

# MEMORANDUM

Agenda Item No. 11(A)(9)

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**TO:** Honorable Chairman Jose “Pepe” Diaz  
and Members, Board of County Commissioners

**DATE:** January 20, 2021

**FROM:** Geri Bonzon-Keenan  
Successor County Attorney

**SUBJECT:** Resolution amending Resolution No. R-325-20 as amended by Resolution No. R-783-20; increasing the number of task force members; appointing Sandra Gonzalez-Levy to the Coronavirus 2019 (COVID-19) Economic Recovery Task Force; and directing the County Mayor to distribute the COVID-19 Social Services Needs Assessment Survey recommended by the Task Force, including identifying available funding sources, and to provide a report

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Joe A. Martinez.



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Gerri Bonzon-Keenan  
Successor County Attorney


GBK/jp



**MEMORANDUM**  
(Revised)

**TO:** Honorable Chairman Jose "Pepe" Diaz  
and Members, Board of County Commissioners

**DATE:** January 20, 2021

**FROM:**   
Gen Bonzon-Keenan  
Successor County Attorney

**SUBJECT:** Agenda Item No. 11(A)(9)

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 present \_\_\_\_, 2/3 membership \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) \_\_\_\_ ) 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)(9)  
1-20-21

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AMENDING RESOLUTION NO. R-325-20 AS AMENDED BY RESOLUTION NO. R-783-20; INCREASING THE NUMBER OF TASK FORCE MEMBERS; APPOINTING SANDRA GONZALEZ-LEVY TO THE CORONAVIRUS 2019 (COVID-19) ECONOMIC RECOVERY TASK FORCE; AND DIRECTING THE COUNTY MAYOR TO DISTRIBUTE THE COVID-19 SOCIAL SERVICES NEEDS ASSESSMENT SURVEY RECOMMENDED BY THE TASK FORCE, INCLUDING IDENTIFYING AVAILABLE FUNDING SOURCES, AND TO PROVIDE A REPORT

**WHEREAS**, on April 7, 2020, this Board adopted Resolution No. R-325-20 creating the Coronavirus 2019 (COVID-19) Economic Recovery Task Force (the “Task Force”), and providing for member appointments; and

**WHEREAS**, Resolution No. R-325-20 was subsequently amended by Resolution No. R-783-20, increasing the size of the Task Force from 20 to 22 members; and

**WHEREAS**, the Task Force was established to advise the Board on issues related to economic recovery in the County in the aftermath of COVID-19, including preparing written recommendations regarding possible Board actions that would assist with such recovery; and

**WHEREAS**, the Task Force would benefit from the expertise of Sandra Gonzalez-Levy, a Senior Vice President of external relations, strategic communications, and marketing at Florida International University (“FIU”), who manages all internal and external strategic communications, marketing, media, public relations, protocol, special events, and community relations at FIU, and whose resume is attached to this resolution; and

**WHEREAS**, the Board would like to amend Resolution No. R-325-20, as amended by Resolution No. R-783-20, to increase the number of task force members from 22 to 23 members and to appoint Sandra Gonzalez-Levy to the additional position; and

**WHEREAS**, the Task Force provides monthly reports to the Board; and

**WHEREAS**, on October 2, 2020, the Task Force provided Monthly Report #4 to the Board, attached to this resolution, which includes a Social Services Needs Assessment Survey in addition to eight recommendations for the Board's consideration; and

**WHEREAS**, the Social Services Needs Assessment Survey is a 20-question survey created to tackle challenges concerning social services and humanitarian needs for the workforce in Miami-Dade County; and

**WHEREAS**, this Board will benefit from the responses to the Social Services Needs Assessment Survey because such data will help identify challenges to workers and ensure that resources may be properly allocated and prioritized to those who need it most,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board:

**Section 1.** Amends Resolution No. R-325-20, as amended by Resolution No. R-783-20, to increase the size of the Task Force from 22 to 23 members and appoints Sandra Gonzalez-Levy, a Senior Vice President of external relations, strategic communications, and marketing at Florida International University, to the Coronavirus 2019 (COVID-19) Economic Recovery Task Force.

**Section 2.** Within 15 days of the effective date of this resolution, directs the County Mayor to: (1) distribute the COVID-19 Social Services Needs Assessment Survey recommended by the Task Force, as outlined in attachment 3 to its October 2, 2020 Monthly Report #4 to the Board; and (2) within 30 days of the effective date of this resolution, report to the Board that the

survey has been distributed or why it was not distributed. The report shall include legally available identified funding sources used to distribute the survey, or detail why funding was not available.

The report shall be placed on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Commissioner Joe A. Martinez. 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:

- |                                       |                        |
|---------------------------------------|------------------------|
| Jose "Pepe" Diaz, Chairman            |                        |
| Oliver G. Gilbert, III, Vice-Chairman |                        |
| Sen. René García                      | Keon Hardemon          |
| Sally A. Heyman                       | Danielle Cohen Higgins |
| Eileen Higgins                        | Joe A. Martinez        |
| Kionne L. McGhee                      | Jean Monestime         |
| Raquel A. Regalado                    | Rebeca Sosa            |
| Sen. Javier D. Souto                  |                        |

The Chairperson thereupon declared this resolution duly passed and adopted this 20<sup>th</sup> day of January, 2021. 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.

dsh

David Stephen Hope

**Date:** October 2, 2020

**To:** Honorable Chairwoman Audrey M. Edmonson  
And Members, Board of County Commissioners

**From:** Michael Finney *Michael A. Finney*  
Chairman, COVID-19 Economic Recovery Task Force

**Subject:** COVID-19 Economic Recovery Task Force Monthly Report #4

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Pursuant to Resolution No. R-325-20, sponsored by Commissioner Joe A. Martinez and adopted by the Board of County Commissioners (Board) on April 7, 2020, as amended by Resolution No. R-450-20 on May 5, 2020, the Coronavirus 2019 (COVID-19) Economic Recovery Task Force (ERTF) was established to recommend to the Board appropriate actions to aid the economic recovery of Miami-Dade County in the aftermath of COVID-19. This is the fourth of the required monthly reports to the Board on our progress and recommendations.

Following the previous report(s) submitted, the Economic Recovery Task Force (ERTF) continues to meet on a weekly basis, once a week via Zoom. The general taskforce under the leadership of *Chairman Michael Finney* held their general meeting on September 24, 2020. The taskforce is keen on designating unused resources and guaranteeing that assets are being distributed accordingly. In turn, this will ensure that organizations receive needed funding. Due to initial hearty endeavors, the working groups have continued to collect and provide significant recommendations in their separate centered groups. They are presently focusing on subsequent stages, such as making implementation plans for the recommendations. The ERTF includes 22 appointments, with one opening remaining vacant for the 12th District. The refreshed enrollment list and working group assignments are attached. **(Attachment 1 and 2)**

*The New Normal Guidelines/Needs Assessment Working Group, under the leadership of Chairman Alfred Sanchez and Vice-Chairman Michael Fresco, Sr.,* continued their admirable efforts in determining ways to make Miami Dade County's "Moving to a New Normal" webpage more user-friendly. The group worked diligently with the Communications Department to create a 20-question survey that will tackle challenges concerning social services and humanitarian needs. The completed survey is included in this report. **(Attachment 3)**

*Chairman Gordon "Eric" Knowles and Vice-Chairwoman Myrna Sonora* continued to orchestrate and foster the Industry/Small Business Working Group. Subject matters discussed continued to be of interest included the entertainment industry, small business owners, elderly care, property owners and tenants. The group was presented with information from the International Trade Consortium (ITC) where the need for a centralized place for international trade for COVID-19 recovery resources was discussed. The working group dealt with pressing matters from the Miami Media and Film Market (MMFM) on how to pivot in the film and media industry, due to limitations presented by COVID-19. Among further discussion, the group delved into creating a platform to reinstitute a film and television-based economy in the State of Florida. **(Attachment 4)**

The Marketing/Outreach Working Group in conjunction with Miami-Dade County's Communication Department, continued their efforts to construct a Mayor's Messaging Campaign, an initiative to demonstrate unity across the various municipalities. Presentations from Miami-Dade Aviation Department fell in line with the group's desire to utilize celebrities by using social media influencers to engage travelers with their "Travel Tale" series. This series is helping to bring attention to Miami International Airport's (MIA) social media platforms, which in turn provides information relating to COVID-19. The group continues to update a comprehensive plan that outlines the next steps for implementing each recommendation. It is to be noted that the Marketing/Outreach working group is still under the leadership of *Chairman William Talbert, III and Vice Chairman Gordan "Eric" Knowles. (Attachment 5, and 6)*

The ERTF is hereby transmitting the Social Services Needs Assessment Survey in addition to eight (8) recommendations for the Board's consideration (Attachment 3, 4, 5, and 6) and stands ready to support implementation of these recommendations. The ERTF members are available to expound on their proposals in order to facilitate any directives or legislation that may be required to proceed. Gary T. Hartfield, SBD Director, and/or his staff attended every working group meeting and can provide further detail on the recommendations, upon request. On behalf of the ERTF, I greatly appreciate the support and feedback afforded to our mission and look forward to continued collaboration.

Pursuant to Ordinance No. 14-65, it is respectfully requested that this report be placed on the next available Board meeting agenda.

c: COVID-19 ERTF Members  
Gary T. Hartfield, SBD  
Director



**Clerk of the Board**  
**COUNTY BOARDS AND APPOINTMENTS**  
 Miami-Dade County, Florida



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### (COVID-19) ECONOMIC RECOVERY TASK FORCE

<b>AUTHORITY</b>	R-325-20, COUNTY RESOLUTION
<b>DESCRIPTION</b>	TO ADVISE THE BOARD OF COUNTY COMMISSIONERS AON ISSUES RELATED TO AN ECONOMIC RECOVERY IN THE COUNTY IN THE AFTERMATH OF COVID-19
<b>COMPOSITION</b>	20 MEMBERS APPOINTED AS FOLLOWS: EACH COUNTY COMMISSIONER TO APPOINT ONE MEMBER. 1 MEMBER APPOINTED BY THE MIAMI ASSOCIATION OF REALTORS 1 MEMBER APPOINTED BY THE GREATER MIAMI CHAMBER OF COMMERCE 1 MEMBER APPOINTED BY THE MIAMI-DADE CHAMBERS OF COMMERCE 1 MEMBER APPOINTED BY THE MIAMI BEACH CHAMBER OF COMMERCE 1 MEMBER APPOINTED BY THE MIAMI-DADE BEACON COUNCIL 1 MEMBER APPOINTED BY THE GREATER MIAMI CONVENTION & VISTORS BUREAU 1 MEMBER APPOINTED BY NEIGHBORS & NEIGHBORS ASSOCIATION (NANA)
<b>QUALIFICATION</b>	REFLECT DIVERSITY OF THE COMMUNITY HAVE BACKGROUND IN ECONOMICS, BUSINESS ADMINISTRATION, TOURISM, HOSPITALITY, OR SIMILAR FIELD
<b>APPOINTMENT PROCESS</b>	ALL APPOINTMENT ARE SUBMITTED TO THE CLERK OF THE BOARD

MEMBER NAME	TERM	CATEGORY	APPOINTED/NOMINATED BY
NELSON ADAMS 100 NW 170TH STREET #304 NORTH MIAMI BEACH, FL 33169	4/23/2020 TO 12/25/2020		AUDREY M. EDMONSON
PAUL CAMACHO	6/2/2020 TO 12/25/2020		SEN. JAVIER D. SOUTO
JOSE JOE L. CHI 2360 NW 27TH AVENUE MIAMI, FL 33142	7/30/2020 TO 12/25/2020		ORGANIZATION- INTERNATIONAL TRADE CONSORTIUM
JEVE A. CLAYTON 111 NW 1ST STREET 29TH MIAMI, FL 33128	7/29/2020 TO 12/25/2020		ORGANIZATION- MIAMI-DADE MILLENNIAL TASK FORCE ADVISORY BOARD
MICHAEL A. FINNEY 80 SW 8TH STREET SUITE 2400 MIAMI, FL 33130	5/5/2020 TO 12/25/2020		ORGANIZATION- MIAMI-DADE BEACON COUNCIL
MICHAEL G. FRESCO SR. 1785 N.W. 79 AVENUE DORAL, FL 33125	7/8/2020 TO 12/25/2020		JOE A. MARTINEZ
JOSE M. GONZALEZ 700 NW 1ST AVENUE 1620 MIAMI, FL 33136	4/20/2020 TO 12/25/2020		REBECA SOSA
DIANA GONZALEZ 201 ALHAMBRA CIRCLE STE # 610 CORAL GABLES, FL 33134	6/5/2020 TO 12/25/2020		DENNIS C. MOSS
ROBERT JONES 5120 NW 24TH AVE MIAMI, FL	6/29/2020 TO 12/25/2020		ORGANIZATION- NEIGHBORS & NEIGHBORS ASSOCIATION (NANA)
GORDON ERIC KNOWLES 100 SOUTH BISCAYNE BOULEVARD SUITE 300 MIAMI, FL 33131	5/27/2020 TO 12/25/2020		ORGANIZATION- MIAMI-DADE CHAMBER OF COMMERCE
BEATRICE LOUISSAINT	5/5/2020 TO 12/25/2020		JEAN MONESTIME
RICHARD QUINCOES 4346 NW 36TH STREET MIAMI SPRINGS, FL 33177	4/30/2020 TO 12/25/2020		XAVIER L. SUAREZ
MAKANDALL C. SAINT ELOI 16555 NW 25TH AVE MIAMI GARDENS, FL 33054	4/24/2020 TO 12/25/2020		BARBARA J. JORDAN
ALFRED SANCHEZ 1601 BISCAYNE BLVD	5/19/2020 TO 12/25/2020		ORGANIZATION- GREATER MIAMI



MIAMI, FL 33132		CHAMBER OF COMMERCE
STEVEN SAWITZ	4/23/2020 TO 12/25/2020	SALLY A. HEYMAN
MYRNA SONORA 8280 NW 27TH STREET DORAL, FL 33122	5/6/2020 TO 12/25/2020	EILEEN HIGGINS
WILLIAM TALBERT, III 701 BRICKELL AVENUE # 2700 MIAMI, FL 33131	5/5/2020 TO 12/25/2020	ORGANIZATION- GREATER MIAMI CONVENTION & VISITORS BUREAU
JESUS TUNDIDOR 501 PALM AVE HIALEAH, FL 33010	5/27/2020 TO 12/25/2020	ESTEBAN BOVO, JR.
ANA CECILIA VELASCO 760 OCEAN DRIVE MIAMI BEACH, FL 33139	7/1/2020 TO 12/25/2020	ORGANIZATION- MIAMI BEACH CHAMBER OF COMMERCE
WENDI WALSH 1525 NW 167TH STREET 4TH FL MIAMI, FL 33169	5/6/2020 TO 12/25/2020	DANIELLA LEVINE CAVA
JENNIFER WOLLMANN 550 SOUTH DIXIE HWY CORAL GABLES, FL 33146	5/21/2020 TO 12/25/2020	ORGANIZATION- MIAMI ASSOCIATION OF REALTORS

VACANCY	APPOINTED/NOMINATED BY	CATEGORY	MEMBER STATUS	VACANT SINCE
MARRERO, PETE	JOSE "PEPE" DIAZ		RESIGNED	7/14/2020(77) days

**COVID-19 Economic Recovery Task Force  
Working Groups**

Attachment 2

Marketing/Outreach (Wed, 2:30pm – 3:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 975 4889 7334

Password: 803941

Registration link: <https://miamidade.live/CERTFOutreach>

*Makandall C. Saint Eloi*

*Myrna Sonora - 1*

*Diana Gonzalez*

*Jennifer Wollmann*

*William Talbert, III - 1*

*Gordon "Eric" Knowles - 1*

Industry/Small Business (Mon, 11:00am – 12:00pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 926 8004 0927

Password: 803941

Registration link: <https://miamidade.live/CERTFBusiness>

*Ceci Velasco - 1*

*Beatrice Louissaint - 2*

*Myrna Sonora - 2*

*Jose Gonzalez - 1*

*Jeve Clayton*

*Jose "Joe" Chi - 1*

*William Talbert, III - 2*

*Robert Jones*

*Gordon "Eric" Knowles - 2*

New Normal Guidelines/Needs Assessment (Thurs, 2:30pm – 3:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 959 4085 0892

Password: 803941

Registration link: <https://miamidade.live/CERTFGuidelines>

*Ceci Velasco - 2*

*Richard Quincoces*

*Wendi Walsh*

*Michael Fresco Sr.*

*Jose "Joe" Chi - 2*

*Alfred Sanchez*

*Jose Gonzalez - 2*

\*Numbers next to the working group member's name indicate how many working groups they are in.\*

As of October 1, 2020

# COVID-19 Economic Recovery Task Force Working Groups

## Descriptions\*

### Marketing/Outreach Working Group

- identify existing promotional efforts and propose how to leverage them;
- make recommendations to counter negative media and get the message out that MDC is safe and open for business;
- clear and consistent communication with residents and businesses

### Industry/Small Business Working Group

- review housing and development guidelines and make recommendations to promote affordable housing and increase/maintain home ownership;
- protections for tenants and landlords; mortgage and rental assistance;
- PPE and resources for health and long term care facilities;
- not overwhelming the healthcare system;
- health and safety precautions to make customers feel safe;
- propose how to stabilize and maintain small businesses during this time and build capacity for the future;
- small business access to information;
- buy local and match-making;
- how to get available resources to small businesses;
- challenges to small businesses in complying with new normal guidelines

### New Normal Guidelines/Needs Assessment Working Group

- review the current Miami-Dade County guidelines, assess how they are working, make recommendations for improving them and when the Emergency Orders should be lifted;
- develop creative solutions for new normal;
- clear and consistent guidance among the cities/county;
- testing and contact tracing protocols;
- preparing for a possible second wave;
- enforcement of guidelines;
- telecommuting;
- review and determine high priority district and county needs, analyze the needs and propose how to address them, identify the resources needed to address them;
- recommend changes to the use or allocation of existing funding;
- unemployment assistance;
- food distribution;
- social support and mental health services;
- public safety;
- protecting the most vulnerable and areas most impacted;
- child care

\*Possible focus areas

## COVID-19 Social Services Needs Assessment Survey

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The Miami-Dade Board of County Commissioners is studying the effects of COVID-19 on our workforce. Your responses will help to identify the challenges workers face so that resources can be targeted where they are needed most. The survey should take approximately 10 minutes to complete. No personal identifiable information will be collected without your consent.

First, we would like to ask you about your current work situation.

**1. Did you lose your job due to COVID-19?**

- Yes
- No
  
- [If No] Are you working more, less or about the same number of hours as before the pandemic?
  - More
  - Less
  - About the Same
  
- [If Yes] Did you find a new job?
  - Yes
  - No
  
- [If Yes] Are you earning more, less or about the same wages as in your previous job?
  - More
  - Less
  - About the Same

**2. Did you apply for state unemployment benefits?**

- Yes
- No
  
- [If Yes] When did you apply?  
[Date Picker]
  
- [If Yes] Have you received your benefits?
  - Yes
  - No

**3. Did you apply for additional federal unemployment benefits?**

- Yes
- No

➤ [If Yes] When did you apply?

[Date Picker]

➤ [If Yes] Have you received your benefits?

- Yes
- No

**4. Have you lost your health insurance coverage due to COVID-19?**

- Yes
- No

➤ [If yes] What was the reason?

- I was laid off and was covered under my employer's plan
- My parent or partner was laid off and I was covered under their plan
- Other: (Please specify.)

Next, we would like to ask a few health and safety questions as it relates to your workplace.

**5. What industry do you work in?**

- Agriculture
- Banking/Investments
- Construction
- Education
- Entertainment/Arts
- Government
- Healthcare
- Hospitality/Travel & Tourism
- Insurance
- Legal
- Logistics
- Manufacturing/Distribution/Wholesaler
- Non-Profit
- Professional Services
- Real Estate
- Retail
- Technology
- Transportation
- Other (Please specify.)

**6. Are you concerned about being exposed to COVID-19 at your workplace?**

- Yes
- No

**7. Does your employer provide health and safety training related to COVID-19?**

- Yes
- No

**8. Do you have access to the following items? (Check all that apply.)**

- Personal Protective Equipment (such as masks, gloves, etc.)
- Hand Sanitizer
- Disinfecting Supplies
- None

**9. Does your employer comply with social distancing requirements?**

- Always
- Sometimes
- Never

**10. Does your job require you to interact with customers or guests?**

- Yes
- No

➤ [If Yes] How often do customers or guests wear masks?

- Always
- Sometimes
- Never

**11. What concerns you the most, the economic crisis or the public health crisis?**

- Economic Crisis
- Public Health Crisis

**12. As businesses start to reopen, when would you feel comfortable resuming the following activities?**

Now, 3 months, 6 months, 1 year, Never

- Attending social events (e.g. house parties, weddings)
- Attending events with large crowds (e.g. sporting events or concerts)
- Shopping for fun
- Shopping for necessities
- Visiting public places (e.g. shopping malls, movie theaters, restaurants)
- Staying at hotels
- Dining in restaurants
- Flying on airplanes
- Going to bars
- Riding mass transit
- Sending your child to school

Now, we would like to ask about your general health concerns surrounding COVID-19.

**13.** Have you tested positive for COVID-19?

- Yes
- No

**14.** Has someone in your immediate family tested positive for COVID-19?

- Yes
- No

**15.** Do you know if anyone at your workplace has tested positive for COVID-19?

- Yes
- No

Please share your feelings about your family's economic security.

**16.** Which of the following are you and your family unable to cover the cost of? (Select up to three.)

- Childcare/Elderly Care
- Food
- Housing
- Internet Bill
- Medical Costs
- Phone Bills
- Transportation
- Utilities

Please share your recommendations on how to solve our community's economic challenges as it relates to COVID-19.

**17.** Miami-Dade County government should: (Select up to three.)

- Continue to impose a countywide mask mandate
- Provide direct cash assistance to all working families
- Provide rental, mortgage, and utility assistance to all working families
- Mandate that employers provide PPE to workers
- Provide grants to community-based organizations to assist workers with social services, health and safety training, and legal assistance

**18.** Are you aware of Miami-Dade County's New Normal Website?

- Yes
- No

**19.** Are you aware of Miami-Dade County's COVID-19 Website?

- Yes
- No

Finally, we would like to ask you a few optional questions about yourself.

City [Is there a dropdown of cities?]

Zip code

Age Range

- 56-74
- 43-55
- 25-42
- 18-24

With what gender do you most identify?

- Male
- Female
- Specify: [Text Box]
- Prefer not to answer

What best describes your race?

- Asian
- Black/African American
- White
- American Indian
- Other

Are you of Hispanic or Latinx origin?

- Yes
- No

[Confirmation Text]

Your responses have been recorded.

If your family has experienced economic hardship as a result of the pandemic and requires assistance, please visit the [Miami-Dade County Coronavirus \(COVID-19\) Help](#) page for helpful resources.

Please check out our [Coronavirus](#) and [New Normal](#) websites.



**COVID-19 ERTF Industry/Small Business Working Group  
Recommendations  
(After August 27, 2020)**

**Recommendation# 21:** Include international trade as an option in training for companies, small business chambers, and task force member organizations. (The International Trade Consortium can identify training resources at no cost to the county government.) (8/31/2020; Adopted by ERTF 9/24/20)

**Recommendation# 22:** Include a guide to international trade and investment assistance in any comprehensive economic recovery guide/on-line resource site. (The International Trade Consortium can provide the content.) (8/31/2020; Adopted by ERTF 9/24/20)

**Recommendation #23:** Recommend Miami Dade County COVID-19 Economic Recovery Task Force to support Miami Media and Film Market / MMFM in the establishment and funding of a Content Based Digital Media Economic Initiative. This will foster Miami Dade County's transformation into an international center for Digital Media Content, Film and Television that will showcase Miami based stories and IP/Intellectual Property. MMFM will implement an Economic Recovery Program in the content development, media and digital sector that will target our minority communities, who have been adversely affected by the pandemic. This program will tap into and supply a burgeoning \$2.7 Trillion Dollar industry that will accelerate job creation in our minority communities, and will also employ hard to hire individuals, without changing the existing Miami Dade County film incentives. (9/21/2020; Adopted by ERTF 9/24/20)

**Recommendation #24:** Urge Miami Dade County to collaborate with the State of Florida to reinstitute film and television assistance. This assistance will encourage individuals from the film industry to take advantage of locations not only within Miami Dade County, but in the state of Florida and bring economic growth in the community. (9/21/2020; Adopted by ERTF 9/24/20)

**COVID-19 ERTF Marketing/Outreach Working Group Recommendations  
(After August 27, 2020)**

**Recommendation #10:** Create integrated marketing message to communicate to international audience, including messaging on safety, health infrastructure, and other relevant policy. (9/2/20; Adopted by ERTF 9/24/20)

**Recommendation #11:** Link Miami Dade County messaging through social media channels to other organizations to spread the information as much as possible. (9/2/20; Adopted by ERTF 9/24/20)

**Recommendation #12:** Create a curated webpage integrated with Miami Dade County's COVID-19 website in order to make the webpage mobile friendly. This webpage will be accessible through various types of devices and updated frequently. (9/23/20; Adopted by ERTF 9/24/20)

**Recommendation #13:** Conduct a marketing campaign to inform the public about the Rise Miami-Dade loan program in order to disseminate funding prior to the December 31, 2020 deadline. (9/23/20; Adopted by ERTF 9/24/20)

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

The Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group has developed a series of recommendations that have been presented to the full Task Force. The overarching goal of these recommendations is to develop clear and consistent communication to all segments of Miami-Dade County regarding COVID-19 public health and safety information.

The recommendations were reviewed by the County’s Communications staff to ensure that the recommendations are not in conflict with current County efforts. The county has also provided the Working Group with the list of “Media Buys” which identifies all the outlets that the County uses for the placement of advertisements. This list is dynamic and the Working Group will request updated lists as the work of the Task Force progresses. The recommendations have been expanded to create a plan that can be used to organize the activities of the working group by organizing recommendations and actions taken. The Plan can also expand as new issues are identified.

**The Plan is as follows:**

Recommendation	Suggested Next Steps	Plan	Lead Agency/Member	Status
<p><b>Recommendation #10</b></p> <p>Create integrated marketing message to communicate to international audience, including messaging on safety, health infrastructure, and other relevant policy. (9/2/20; Adopted by ERTF 9/24/20)</p>	<ul style="list-style-type: none"> <li>Coordinate international programs with the County’s communications platform</li> </ul>		<ul style="list-style-type: none"> <li>Working Group/county</li> </ul>	

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

<p><b>Recommendation #11</b></p> <p>Link Miami Dade County messaging through social media channels to other organizations to spread the information as much as possible. (9/9/20; Adopted by ERTF 9/24/20)</p>	<ul style="list-style-type: none"> <li>• Recommendation will be sent to the Full Task Force</li> </ul>		<ul style="list-style-type: none"> <li>• County/Working Group</li> </ul>	<ul style="list-style-type: none"> <li>• This is in progress.</li> </ul>
<p><b>Recommendation #12</b></p> <p>Create a curated webpage integrated with Miami-Dade County's COVID-19 website in order to make the webpage mobile friendly. This webpage will be accessible through various types of devices and updated frequently. (9/23/20; Adopted by ERTF 9/24/20)</p>	<ul style="list-style-type: none"> <li>• Review other "apps" to determine what is already available</li> <li>• Review FIU mobile app</li> <li>• Coordinate this effort with the Aviation Department to promote the "app" once it is developed</li> </ul>		<ul style="list-style-type: none"> <li>• County/Working group</li> </ul>	
<p><b>Recommendation #13:</b></p> <p>Conduct a marketing campaign to inform the public about the Rise Miami-Dade loan program in order to disseminate funding prior to the December 31, 2020 deadline. (9/23/20; Adopted by ERTF 9/24/20)</p>	<ul style="list-style-type: none"> <li>• This issue was brought to the attention of this working group by the Industry/Small Business Working Group.</li> </ul>	<ul style="list-style-type: none"> <li>• The County will continue to work with County communications staff to ensure that the Rise loan program information reaches small businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Task Force/County</li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation will be sent to the Full Task Force.</li> </ul>

***SANDRA BEATRIZ GONZALEZ-LEVY***

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**EMPLOYMENT:**

**July 2007 – Present**

*Senior Vice President, External Relations, Strategic Communications and Marketing  
Florida International University*

Responsible for all internal and external strategic communications, marketing, media, public relations, protocol and special events, community relations, including oversight of Florida International University's (FIU's) community board, the President's Council and its initiative, Fostering Panther Pride. Successfully launched and implemented a University-wide branding initiative, Worlds Ahead, including the implementation of a new logo. Coordinated the University's efforts with Miami Dade County and the Fair about expansion plans, assisted with the Haiti relief as past Chair of FIU's Haiti Initiative and recently a past co-chair of the FIU United Way Campaign. Currently Co-Chairs the Interdisciplinary Disaster Task Force (IDTF) as well as the University's participation in eMerge Tech Week.

During the period of July 2007 – March 2009, served as Vice President of Advancement and managed the corporate affairs of the Foundation and served as the liaison between the Board and the University. Responsible for managing relations with the FIU Alumni Association, with over 22,000 paying members and 160,000 graduates, and its Board of Directors. Managed all fundraising activities of the University and raised over \$52 million (including state matching funds) in one year.

**July 2000 – July 2007**

*Senior Vice President of Corporate Communications  
Terremark Worldwide, Inc.*

Responsible for all facets of internal and external communications including: marketing, public, media, investor, government and community relations for Terremark and its subsidiaries. Other responsibilities included the supervision of the Human Resources Department and Office Facilities (Procurement and Oversight) Department. Terremark Worldwide, Inc. (AMEX:TWW) is a publicly held, international company with subsidiaries and ventures throughout the world, and the leading designer, builder and operator of integrated Network Access Points (NAPs) and best-in-class data centers. Terremark is the owner and operator of the renowned NAP of the America, the flagship network access point, located in Miami, Florida and the only carrier-neutral Tier-1 NAP in the world. For more information about Terremark, visit [www.terremark.com](http://www.terremark.com).

**January 1998 – June 2000**

*President and Chief Executive Officer  
Miami-Dade Community College Foundation, Inc.*

Responsible for providing leadership in designing and implementing strategies to increase private and public financial support and directed the annual fund, capital campaign, planned giving, alumni relations programs, and oversaw the management of all Foundation assets (\$56 million), with a staff of twelve employees. Major accomplishments include restructuring the Board of Directors, hiring and training new staff, creating a checks-and-balances program, revitalizing the College's alumni association, and creating a strategic plan for a major gifts campaign to provide \$200 million in additional endowment funds for the College's needs over the next 10 years.

**October 1994 – January 1998**

*Group Senior Vice President/ Public Relations/ Community Development Director  
Barnett Bank, N.A., South Florida (now Bank of America)*

Responsible for corporate communications (internal and external), media relations and local advertisement; community relations, placement of Barnett officers on the board of local civic and charitable organizations; special events and projects such as “Take Stock In Children” and the United Way Campaign contributions, corporate donations and sponsorships, including overseeing an annual budget of over \$1.2 million, and the Barnett People for Better Government (Political Action Committee). In addition, responsibilities included managing the staff of the community development department. Before it was bought by NationsBank and then became Bank of America, Barnett Bank of South Florida was the largest affiliate of Barnett Bank, Inc., with 47 offices throughout Miami-Dade County and 2, 000 employees.

**February 1977 - October 1994**

*Senior Vice President in charge of International Economic Development/ Hispanic Business Departments  
Greater Miami Chamber of Commerce*

Responsible for the operation of two departments and the coordination of more than fifty action committees and sub-committees. Managed and supervised six staff people. Provided professional assistance to more than 600 volunteers active in the Chamber's committees. Was the Liaison with other international organizations, Federal, State and local agencies, foreign trade representatives and consulates, as well as other economic development entities in the community. Administrator and coordinator of the ten-year-old Miami Congressional Workshop, a non-partisan, educational, round table forum at which members of congress, Latin American leaders and educational experts discussed political, economic and security issues in the Western Hemisphere.

Since 1977, held numerous positions within the Chamber, including Assistant to the President, Office Administrator, Executive Director of Special Events and Vice President of Economic and International Economic Development

In addition, responsible for the coordination of several trade missions to the Caribbean, South America and Europe for the purpose of developing closer relations with foreign countries and to promote Miami as an international business hub.

As Secretary/Treasurer/ Director of the Greater Miami Foreign-Trade Zone Inc., an affiliate organization of the Greater Miami Chamber of Commerce was instrumental in the successful development of the first privately owned foreign trade zone in the United States, the Miami Free Zone. The GMFTZ Inc., grantees of foreign-trade zone #32, promoted and advised the operators of the zone and also served as the community liaison between the Foreign Trade Zone Board in Washington, the Miami community and the operators, Miami Free Zone Corp.

Created, managed and coordinated the Leadership Miami program for the first five years. This program, now in its twenty-seven year, offers participants the opportunity to meet Miami's leaders and to share an intensive learning experience that focuses on community issues. The goal of Leadership Miami is to identify and educate tomorrow's leaders by exposing them to today's prominent community leaders and to foster the next generation of Miamians. Leadership Miami was the model for the state program, Leadership Florida.

As Secretary of the Corporation (GMCC), was responsible for all Board of Directors and Executive Committee meetings, including the coordination of speakers, agenda, media coverage and attendance.

**April 1973 - February 1977**

*Administrative Assistant*

*Third Century U.S.A., Inc.*

*(Miami's official Bicentennial organization)*

*Affiliate organization of the Greater Miami Chamber of Commerce*

Responsible for the development of activities originating from the Hispanic American Committee, which required coordination with other agencies, media promotion, volunteer involvement and other departments. Other project included: Assisted in the development of projects such as the Beautification of 8th Street, the International Rowing Regatta and a special publication on Florida's Spanish Heritage. Also, responsible for office administration, bookkeeping, merchandise inventory and purchasing. Managed clerical staff, part-timers and STEP program employees. Helped coordinate and identify potential contributory sources for the fundraising drive.

**AFFILIATIONS:**

*Current*

Beacon Council – Member – OCOG

City of Coral Gables – Chair, Communications Committee

Greater Miami Chamber of Commerce, Board of Directors

Orange Bowl Committee Member

*Former*

Baptist Hospital, Women's Advisory Board

Barry University – Board of Directors

City of Coral Gables – Ambassador at large – Appointed by Mayor Slesnick

Coconut Grove Playhouse – Board of Directors

Dade County Public Schools – Citizens Advisory Board Member

FACE (Facts About Cuban Exiles) – (Past Chair)

FIU – Metropolitan Center Board of Directors, Past Chair

InternetCoast – Board of Directors

IT Florida – Board of Directors

Leadership Florida Alumni, Charter Class 1984, Member

Miami Dade County Oversight GOB Committee Member – appointed by Commissioner Rebecca Sosa

Our Kids – Board Member

Prospera, National Board Member

South Florida Health Information Initiative (SFHII) – Board Secretary

**EDUCATIONAL BACKGROUND:**

Barry University 1988

Miami, Florida

Degree: Master of Business Administration

**PERSONAL:**

Parents: Carlos Jarro Rodriguez and Herminia de la Rosa (deceased).

Married to Lawrence A. Levy, Esq. (deceased), former City Manager and Assistant City Attorney for the City of Miami Beach, Florida.

Children: Wilgberto Enrique (46), Sandra Maria (41) and Xavier Enrique (38).

**REFERENCES AVAILABLE UPON REQUEST**