

MEMORANDUM

Agenda Item No. 11(A)(2)

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

DATE: March 2, 2010

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

SUBJECT: Resolution establishing a policy that \$150,000 of the \$150,000 allocated in the Fiscal Year 2009-10 budget for radio advertising for General Government be spent on radio advertising for the 311 Call Center

Resolution No. R-252-10

This item was amended at the February 9, 2010 Government Operations Committee. The amendment increased the amount to be spent on advertising the 311 Call Center from \$100,000 to \$150,000.

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



R. A. Cuevas, Jr.
County Attorney

RAC/jls



MEMORANDUM
(Revised)

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

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County Attorney

SUBJECT: Agenda Item No. 11(A)(2)

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)(2)
3-2-10

RESOLUTION NO. R-252-10

RESOLUTION ESTABLISHING A POLICY THAT \$150,000 OF THE \$150,000 ALLOCATED IN THE FISCAL YEAR 2009-10 BUDGET FOR RADIO ADVERTISING FOR GENERAL GOVERNMENT BE SPENT ON RADIO ADVERTISING FOR THE 311 CALL CENTER WHICH ALLOWS THE PUBLIC EASY ACCESS TO COUNTY AND CITY SERVICES

WHEREAS, in the budget for fiscal year 2009-10, the General Government is allocated a total of \$150,000 for radio advertising; and

WHEREAS, in prior years, it has been the practice to spend the majority of these funds on a radio show called "Ask 311," which is designed to educate the public regarding County and city services; for example, last year approximately \$132,000 was spent in such a manner to advertise 311 services; and

WHEREAS, the best use of ~~[[\$100,000 out of]]~~¹ the ~~[[total of]]~~ \$150,000 allocated for radio advertising would be to spend this money to advertise the County's 311 Call Center, which provides the public convenient access to County and city services to obtain information, make requests for services, and report problems,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that it is the policy of this Board that ~~[[at least \$100,000]]~~ >>\$150,000<< of the \$150,000 allocated to the General Government for radio advertising in the budget for fiscal year 2009-10 be spent on radio

¹ Committee amendments are indicated as follows: words stricken through and/or ~~[[double bracketed]]~~ shall be deleted, words underscored and/or >>double arrowed<< constitute the amendment proposed.

advertising of the County’s 311 Call Center, which provides the public convenient access to the County and city services to obtain information, make requests for services, and report problems.

The Prime Sponsor of the foregoing resolution is Commissioner Carlos A. Gimenez, and the Co-Sponsor is Commissioner Joe A. Martinez. It was offered by Commissioner Jose “Pepe” Diaz , 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	absent	Audrey M. Edmonson	aye
Carlos A. Gimenez	absent	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	aye		

The Chairperson thereupon declared the resolution duly passed and adopted this 2nd day of March, 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.

TWL

Thomas W. Logue