

**OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA**

MEMORANDUM

Agenda Item No. 11(A)(3)

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

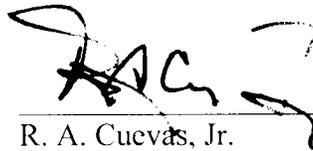
DATE: September 10, 2010

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

SUBJECT: Resolution directing County Mayor
to report to Board on use of County
vehicles for sale of advertisement
space

Resolution No. R-902-10

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Vice-Chairman Jose "Pepe" Diaz.



R. A. Cuevas, Jr.
County Attorney

RAC/cp



MEMORANDUM
(Revised)

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

DATE: September 10, 2010

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SUBJECT: Agenda Item No. 11(A)(3)

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)(3)
9-10-10

RESOLUTION NO. R-902-10

RESOLUTION DIRECTING COUNTY MAYOR OR MAYOR'S
DESIGNEE TO REPORT TO BOARD ON USE OF COUNTY
VEHICLES FOR SALE OF ADVERTISEMENT SPACE

WHEREAS, Miami-Dade County (the "County") is currently facing unprecedented budgetary constraints and difficulties; and

WHEREAS, recently, this Board approved a contract for the lease of wall space for advertising murals at the Miami-Dade Central Support Facility and that contract is estimated to generate \$1.15 million in revenues during the initial five (5) year term of the contract; and

WHEREAS, the County can generate further revenues through the sale of advertising space on other mediums owned by the County, such as on County vehicles; and

WHEREAS, in these times of economic hardships, it is in the best interest of the County to generate additional revenues to be able to continue to fund and support community-based organizations, not-for-profit organizations, and civic and cultural groups in the community (jointly referred to herein as "CBOs") that provide valuable services to Miami-Dade County residents,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board hereby directs the County Mayor or Mayor's designee to submit to this Board within thirty (30) days from the effective date of this resolution a written report with (1) a recommendation as to which types of County-owned vehicles (such as General Services Administration fleet vehicles and/or Park and Recreation Department maintenance vehicles, but not Miami-Dade Police or Fire

Rescue Department vehicles) could be used to display paid advertisements, (2) the anticipated revenues that such advertisements could generate for the County, and (3) the mechanism and process by which the Board can ensure that such revenues can be utilized to fund CBOs in order to alleviate the impact that CBO funding has on the General Fund.

The Prime Sponsor of the foregoing resolution is Vice-Chairman Jose "Pepe" Diaz. It was offered by Commissioner **Jose "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Joe A. Martinez** 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	aye	

The Chairperson thereupon declared the resolution duly passed and adopted this 10th day of September, 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.

Monica Rizo