

MEMORANDUM

Agenda Item No. 11(A)(3)

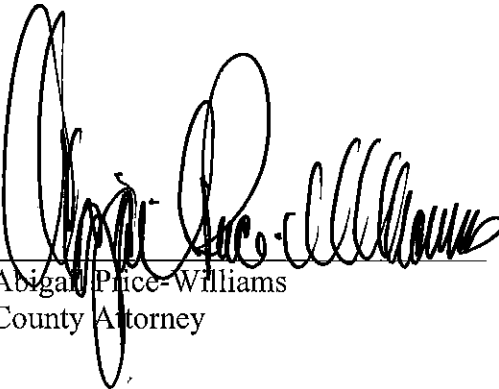
TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: April 19, 2016

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Resolution appointing
Ms. Roymi V. Membiela to
the Miami-Dade Expressway
Authority

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



Abigail Price-Williams
County Attorney

APW/smm



MEMORANDUM
(Revised)

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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
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor'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. 11(A)(3)
4-19-16

RESOLUTION NO. _____

RESOLUTION APPOINTING MS. ROYMI V. MEMBIELA TO
THE MIAMI-DADE EXPRESSWAY AUTHORITY

WHEREAS, Ms. Roymi V. Membiela served as a member and Vice-Chair of the Miami-Dade Expressway Authority (Authority) previously; and

WHEREAS, prior to her service as a member of the Authority, Ms. Membiela served as a public communications consultant for the Authority; and

WHEREAS, during her consultancy, Ms. Membiela was a part of the team that accomplished the Authority's branding when the Florida Department of Transportation turned over the responsibility for certain Miami-Dade County toll roads to the Authority; and

WHEREAS, Ms. Membiela successfully promoted and communicated the installation of SunPass on toll roads under the Authority's jurisdiction, earning accolades from the Miami Grand Jury Spring 2001 report titled "Traffic Congestion in Miami-Dade County: The Road Not Yet Taken" which recognized the grassroots public information campaign developed by the Authority and the importance of educating commuters on the use of traffic technology; and

WHEREAS, Ms. Membiela is currently employed as a Corporate Vice President and Chief Marketing Officer of Baptist Health South Florida in which capacity she is responsible for the strategic implementation of integrated marketing communications, management of a staff of 55 professionals, and service as counsel to the President and Chief Executive Officer and other senior executives of the organization; and

WHEREAS, Ms. Membiela's past employment history includes, among other positions, service as the Director of New Business and Hispanic Market Development at the Miami Herald Publishing Company for seventeen years; and

WHEREAS, the recipient of numerous awards for her varied community service over the years, Ms. Membiela is currently a board member of Goodwill Industries South Florida; and

WHEREAS, there is currently an opening for an appointment to the Authority for the seat occupied by a member whose term ended on February 2, 2016, although the member is currently holding over in this seat, pending his re-appointment or appointment of a new member to that seat; and

WHEREAS, CS/House Bill 299 was enacted into law during the 2016 legislative session; and

WHEREAS, CS/House Bill 299 allows a member appointed prior to July 1, 2016 to serve the remainder of his or her term and upon the conclusion of the term or upon vacancy, such expired term or vacancy may not be filled except if such appointment meets the requirements of this law which requires reduction in the number of members appointed by the Board of County Commissioners (Board) from seven to five persons; and

WHEREAS, CS/House Bill 299 prohibits the appointment to or service on the Authority of a person that currently represents, or in the previous four years, has represented any client for compensation before the Authority; and

WHEREAS, CS/House Bill 299 also prohibits the appointment to or service on the Authority of a person who currently represents, or in the previous four years, has represented any person or entity that is doing business, or in the previous four years, has done business with the Authority; and

WHEREAS, Ms. Membiela is proposed to be appointed to one of the legally available membership positions on the Authority at this time; and

WHEREAS, Ms. Membiela has indicated that she has not represented any person before the Authority in any manner that would violate the provisions of CS/House Bill 299; and

WHEREAS, persons appointed to the Authority are to possess outstanding reputations for integrity and responsibility, and in making appointments to the Authority, the Board may give due regard to, among other things, the interests of the environment, the non-vehicular and alternate transportation communities, mass transit, organized labor, the disabled, transportation, architecture, engineering and accounting professions, the convention and tourism industries, the Dade County taxpayers and the public-at-large, in accordance with County Resolution No. R-71-98; and

WHEREAS, Ms. Membiela is eminently qualified to be appointed to the Authority, as evidenced by the attached resume and biography; and

WHEREAS, appointing Ms. Membiela to the Authority will allow her to resume her previous service on the Authority,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Board hereby appoints Ms. Roymi V. Membiela to the Miami-Dade Expressway Authority for a term of four years concluding on February 2, 2020.

The Prime Sponsor of the foregoing resolution is Commissioner Rebeca Sosa. 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:

Jean Monestime, Chairman
Esteban L. Bovo, Jr., Vice Chairman
Bruno A. Barreiro
Jose "Pepe" Diaz
Sally A. Heyman
Dennis C. Moss
Sen. Javier D. Souto
Juan C. Zapata
Daniella Levine Cava
Audrey M. Edmonson
Barbara J. Jordan
Rebeca Sosa
Xavier L. Suarez

The Chairperson thereupon declared the resolution duly passed and adopted this 19th day of April, 2016. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the 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.

ABB For

Cynthia Johnson-Stacks

ROYMI V. MEMBIELA

10 SW South River Drive #1101, Miami FL 33130 (305) 342-4005 roymi@me.com

A transformative leader with experience implementing marketing communications programs that leverage corporate culture, technology, and entrepreneurial tactics. Expertise in the development and implementation of effective strategies that support the patient engagement and experience, combining market analysis, strategic planning, branding, media, content marketing, CRM, digital/social/SEO, legislative support, business development, and community relations, advertising, crisis communication, with an emphasis on profitability measurements and ROI. Cultural affinity and in-depth understanding of the business tactics required to effectively reach the diverse populations in the US, as well as audiences in Latin America and the Caribbean.

PROFESSIONAL ACCOMPLISHMENTS

- Transformed the marketing division of the largest not-for-profit healthcare organization in South Florida by elevating the staff accountability and strengthening the importance of teamwork among its 55 staff members, incorporating new tactics through the use of advanced technology, and enforcing the importance of ROI on all projects.
- Identified organizational needs and strengthened the Hispanic communications outreach for Baptist Health, increasing its brand recognition among Hispanics by 14% within a 2 year period and reinforcing the organization's community mission.
- Led the initiation of the Baptist Health News Bureau, whereby content marketing leverages home-grown stories on a daily basis for distribution in internal and external media channels.
- Established the branding and community initiatives of the first brand new hospital built from scratch in Florida in the last 35 years.
- Developed a successful marketing communications campaign to establish primary care services and a physician enterprise.
- Paved the way for the initiation of diversity conversations and the development of a diversity and inclusion strategy within a complex and fast growing healthcare organization of 15K employees.
- Led the branding evaluation and repositioning of outpatient healthcare services, the fastest growing and most profitable division, emphasizing the importance of consumerism for the following services: urgent care, diagnostics, sleep diagnostics, endoscopy, surgery and breast cancer care.
- Guided the market introduction of electronic toll collection (*SunPass*) in South Florida, earning accolades from the Miami Grand Jury Spring 2001 report titled "Traffic Congestion in Miami Dade County: The Road Not Yet Taken", which recognized the grassroots public information campaign developed by the Miami Dade Expressway Authority, and the importance of educating commuters on the use of traffic technology.
- Earned corporate recognition in the publishing industry by developing and managing new business programs for two of the nation's most prominent newspapers specializing in the US Hispanic market.
- Launched the first pan-regional newspaper publication combining the resources of The Miami Herald and four major daily newspapers in Colombia, Venezuela, Argentina, and Brazil.
- Established a network of marketing communication affiliates in key markets throughout Latin America to support the needs of US based clients.
- Founded a full service marketing communications firm that in 3 years achieved a ranking of 13th in the South Florida market

SKILLS & EXPERIENCE

Advertising and Public Relations

- Responsible for the implementation of comprehensive marketing campaigns, including: strategy, dissemination of press releases, media buying, implementation of community and legislative grassroots outreach programs, organization and planning of special events, media outreach, digital communications, design and production of collateral materials and advertising, creative production, placement of PSAs, research, and measurement of consumer perceptions. Client base included Baptist Health South Florida, American Express, Miami Dade Expressway Authority, Florida Turnpike Enterprise, Bovis Lend Lease, Perkins Engines Latin America, The Miami Herald/El Nuevo Herald, Sun Sentinel, University of Miami International Health Center, Miami Heart Institute, and the World Trade Center-Miami.
- Conceptualized and directed the first comprehensive Hispanic campaign for South Florida's leading healthcare organization, including the production of award winning television and radio commercials, expanded print media, interactive, community outreach, public relations, and event marketing.

Business Development

- Experienced in all aspects of the sales and business development process, including a comprehensive analysis of the market, thorough understanding of product/service positioning, and keen awareness of the opportunities and challenges that could impact market-share and business results.
- Recognized for motivating teamwork within a competitive business development environment focused on exceeding sales goals while maximizing client satisfaction and protecting the integrity of the brand.

Management

- Excels in recruiting and developing staff - fostering succession planning and promoting retention.
- Supports and encourages diversity, human dignity, and mutual respect in the workplace.
- Recognized by peers and members of the executive team, and board of directors for modeling an approachable management style with emphasis on teamwork, empowerment, and leadership.
- Demonstrates decision-making skills that combine conventional rationale with innovative thinking,

Baptist Health South Florida

2005 – Present

Corporate Vice President & Chief Marketing Officer

Responsible for the strategic implementation of integrated marketing communications for the organization internally and externally. Manage a staff of 55 professionals, complimented by outside consultants who supplement the marketing division on specific projects and initiatives. Serves as counsel to the President & CEO, and to the other senior executives of the organization.

Roymi Membiela & Associates, Inc.

2002-2005

Principal

Generalist and consultant for private and public entities in the areas of integrated marketing communications, new business development, public information, public affairs, media relations, and community outreach; speaker on areas of professional development, diversity and enterprising.

Kelley Swofford Roy, Inc., Coral Gables, FL

1998-2002

Senior Vice President

Directly responsible for enhancing new business strategies for the firm, while maintaining hands-on responsibility of major transportation client base, and supporting the development of competitive marketing strategies for clients in the areas of local government, technology, travel/hospitality, and education.

Marketing Americas Group, Coral Gables, FL

1994-1998

President

Spearheaded business development, client services and overall management of this integrated marketing communications firm. Served clients interested in reaching US Hispanics and the Latin American market.

The Miami Herald Publishing Company, Miami, FL

1977-1994

Director of New Business & Hispanic Market Development

Directed the newspaper's expansion in the US Hispanic market and Latin America. Spearheaded strategies that resulted in annual revenue increases of 20%, within emerging business categories: event marketing, custom publishing, international, and technology marketing. Managed the efforts of a team of 150+ sales executives, supervising an annual budget of \$75MM.

EDUCATION

Nova Southeastern University, Ft. Lauderdale, FL
- Master of Science in Leadership

Barry University, Miami, FL
- Bachelor of Professional Science -- Marketing

AWARDS

<i>Barry University Distinguished Alumni</i>	2016
<i>South Florida Business Journal '15 Influential Business Women'</i>	2015
<i>The Women's Fund Mujer Giving Back Time, Talent & Treasure</i>	2014
<i>'Hispanic Women of Distinction Award'</i> - Miami-Dade, Broward and Palm Beach	2010
<i>South Florida Hispanic Chamber of Commerce "Women of Leadership"</i>	2006
<i>Miami-Dade County Proclamation naming October 3, 2003 "Roymi V. Membiela Day"</i>	2003
<i>Miami-Dade County "In the Company of Women"</i>	2003

HISTORY OF COMMUNITY INVOLVEMENT

CURRENT

- Board Member, Goodwill Industries South Florida

PAST

- Board Member, The Children's Trust
- Vice Chair, Miami Dade County Hispanic Affairs Advisory Board
- Board Member, Health Foundation of South Florida
- Board Member, CNC – Cuban American National Council
- Chair, Miami-Dade American Cancer Society '2007 Making Strides Against Breast Cancer Walk'
- Vice Chair, Miami Dade Expressway Authority
- Board Member, Miami-Dade County Housing Finance Authority
- Chair – Miami-Dade County Hispanic Affairs Advisory Board
- Board Member, Miami-Dade County Vizcaya Trust
- Board Member, Miami-Dade County Community Relations Board
- Board Member, Leadership Florida
- Board Member, CBS4 Neighbors 4 Neighbors
- Board Member, State of Florida Board of Architecture and Interior Design
- Chair, City of Miami Beach Community Relations Board

➤ **LANGUAGES**

English / Spanish – Oral and written fluency

References and marketing portfolio available upon request.



Baptist Health South Florida



Roymi V. Membiela
Corporate Vice President &
Chief Marketing Officer

1500 San Remo Avenue, Suite 350
Coral Gables, Florida 33146
Telephone: (786) 527-9060
E-Mail: roymim@baptisthealth.net

Roymi V. Membiela is the Corporate Vice President & Chief Marketing Officer for Baptist Health South Florida, the largest not-for-profit healthcare organization in the region. It includes Baptist Hospital, Baptist Children's Hospital, Miami Cardiac & Vascular Institute, South Miami Hospital, Doctors Hospital, Homestead Hospital, Mariners Hospital, West Kendall Baptist Hospital, Baptist Outpatient Services, Baptist Health Foundation, Baptist Health Medical Group, Baptist Health Primary Care, and Miami Cancer Institute (opening in 2016.) She is responsible for the strategic implementation of integrated marketing communications for the organization internally and externally, including digital marketing and the support of Baptist Health's global initiatives.

Her career path includes 17 years of success as a senior executive of Knight Ridder's The Miami Herald and El Nuevo Herald, two national award-winning newspapers. While at the Herald, she was responsible for multiple advertising, marketing and new business development initiatives, aimed to reach and embrace the changing demographics of the South Florida market; Ms Membiela also managed the newspaper's business expansion to Latin America and the conceptualization of one of the nation's leading Spanish language publications – El Nuevo Herald.

Ms Membiela is a recipient of the following awards: 2016 Barry University Distinguished Alumni, 2015 South Florida Business Journal's *Influential Business Women*, 2014 The Women's Fund *Mujer Giving Back Time, Talent & Treasure*, 2010 *Hispanic Women of Distinction*, 2006 South Florida Hispanic Chamber of Commerce's *Women of Leadership*, and the 2003 Miami-Dade County's *In the Company of Women*.

She currently serves on the Board of Directors of several community organizations, including The Goodwill Industries South Florida, WOW Center, and is a member of the FIU President's Council.

Ms Membiela earned a Master of Science in Leadership from Nova Southeastern University, and a Bachelor of Professional Studies - Marketing degree from Barry University. She is an alumna of Leadership Florida, the National Hispana Leadership Institute, and the FIU Women on the Move Leadership Development Program.

Ms Membiela sees her career as a chronicle not only of the times of her life, but of the changing social, political and economic landscapes of the Americas. She was born in Cuba – of a Spanish-Lebanese ancestry. Her family's history, combined with her worldly travels – she has visited 34 countries – make her a passionate advocate for ethnic, cultural and lifestyle diversity. She is a speaker and facilitator on topics relating to healthcare marketing, public information, business development, career empowerment, and diversity.