUBJECT: Approval of Commission  
Committee Minutes

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The Clerk of the Board's office is submitting the following Clerk's Summary of Minutes for approval by the Trade and Tourism Committee:

**June 11, 2015**

CA/tp  
Attachment



# CLERK'S SUMMARY OF Meeting Minutes Trade and Tourism Committee

Stephen P. Clark  
Government Center  
111 N.W. 1st Street  
Miami, FL 33128

Jose "Pepe" Diaz (12), Chair; Bruno A. Barreiro (5), Vice Chair; Commissioners  
Audrey M. Edmonson (3), Dennis C. Moss (9), Rebeca Sosa (6), and Xavier L. Suarez  
(7)

Thursday, June 11, 2015

9:30 AM

Commission Chambers

**Members Present:** Bruno A. Barreiro, Jose "Pepe" Diaz, Audrey M. Edmonson, Dennis C. Moss, Rebeca Sosa, Xavier L. Suarez.

**Members Absent:** None.

**Members Late:** None.

**Members Excused:** None.

**Members Absent County Business:** None.

## 1 MINUTES PREPARED BY:

**Report:** Tawana Parker, Commission Reporter  
(305) 375-5146

## 1A INVOCATION AS PROVIDED IN RULE 5.05 (H)

**Report:** Invocation was presented by Chairman Diaz,  
followed by the Pledge of Allegiance.

Assistant County Attorney Bruce Libhaber advised  
there were no requested changes to the agenda.

It was moved by Commissioner Sosa that the June  
11, 2015 Trade and Tourism Committee Agenda  
be approved. This motion was seconded by  
Commissioner Edmonson and upon being put to a  
vote, passed by a vote of 5-0, (Commissioner  
Barreiro was absent).

## 1B ROLL CALL

**Report:** The following staff members were present: Deputy  
Mayor Jack Osterholt; Assistant County Attorneys  
Bruce Libhaber and David Murray; and Deputy  
Clerks Tawana Parker and Jovel Shaw.

## 1C PLEDGE OF ALLEGIANCE

**1D**      **REASONABLE OPPORTUNITY FOR THE**  
**PUBLIC TO BE HEARD AS PROVIDED IN**  
**RULE 6.06**

**Report:** *Chairman Diaz opened the floor for public comments for speakers; and after hearing no one wishing to appear to speak, he closed the floor for public comments.*

## 1E SPECIAL PRESENTATION(S)

1E1

## 151013 Service Awards

## Jean Monestime

PRESENTATION OF SERVICE AWARDS TO THE  
FOLLOWING EMPLOYEES:

*Presented*

ANTOINE R. GRIFFIN - AVIATION - 30 YEARS  
MARC T. HENDERSON - AVIATION - 30 YEARS  
JORGE L. MARIN - AVIATION - 30 YEARS

**1F**      **DISCUSSION ITEM(S)**

**1G PUBLIC HEARING**

**Report:** *Chairman Diaz called for individuals who would like to speak on any public hearing items on today's (6/11) agenda.*

*Ms. Jasmine Hernandez 8990 SW 157 Street  
Miami, FL 33157; appeared before the Committee  
and stated extending the lease for Landmark  
Aviation was a good idea because it would  
stimulate the economy for trade and tourism.*

*Chairman Diaz asked if anyone else would like to be heard, there being no other persons to appear before the committee, and the public hearing was closed.*

## 2 COUNTY COMMISSION

**3 DEPARTMENT**

3A

**151343 Resolution**

RESOLUTION APPROVING FIRST AMENDMENT TO LEASE AGREEMENT BETWEEN MIAMI-DADE COUNTY AND LANDMARK AVIATION MIAMI, LLC, FOR PREMISES AT MIAMI INTERNATIONAL AIRPORT, EXTENDING THE TERM OF THE LEASE BY FIVE YEARS AND PROVIDING FOR TENANT INVESTMENT OF \$3,375,000.00; AUTHORIZING COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO EXECUTE SAME AND EXERCISE ALL RIGHTS CONTAINED THEREIN, INCLUDING BUT NOT LIMITED TO EXTENSION OR TERMINATION PROVISIONS; AND DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PROVIDE A COPY OF THE AMENDMENT TO THE LEASE TO THE PROPERTY APPRAISER (Aviation Department)

*Forwarded to the BCC by the BCC  
Chairperson with a favorable  
recommendation  
Mover: Sosa  
Seconded: Edmonson  
Vote: 6-0*

**Report:** Assistant County Attorney Bruce Libhaber read the foregoing proposed resolution into the record.

*Hearing no comments or questions, the Committee members proceeded to vote on the foregoing resolution, as presented. After the vote was taken, Mr. Libhaber advised the Administration would like for this item to be waived to the June 30, 2015, Board of County Commissioners for consideration.*

**4 COUNTY MAYOR**

**5 COUNTY ATTORNEY**

**6 CLERK OF THE BOARD**

6A

**151016 Report**

APPROVAL OF CLERK'S MEETING MINUTES FOR THE  
APRIL 16, 2015 TRADE AND TOURISM COMMITTEE  
(Clerk of the Board)

*Approved*  
*Mover: Edmonson*  
*Second: Sosa*  
*Vote: 6-0*

**Report:** Assistant County Attorney Bruce Libhaber read  
the foregoing report into the record.

*Hearing no questions or comments, the Committee  
members proceeded to vote on the foregoing  
report as presented.*

**7 REPORT(S)**

7A

**150848 Report**

**Jose "Pepe" Diaz**

ORAL REPORT BY BILL TALBERT PRESIDENT AND  
CEO OF GREATER MIAMI CONVENTION AND  
VISITORS BUREAU

*Report Received*

**Report:** Assistant County Attorney Bruce Libhaber read  
the foregoing report into the record.

*Mr. Bill Talbert stated he was here to convey good  
news and pleased to report continuing records in  
the hospitality industry. He noted one of the  
measures of success was overnight visitors and  
advised for the first quarter domestic and  
international tourism was at record levels with 6%  
growth. Mr. Talbert also noted that 96% of the  
visitors arrive via Miami International Airport and  
stated their numbers were up 5% across the board  
as well. He commented that the room rate for the  
first quarter countywide increased 9.3%; the hotel  
tax for the first quarter was up 11%, he mentioned  
there would be 8,500 new hotels rooms  
countywide between now and 2019 and he  
explained these were all record breaking  
numbers. Mr. Talbert was very appreciative of the  
support received from Miami-Dade County and  
various partners and stated this is one of the top  
destination places in the world.*



7B

**151203 Report****AVIATION DEPARTMENT OVERTIME, FRINGES, AND  
CONTRACTUAL SERVICES EXPENDITURES (Mayor)****Report Received**  
**Mover: Sosa**  
**Seconder: Edmonson**  
**Vote: 6-0**

**Report:** Assistant County Attorney Bruce Libhaber read the foregoing report into the record.

Commissioner Sosa asked what steps should be taken in order to reduce the overtime expenditure. Ms. Ann Lee, Chief Financial Officer, Miami-Dade Aviation Department (MDAD), stated the overtime has been reduced substantially and noted the divisions were staying within their budget and they were also being monitored closely by the department directors. Ms. Lee advised the divisions that incurred overtime were Airside, Landside and Security; she explained these divisions were most likely to have emergency situations, so a certain amount of unplanned overtime has been built into the nature of the business. Ms. Lee noted the overtime was tightly controlled and was significantly better than in prior years. Commissioner Sosa indicated she wanted that information to be clarified; the departments that incur the bulk of overtime normally deal with safety and security operations of the airport.

Chairman Diaz asked Deputy Mayor Jack Osterholt along with staff to provide a report which details the level and the amount of employees required to carry out essential and critical job functions to ensure the airport maintains an outstanding status. He requested the information be submitted by the next committee meeting.

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing report, as presented.

7C

151352 Report

Jose "Pepe" Diaz

ORAL REPORT: MANNY GONZALEZ OFFICE OF  
ECONOMIC DEVELOPMENT AND INTERNATIONAL  
TRADE TO PROVIDE AN UPDATE ON THE  
INTERNATIONAL TRADE CONSORTIUM (ITC)

*Report Received*

*Mover: Sosa*

*Seconder: Edmonson*

*Vote: 6-0*

**Report:** Assistant County Attorney Bruce Libhaber read  
the foregoing report into the record.

*Mr. Manny Gonzalez, Chief, Economic Development and International Trade, Regulatory and Economic Resources (RER) stated a twenty-nine (29) page gap analysis was created to find resources. He noted his department would be meeting with, Miami-Dade Aviation, The Port of Miami and also the Greater Miami Convention and Visitors Bureau (GMCVB) on a monthly basis. Mr. Gonzalez indicated the monthly meetings would be held in efforts to consolidate the carbon development and target industries that have growth potential.*

*Chairman Diaz noted it was important to have the department director give a monthly status report to this Committee. He stated International Tourism and Trade was Miami-Dade County's economic engine and it was imperative to stay vigilant in order to keep our city as one of the most sought out destination places. Chairman Diaz advised this department would need support and stated the Committee and the Board of County Commissioners (BCC) would be doing great things to assist the department; such as bringing in new airlines along with shipping and trading companies. He commented that he looked forward to observing the leadership of Mr. Gonzalez and working with him in the future.*

*Mr. Gonzalez expressed the importance of job creation and advised this industry has a 9% end growth for the next ten years. He applauded the local educational institutions for creating new degrees and training the talent.*

*In response to Commissioner Moss' question regarding the current structure of the office and what the office needed; Mr. Gonzalez advised the staff count was five including him. He indicated there were two trade developers, a senior developer and a deputy. Mr. Gonzalez stated the department had the ability to increase resources, utilization with resources and efficiency of*

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resources. He agreed with Chairman Diaz and noted the department needs to be analyzed and aligned in terms of geography, the industry and making great efforts to ensure Miami-Dade County (MDC) was a job creation and destination location.

Commissioner Moss indicated he was hopeful that the County would ramp up the efforts to nurture relationships and allocate on behalf of our community, since there are others trying to steer trade and commerce away from our area. He asked Mr. Gonzalez if he believed the County has placed enough emphasis on International Trade and Commerce.

Mr. Gonzalez stated from his point of view, he needed to benchmark what other organizations have done, but due to lack of resources versus efficiency, he agreed more could be done. He advised that he needed to consult with other staff, specifically Mr. Osterholt and Mr. Sullivan because there were certain matters that would be completed as a team effort in order to create great working relationships with various entities. Mr. Gonzalez indicated he needed to further review those issues before he addressed the Committee with his professional opinion.

Commissioner Moss emphasized the importance of being aggressive in terms of protecting what was currently in place as well attracting different opportunities to Miami-Dade County.

Chairman Diaz agreed with Commissioner Moss and stated the department needs to stay alert and decipher the target industries that would assist in bringing jobs to our community. He suggested determining where the benefits and weaknesses were and to maximize the use of our partners. Chairman Diaz requested all of the committees that were representative of this board, to give a monthly report.

Commissioner Sosa commented that a lot could be done to attract business to MDC, but the rules and regulations have to be changed in order to lure businesses to our County. She stated the requirements should be reviewed to make them more lucrative to prospective businesses. Commissioner Sosa also suggested working together with the Administration to make legislative changes and recommend that the County Attorney's Office create a resolution with a revision of our own process to entice businesses



to MDC.

*Commissioner Moss mentioned that he hoped there was a continued interest in Africa which was the next frontier. He stated this opportunity would be very beneficial and full advantage should be taken.*

*Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing report, as presented.*

7D

**151353 Report****Jose "Pepe" Diaz****ORAL REPORT: GUS CRUZ TO PROVIDE AN UPDATE  
REGARDING THE MILITARY AFFAIRS BOARD****Report Received****Mover: Sosa****Second: Edmonson****Vote: 5-0****Absent: Suarez**

**Report:** Assistant County Attorney Bruce Libhaber read the foregoing report into the record.

Mr. Gus Cruz, from the Military Affairs Board (MAB) explained their mission was to provide the Board of County Commissioners (BCC) with recommendations in regards to the military in Miami-Dade County (MDC). He noted they concentrate on servicing all branches of the military including the National Reserve. Mr. Cruz advised the MAB also serves as an advocate for active duty reserve, retired, disabled and military personnel. He noted the MAB was comprised of thirty-four members (34), with representatives from each Commission district, the Mayor's Office, Military Conveyance throughout the County, which includes, the United States Southern Command, Homestead Air Reserve Base, Coastguard Miami Beach, Cost Guard Opa-locka, United States Marine Core Reserve, University of Miami, Florida International University, Miami-Dade College ROTC programs, and the Miami Military entrance processing station. Mr. Cruz stated other agencies that were also represented on the board were; The State Attorney's Office, the Office of the Public Defender, elected United States Senators, and area Congressmen, The City of Doral, Veterans Affairs Hospital, the Greater Miami Chamber of Commerce, Chamber South, Homestead Florida City Chamber of Commerce, the Clerk of the Board, the Commission Auditors Office, along with a representative from the County Attorney's Office and designated county staff to support the mission of the MAB.

Mr. Cruz advised there were three major efforts going on with the MAB; first was the creation of the Veterans Court in Miami-Dade County, he stated there were approximately sixty-five (65) Veteran courts throughout the country and the legal capabilities varied for each court. He noted the second effort that was being addressed dealt with active duty military housing in MDC. Mr. Cruz announced currently there was no military housing and there was a tremendous need, since

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more personnel were selecting Miami as their duty location. He advised there were several collaborations with various agencies and noted they would be attending a workshop and a conference in Washington, D.C. later in the month, which deals directly with a public private partnership for the military housing communities. Mr. Cruz stated the Office of Inter-Governmental Affairs offered assistance and made it possible for the MAB to speak with Congressmen and Senators in order to obtain their support with federal funding. He then advised that their third effort involved recognition for veterans and their family within the community; he explained their efforts were to provide support for veteran activities that take place in different communities throughout the county.

Chairman Diaz indicated that the Veterans Court was currently the most important matter for the MAB. He stated it was brought to their attention that the Post Traumatic Stress Disorder numbers were very high and with the help of the State Attorney's Office, the Office of the Public Defender, the Chief Judge for the Eleventh Judicial Circuit and the courts; there has been an arrest form change which includes a box to indicate if the accused has prior military service. Chairman Diaz commented this change would help military personnel from losing their clearance or status and possibly their livelihood if certain charges were placed on their record. He acknowledged Mr. Cruz for being a war veteran and stated he was very proud of his leadership on this committee. Chairman Diaz noted the military was a major economic engine in South Florida and indicated that he would speak with the Mayor's office to determine how improvements can be made to the MAB. He also wanted to ensure a monthly report was presented to the Committee.

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing report, as presented.

7E

**151365 Report****Jose "Pepe" Diaz****ORAL REPORT: LARRY K. WILLIAMS, PRESIDENT &  
CEO OF THE BEACON COUNCIL****Report Received****Mover: Sosa****Seconder: Diaz****Vote: 5-0****Absent: Suarez**

**Report:** Assistant County Attorney Bruce Libhaber read the foregoing report into the record.

Mr. Larry Williams, President and Chief Executive Officer, (CEO), Miami- Dade Beacon Council, thanked the Committee for this opportunity. He was very proud to announce that the Beacon Council was recently reaccruited as one of forty-three accredited economic development organizations in the world. He stated this meant that the Council met the standards of the International Economic Development Council to perform economic development which includes; criteria, processes, audits, performance records and staff skills. Mr. Williams noted that overall the Miami-Dade economy continues to grow, unemployment was down to a record level of 6.3%, and they have added 45,000 payroll jobs to the economy. He reported that the Beacon Council was managing a record number of projects, ranging from 100 -125, and advised their normal portfolio entailed 75-85 projects. Mr. Williams explained the make-up of those companies that were attracted to our area; noted 50% were from domestic projects; 50% were international and that was very unique for an organization in the United States to have that type of portfolio. He announced in a competitive sense this makes Miami a global destination and it was no surprise that the foreign domestic magazine has once again named Miami-Dade County (MDC) a global city and a Latin American Publication magazine named Miami the best area to do business in Latin America. He explained that no other United States City was close to being on that list.

Mr. Williams noted the top project investment sources were from Europe, followed by Latin America and he mentioned more attention was being received from Asia. He stated that our economy was more diverse than the hospitality industry and mentioned the important drivers for our economy included Trade Logistics, Healthcare, Life Sciences, Aviation, Creative



*Design, and Information Technology.*

Mr. Williams advised to date they have closed 16,000 projects and created 1,000 new jobs, and commented that half of those jobs were going to Targeted Urban Areas (TUA), especially in the enterprise zones. Mr. Williams mentioned the enterprise zones were now set to sunset and this was an important incentive that MDC benefitted from; and it was also an instrument that helped drive investments to the most needed areas. He noted this program came under attack in Tallahassee, but he saw it as an example of success, because it gave areas such as Blue Lagoon the opportunity to grow and flourish. He stated this was an important tool that would most likely sunset and he suggested working together to come up with solutions to fill that void. Mr. Williams indicated everyone worked hard on this program and it was a priority for Florida Economic Development, the BCC, the Beacon Council, and many other partners that supported this program.

Mr. Williams was proud to advise they were able to maintain companies that were being lured away by other States. He noted they continue to work with One Community One Goal, they were also researching factors that contribute to the growth of the economy such as Emerge Americas; and he also noted that MDC continues to be a part of that center of innovation. Mr. Williams announced that South Florida was ranked #2 in the United States of America (USA) for entrepreneurship, and there should be continued growth as a result of persuading others to view Miami as a business destination. He stated the Beacon Council would continue to work with talent development networks developing a platform for employers as well as employees. Mr. Williams noted a partnership was built with all of the colleges and universities in the area and the superintendent of public instruction in the private sector to match them together. He commented that the talent development network has been launched and now it was being populated to ensure we reach the critical mass.

Mr. Williams advised Miami was doing well, but noted there was still work to be done, he indicated the economic development was blowing in our direction and financial investments were needed to prepare for the future; by building up various areas and ensure we have the talent to make Miami a premier world class business destination.

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Chairman Diaz stated since Mr. Williams has taken over the Beacon Council, the amount of business coming into the community has increased and his ability to work well with the Administration, colleagues, and the different organizations under this committee was outstanding. He commented that he was proud to support the Beacon Council and noted he was working very hard to bring the Air Show to Miami-Dade County.

Deputy Mayor Mr. Jack Osterholt stated it was hard to describe the change that has occurred since Mr. Williams started overseeing the Beacon Council; he commented that the dynamics of the relationship changed dramatically and noted Mr. Williams was transparent with staff and they worked very well together. Mr. Osterholt described Mr. Williams as a top flight executive and was proud to have him on board; he thanked him for all of his good work and looked forward to a great future together.

Responding to Commissioner Barreiro's question in reference to whether advance notice was given when programs are aired on national television that discuss the community and the economy in Miami; Mr. Williams stated there were times in which advance notice was given and they were able to provide accurate stats and facts that could be used during the show; but there were also instances where they learned about it after the fact. He noted either way the message was still conveyed.

Mr. Osterholt commented that when the opportunity was given to release information about our community, the Beacon Council ensured they were available to talk and to provide the requested information. He also noted that the County had a department dedicated to providing information as well. Mr. Osterholt advised this department had the most advance econometric model in the United States.

Commissioner Moss thanked Mr. Williams for attending the summit and asked him to provide a report detailing the specific location in the TUA's regarding the 1000 jobs he mentioned earlier.

Chairman Diaz mentioned we have businesses that want to come here and we need to think about bringing jobs to the area and the future of the County. He stated we have to open up different markets, but indicated if we do not have the ability

to house these various companies then the business opportunities are lost.

Mr. Williams advised there was a new initiative project to take inventory and obtain an understanding of the assets coming from the public sector, determine which land and facilities were available, where they were zoned and the condition and development of the infrastructure. He announced the program was called the Miami-Dade pre-certified sites; they have conversations with potential investors and inform them of the sites that have already been pre-certified and the regulatory guidelines have been passed. Mr. Williams indicated these conversations began recently and he would like to explore it further, because he felt this would affect every part of the County.

Mr. Osterholt stated he was excited about the progression of this project and noted the County has one of the most successful geographical information systems in the country and people do not realize what a great job the County has done by providing vast amounts of information and the amount of money that has been invested over time. He noted MDC has such complex and thorough data sets and was attempting to take the next steps and he was thrilled because MDC has become an area in demand. Mr. Osterholt also stated him along with the Beacon Council were endeavoring to provide on bi-monthly basis information for the Board to have regularly; to track trends with hard data about the community and all that was occurring.

Chairman Diaz suggested when the study was completed to look closely at the current underused areas and the buildings in TUA's that could be retrofitted for new businesses and job creation. He stated those areas should be examined to determine if we were able to have job centers in the south region, and noted it would be especially great for the aerospace industry.

Discussion ensued among the Committee members regarding taking advantage of underused areas and taking this opportunity to work together with the State of Florida, MDX and the airport and bring these discussions to the forefront.

Mr. Osterholt commented the Palmer Lake study was completed and turned out to be a discussion regarding the area surrounding the airport; how the land could be used and whether it could be



beneficial for activities by companies such as Florida East Coast Railroads, Miami-Dade Expressway Authority, Miami-Dade Aviation or used for the development of independent projects. He also noted this study was very successful and has been a nationally recognized discussion.

Commissioner Sosa asked Deputy Mayor Jack Osterholt along with staff to provide a report on the status of property located in the airport area around The Miami Intermodal Center (MIC). She suggested having discussions with the Florida Department of Transportation and all involved parties to determine if this piece of land could be dedicated for use by Miami-Dade County.

Chairman Diaz inquired whether the property being discussed today was on the previously requested report from the other Committee; whereas information was requested on all of the land owned by Miami-Dade County. In response Mr. Osterholt advised that is where the work has begun with The Beacon Council. Chairman Diaz commented that he concurred with both Commissioners and felt that these properties should be viewed as assets, due to the high demand and the shortage of property. He noted moving forward that it was important to understand what was occurring and what could transpire in the future.

Commissioner Moss wanted to clarify that the message was not misunderstood and stated they were all saying the same thing. He mentioned to Mr. Williams previous conversations were held and indicated the process of thinking outside of the box was needed for expanding services with existing companies into certain challenged neighborhoods and urban areas that do not have grocery stores, pharmacies and things of this nature. Commissioner Moss explained this would help create economic development, job potential for residents of those areas, and it was also helpful in the long term to track infrastructure and increasing property values. He suggested compiling a case study to convince those companies that these areas have the potential to be successful. He recommended that this could be one of the focal points of The Beacon Council and used as a part of the urban initiatives.

Mr. Williams agreed with Commissioner Moss, and indicated this could be valuable in the most needed areas, because projects that were done in the past and similar in nature, reaped the benefits



from the enterprise zones; a tool that was truly beneficial to the community. He stated since that program was dissolving, brainstorming ideas were necessary in order to determine how to replace or augment that evident void.

Commissioner Moss commented on the negative feedback received concerning retail and low paying jobs, but noted that these were paying jobs and to those without any income these types of jobs were welcomed. He indicated whether it was low or high paying, job creation was desired in general.

Mr. Osterholt stressed the importance of putting services in the crucial communities, where there were no services and indicated the proper steps should be taken to lure these companies to developing in the vital areas.

Commissioner Sosa advised she had an item coming before the Board requesting a review of the enterprise zones and noted after completion of the task for their creation, the State wants an evaluation. Commissioner Sosa indicated that we received criticism because we have been stationed on the earmark of these specific areas for too long. She noted if her item passes, then possibly a complete review and work could be done to bring it back next year.

Mr. Williams stated he would certainly try to address the matters presented to him and thanked the Committee for their support and for all of the teamwork.

## 8 ADJOURNMENT

**Report:** There being no further business to come before the Committee, the meeting adjourned at 11:12 a.m.