



# MEMORANDUM

Agenda Item 15(C)1

TO: Honorable Acting Chairwoman Rebecca Sosa and DATE: December 15, 2020  
Members, Board of County Commissioners

FROM: Honorable Harvey Ruvin, Clerk  
Circuit and County Courts

SUBJECT: Appointment of Maria Luisa  
Gonzalez to the Health Council  
of South Florida, Inc.

Melissa Adames, Director  
Clerk of the Board Division

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It is recommended that the Board consider the appointment of Maria Luisa Gonzalez to the Health Council of South Florida, Inc. for a period of two years, as recommended by the Health Council of South Florida, Inc. Nominating Committee.

In accordance with Florida Statutes 408.33, the Health Council of South Florida Inc. Nominating Committee has submitted the application of Ms. Gonzalez as a qualified candidate for appointment to the Board of Directors of the Health Council of South Florida, Inc. Florida Statutes provide for the county commission having jurisdiction in the respective district to appoint members to the Council.

Attached for your information and review is a copy of Ms. Gonzalez's application and resume.

MA:lrs

Attachment



**BOARD OF DIRECTORS CANDIDATE APPLICATION TO SERVE ON THE LOCAL HEALTH COUNCIL  
DISTRICT XI, MIAMI-DADE COUNTY**

NAME Maria Luisa Gonzalez

BUSINESS ADDRESS 6855 Red Road Suite 500 TEL 786-662-7557  
(Street)

Coral Gables, FL 33143 FAX 786-662-7334  
(City, State Zip Code)

RESIDENCE ADDRESS 12605 SW 93rd Place TEL 305-793-2010  
(Street)

Miami, FL 33176 FAX \_\_\_\_\_  
(City, State Zip Code)

E-MAIL ADDRESS marialuisag@baptisthealth.net MOBILE PHONE 305-793-2010

SEX F (M/F)

AGE 60 OR OLDER? N (Y/N)

RACE White

ETHNICITY Hispanic

SEAT APPLYING FOR : PURCHASER \_\_\_\_\_ PROVIDER X CONSUMER \_\_\_\_\_

EMPLOYER Baptist Health South Florida

NATURE OF BUSINESS/PROFESSION Healthcare

TITLE Director Government & Community Relations

HAVE YOU EVER BEEN CONVICTED, PLEAD GUILTY OR PLEAD NO CONTEST TO A CRIME? (if yes please explain).

No

**Please provide a Resume or Curriculum Vitae with your application**

I, (candidate's name) Maria Luisa Gonzalez, a citizen of the United States, and a duly qualified elector of Miami-Dade County, would, if appointed, be willing and able to discharge the responsibilities and functions of a member of the Local Health Council. I declare that I do not serve on another board, agency or advisory group created and/or funded by the Monroe County Commission.

Maria Luisa Gonzalez  
CANDIDATE'S SIGNATURE

06/02/2020  
DATE



## Board of Directors Candidate Questionnaire

Candidate Name: Maria Luisa Gonzalez  
Phone: 305-793-2010  
Email: marialuisag@baptisthealth.net

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**Please provide answers to the following questions.**

1. What interests you about the Health Council of South Florida?

The ability to influence change in the community by developing data driven health plans in order to improve access to health care, reduce health disparities and supporting local government with the development of healthcare policies.

2. What skills, connections, resources, and expertise do have to offer and are willing to use on behalf of the Health Council of South Florida?

As the Director of Government and Community Relations for Baptist Health, I have developed relationships with community, city and municipal government representatives, which could be very beneficial for the HCSF. Being involved with local Chambers and economic development organizations has given me the tools and expertise to support the Health Council with their mission.

3. Have you had any experience in serving on non-for-profit boards and, if so, what has that experience taught you?

I have been blessed with the opportunity to serve on over 10 non for profit boards. The reason why I have joined these boards, has been to help improve the organization, influence change, improve the quality of health and life of my community and because I believe in the mission of the organization. On every board where I have served, I have learned new career skills, diplomacy, how to navigate delicate situations, increase network of people and adapt to change.

4. What expectations do you have from the management of organizations on whose boards you serve?

Clear communication, transparency, ethical and organized.

5. What challenges do you anticipate having in being able to fulfill your board commitments?

The unpredictability of the healthcare arena during the COVID-19 pandemic could affect my ability to fulfill my board commitments.

6. What are your personal aspirations that could be enhanced by service on our Board?

Learning new skills, increasing network of contacts and being able to affect change in the community.

7. Please mark the skills and/or interest you bring to our board:

	Accounting		Membership Growth		Grant Writing
	Human Resources		Fundraising	x	Nonprofit Experience
	Administration	x	Outreach/Advocacy		Law/Legal Issues
x	Community Service		Leadership Development	x	Medical/Healthcare
	Policy Development		Real Estate		Strategic Planning
	Program Evaluation		Public Relations		Education/Instruction

**For Board Use**

Applicant has met with the following board members or staff:

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Date application has been reviewed by Board of Advisors: \_\_\_\_\_

Action taken: \_\_\_\_\_

## **HEALTH COUNCIL OF SOUTH FLORIDA, INC. BOARD OF DIRECTORS**

The Health Council of South Florida, Inc. is a not-for-profit, voluntary organization. The area served by the Council is Miami-Dade and Monroe Counties. Its purpose is to provide effective health planning for the area; promote the development of health services, manpower, and facilities which meet identified health needs in a cost-effective manner; reduce inefficiencies; and implement the health plans of the Council in the delivery of health services.

### **Functions of the Board of Directors**

- a. Assist the Department of Health in setting priorities concerning the health of the Miami-Dade and Monroe population and the health system in the service area.
- b. Establish, review and amend the health plan which shall set goals for the area addressing the quantity, quality, efficiency, cost effectiveness, appropriateness, accessibility, and utilization of existing, proposed and needed health care services and facilities; alternative cost-effective systems of care; and the need for research and educational facilities.
- c. Conduct public hearings on Certificate of Need applications as requested.
- d. Promote cooperation within and between health facilities and the community.
- e. Encourage consumer choice.
- f. Advise local public health, long term care organizations, and other health groups in developing and carrying out a health resource plan.
- g. Advise and consult with the local county commissions.
- h. Promote public awareness and cost-effective service selection.
- i. Provide health care information to the general public.
- j. Receive and administer funds in furtherance of the Council's objectives.

### **Selection Process**

The Boards of County Commissioners will appoint Board members. When vacancies occur, public notice shall be given through advertisement in at least one newspaper of general circulation. Three applicants per seat will be sought, if available. The Nominating Committee shall review and verify qualifications of each applicant for the seat being sought and shall develop a slate of one candidate for each vacancy.

## **Terms of Appointment**

Board members shall be appointed to serve for a term of two (2) years (unless he/she is completing a term of a previously held seat). A member may serve no more than four (4) consecutive terms.

## **Board Meetings**

The Board of Directors meet bimonthly on the first Thursday of even numbered months at 12:00 Noon. The location of the meeting is in the Council's conference room or a place as designated by the Board of Directors.

## **Attendance**

Any Board member absent from three consecutive Board meetings, or more than half of the meetings in a year, must request of the Board, in writing, not to be automatically dropped from membership on the Board. Membership status shall then be decided by a majority vote.

## **Officers**

The officers of the Board shall be members of the Board and shall consist of a Chairperson, a Vice-Chairperson, a Secretary, a Treasurer, and a Member-at-Large.

***Maria Luisa Gonzalez***  
**12605 SW 93 PLACE**  
**MIAMI, FLORIDA 33176**  
**305-793-2010**  
[marialuisag@baptisthealth.net](mailto:marialuisag@baptisthealth.net)

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## **PROFESSIONAL EXPERIENCE**

**BAPTIST HEALTH SOUTH FLORIDA, Miami, Florida** 2010 to present  
*Government and Community Relations Director*

- Actively develops new and nurtures current relationship with community, city, and municipal government representatives to promote the Baptist Health mission and services.
- Attends targeted community meetings including local Chambers and economic development organizations to promote new services and market present services.
- Develops relationships with key community leaders and organizations to align and introduce Baptist Health services to the local community.
- Serves as a resource to Construction Management to navigate the system required obtaining building, zoning permits, and any potential signage including right of way issues or utility line diversions.
- Collaborates with Marketing, Baptist Outpatient Services Medical Plazas, and Community Health and Wellness to develop and promote new facilities and services. Proactively seek opportunities to collaborate with community representatives in the Baptist Health service areas to develop new, or support existing, non-profit health and wellness programs that benefit the underserved.
- Identifies opportunities for partnerships and prioritizes sponsorships of local community organizations that strategically align with BHSF mission, service area or product line outcomes.
- Educates elected officials concerning the health care issues impacting their constituents and provides recommendations to provide solutions. Travels to Tallahassee to assist with supporting government relations issues.
- Educates Baptist Health executives of the community challenges and provides recommendations to assist with solutions that support the Baptist Health mission.

**BAPTIST HEALTH SOUTH FLORIDA, Miami, Florida** 2002 to 2010  
*Community Health Program Supervisor*

- Coordinate and schedule Community Exercise programs throughout the health system and community. Responsible for day-to-day administrative operations, including registration and collection of fees of 84,000 participants, approve, interview, hire, evaluate and terminate personnel. Verify and approve staff's hours for payroll, manage and approve



Kronos. Maintain personnel files (resume, required training, certifications, performance evaluations, etc.) Responsible for timely performance evaluations of staff to include completion of required education.

- Schedule departmental orientation for new staff to include on-boarding, and risk-management training.
- Oversee the collection and deposit of fees by Program Coordinator and verifies accuracy. Cross-train Community Health Team.
- Participate in the budgetary process for Community Exercise program, including planning for special events. Review monthly department responsibility reports.
- Coordinate class registration (47 classes a week) and regularly attend program sites (11 sites) to monitor quality, audience satisfaction, and to ensure data collection quality measures.
- Create and submit monthly units report, quarterly units of measure report and quarterly accomplishment report for all programs.
- Work closely with Community Health department and Marketing to ensure programs are included in advertising. Represent Community Exercise in interviews regarding program. Work collaboratively with Community Health team to promote programs sponsored by Community Health.
- Create community relationships to expand programs. Market Community Exercise through referral agencies.
- Oversee the update of current class schedule as well as Community Exercise Data Base to ensure timeliness of additions and subtractions.
- Responsible for ordering and maintaining necessary supplies and materials, uniforms for staff, office supplies and exercise equipment, Lawson.
- Prepare and edit quarterly newsletter. Responsible for completion, printing and mailing.
- Perform work with a cost-effective approach, being fiscally responsible while constantly providing high quality care and services.

**EXPACO INC. Miami, Florida.**

1985 to 2002

*Logistics/Sales Manager*

- Responsible for sourcing heavy equipment in auctions through the US for use in various large projects, principally in South and Central America. Required to develop very strong purchasing and sales techniques, based on my knowledge of the lifestyles and business practices in a number of countries.
- Worked on the development of and hydroelectric dam in Venezuela, with a German consortium, which requires frequent on-site inspections and consulting.
- Responsible for international and domestic purchasing of construction and operational equipment.
- Created a central inventory database. Set policy and procedures for active, inactive and obsolete inventory.
- Responsible for reducing costs of most consumables on a corporate level in a historically high price commodity market.

- Searched out, located and delivered specific items of construction and supplies required to complete projects in a timely manner.
- Responsible for the office administration of Expaco Inc. USA; payroll, vacations, accounting, legal issues and reporting to corporate office in Venezuela. Turnover \$20 million + USD annually.

## **SKILLS & CAPABILITIES**

- Resourceful team player dedicated to meeting the expectations and requirements of internal and external customers.
- Creative problem solver who can generate workable solutions and resolve setbacks.
- Knowledgeable about how organizations work. Know how to get things done both through formal channels and the informal network.
- Exceptional listener and communicator who effectively conveys information verbally and in writing.
- Can effectively cope with change and shift gears comfortably.
- Able to make good decisions based on a combination of data, experience and judgment.
- Results-driven achiever with excellent planning and organizational skills, along with a high degree of detail orientation.
- Approachable, sincere and open able to build constructive and effective relationships.

## **EDUCATION**

- Masters Degree in Healthcare Administration  
Walden University 2012
- Continuing and International Education/Business Administration  
University of Miami. Miami, Florida 1987
- Continuing and International Education/Marketing  
University of Miami, Miami, Florida 1986
- Bachelors of Arts in Communications  
University of Miami, Miami, Florida 1985

## **CERTIFICATIONS**

- AFAA Personal Training Certification
- AFAA Group Exercise Instructor Certification
- AFAA Step Certification
- American Heart Association BLS for Healthcare Providers (CPR & AED) Program Certification
- Institutional Review Board (IRB) Certified
- First Degree Black Belt Karate
- Certified Scuba Diver
- Tennis Instructor
- Licensed Actress, Model and Radio Announcer
- FINA Certified Diving Judge

## **VOLUNTEER EXPERIENCE**

- President PTA at Our Lady of Lourdes Parish School
- Vice-President PTA Our Lady of Lourdes Parish School
- Religious Education Teacher Our Lady of Lourdes
- Altar Service Coordinator Our Lady of Lourdes Parish
- Our Lady of Lourdes Parish Building Committee
- Hands on Miami
- Special Olympics
- FINA Grand Prix
- USATF Track and Field Federation
- South Florida Home Education Athletic Team
- Member Florida March of Dimes Government and Public Affairs State Committee.
- Marketing Chair March of Dimes “Nurse of the Year”
- Marketing Chair Autism Speaks “Puzzle Pieces”
- BHSF Captain American Heart Association “ Heart Walk”
- Survivor Chair Relay for Life West Kendall Baptist Hospital
- Doral Business Council Board Member
- Chair Healthcare Committee South Florida Hispanic Chamber of Commerce
- Board Member South Florida Hispanic Chamber of Commerce
- Chair of Government Committee South Florida Hispanic Chamber of Commerce
- Chair Advisory Board PATCHES
- Board Member Alliance for Aging
- Board Member Palmetto Bay Business Association
- Board Member De Moya Foundation
- Board Member YMCA
- Second Vice Chair, Executive Board South Florida Hispanic Chamber of Commerce
- Executive Committee American Cancer Society Relay for Life

## **PERSONAL DATA**

Nationality: USA, Spain and Venezuelan citizenship  
Languages: English, Spanish and Italian  
Marital Status: Divorced