



MEMORANDUM

Agenda Item No. 11(A)(10)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: January 21, 2010

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

SUBJECT: Resolution directing the Aviation Department to work with Jackson Health System (JHS) to identify and provide space at Miami International Airport (MIA) for an advertising campaign aimed at providing international and domestic passengers traveling through Miami-Dade County with information regarding available health services at JHS

Resolution No. R-59-10

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Senator Javier D. Souto.

A handwritten signature in black ink, appearing to read "RAC", written over a horizontal line.

R. A. Cuevas, Jr.
County Attorney

RAC/cp



MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: January 21, 2010

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R. A. Cuevas, Jr.
County Attorney

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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**
- Ordinance creating a new board requires detailed County Manager's report for public hearing**
- No committee review**
- Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous ____) to approve**
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(10)
1-21-10

RESOLUTION NO. R-59-10

RESOLUTION DIRECTING THE AVIATION DEPARTMENT TO WORK WITH JACKSON HEALTH SYSTEM (JHS) TO IDENTIFY AND PROVIDE SPACE AT MIAMI INTERNATIONAL AIRPORT (MIA) FOR AN ADVERTISING CAMPAIGN AIMED AT PROVIDING INTERNATIONAL AND DOMESTIC PASSENGERS TRAVELING THROUGH MIAMI-DADE COUNTY WITH INFORMATION REGARDING AVAILABLE HEALTH SERVICES AT JHS

WHEREAS, JHS has six main hospitals: Jackson Memorial Hospital, Holtz Children’s Hospital, Jackson Mental Health Hospital, Jackson Rehabilitation Hospital, Jackson North Medical Center and Jackson South Community Hospital; and

WHEREAS, Jackson Memorial Hospital has been continually ranked in U.S. News & World Report among the “America’s Best Hospitals,” is one of the busiest in the nation based on the number of admissions to a single facility, and is among a few select hospitals in the state designated as a Comprehensive Stroke Center by the Florida Agency for Health Care Administration; and

WHEREAS, Jackson’s Miami Transplant Institute is ranked among the tenth busiest in the nation and Jackson is the only Florida hospital that performs every kind of solid-organ transplant; and

WHEREAS, Holtz Children’s Hospital is one of the largest children’s hospitals in the southern United States, is ranked in U.S. News & World Report among the “America’s Best Children’s Hospitals,” and is home to a 126-bed newborn intensive care unit, a regional referral

facility that cares for critically ill infants and boasts some of the best survival rates and outcomes in the country; and

WHEREAS, MIA is the nation’s third leading gateway for international passenger traffic, is ranked fifteenth for overall passenger traffic among United States airports, is the port of entry for 79% of all international traffic arriving by air to Florida and maintains one of the highest international to domestic passenger ratios of any United States airport; and

WHEREAS, it is in the best interest of Miami-Dade County to utilize MIA as a marketing medium for the comprehensive health services available at JHS, in light of the volume of domestic and international passenger traffic traveling through the airport daily,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Board directs the Aviation Department to work with JHS to identify and provide space at MIA for an advertising campaign aimed at providing international and domestic passengers traveling through Miami-Dade County with information regarding available health services at JHS.

The Prime Sponsor of the foregoing resolution is Senator Javier D. Souto. It was offered by Commissioner **Joe A. Martinez**, who moved its adoption. The motion was seconded by Commissioner **Sally A. Heyman** and upon being put to a vote, the vote was as follows:

| | | |
|----------------------|---------------------------------|-------------------------------|
| | Dennis C. Moss, Chairman | aye |
| | Jose "Pepe" Diaz, Vice-Chairman | aye |
| Bruno A. Barreiro | aye | Audrey M. Edmonson aye |
| Carlos A. Gimenez | aye | Sally A. Heyman aye |
| Barbara J. Jordan | aye | Joe A. Martinez aye |
| Dorrin D. Rolle | aye | Natacha Seijas aye |
| Katy Sorenson | aye | Rebeca Sosa aye |
| Sen. Javier D. Souto | absent | |

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The Chairperson thereupon declared the resolution duly passed and adopted this 21st day of January, 2010. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK



By: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. CAZ

Cynji A. Lee

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