MEMORANDUM

Agenda Item No. 11(A)(21)

TO:	Honorable Chairwoman Rebeca Sosa and Members, Board of County Commissioners	**DATE:**	March 4, 2014
FROM:	R. A. Cuevas, Jr. County Attorney	**SUBJECT:**	Resolution directing County Mayor to update County logo and County slogan

Resolution No. R-250-14

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Juan C. Zapata.

R. A. Cuevas, Jr.
County Attorney

RAC/lmp

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MEMORANDUM

(Revised)

TO: Honorable Chairwoman Rebeca Sosa   DATE: March 4, 2014
and Members, Board of County Commissioners

FROM: R. A. Cuevas, Jr.   SUBJECT: Agenda Item No. 11(A)(21)
County Attorney

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 Mayor'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

RESOLUTION NO.   R-250-14 _____

RESOLUTION DIRECTING COUNTY MAYOR OR
COUNTY MAYOR'S DESIGNEE TO UPDATE
COUNTY LOGO AND COUNTY SLOGAN

WHEREAS, on April 13, 2004, the Board of County Commissioners accepted the

County Manager's recommendation and adopted a "refreshed" County logo as the official County

brand; and

WHEREAS, on May 11, 2004, the Board of County Commissioners adopted Resolution

R643-04 directing the County Manager to use the "refreshed" County logo consistent with the

County Branding Style Guide; and

WHEREAS, the 2004 branding efforts sought to consolidate more than 55 logos that

were used by Departments throughout the County; and

WHEREAS, the 2004 branding efforts was also used to build local community

confidence in County government; and

WHEREAS, it has been almost a decade since the County's current logo was

"refreshed"; and

WHEREAS, other important cities throughout the World are refreshing their logos and

brands so that they translate well into the new technological mediums that are changing every

day as modes of communication and advertising; and

WHEREAS, a newly "refreshed" Miami-Dade County logo reflective of our vibrant

international community and the current times will generate interest and international buzz and

serve to promote Miami-Dade County as a destination; and

WHEREAS, the Board believes that there are adverting firms, public and private institutions and other civic minded individuals that will assist Miami-Dade County in designing a "refreshed" logo at no cost to the taxpayers; and

WHEREAS, a new logo can be phased in as stationary, business forms and other County assets are replaced, as well as through all new advertisements and construction signs for new capital projects, resulting in minimal or no additional costs to the County; and

WHEREAS, the County's current slogan of "Delivering Excellence Everyday" is a service motto to convey to our residents the County's commitment to quality services; and

WHEREAS, developing a new marketing slogan aimed at the millions of domestic and international tourists and business visitors that travel to and through our community every day will help our County in selling the image and message that we are a desirable international destination for business; and

WHEREAS, Miami-Dade County has a large fleet of vehicles which are moving billboards including light vehicle fleet, commercial trucks, buses and rail cars, which Internal Services Department staff can decal with the newly "refreshed" logo as the vehicles are retired from service and replaced with new vehicles,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board directs the County Mayor or County Mayor's Designee to solicit designs for a newly "refreshed" County logo and a County slogan with the intent to market our County as a destination for business and tourism and to present such "refreshed" County logo and County Slogan to the Board for approval within 120 days of the effective date of this resolution. In creating and evaluating the solicitation, the County Mayor or the County Mayor's designee shall consult with the Greater

Miami Convention and Visitor's Bureau, the Greater Miami Chamber of Commerce and solicit in-kind support from local advertising firms. The Board further directs that, upon approval of the new County logo and County slogan, the County Mayor or County Mayor's designees begin phasing the new County logo and County slogan into the use throughout the County in a cost effective and efficient manner.

The Prime Sponsor of the foregoing resolution is Commissioner Juan C. Zapata. It was offered by Commissioner **Dennis C. Moss** , who moved its adoption. The motion was seconded by Commissioner **José "Pepe" Diaz** and upon being put to a vote, the vote was as follows:

	Rebeca Sosa, Chairwoman		**aye**
	Lynda Bell, Vice Chair		**absent**
Bruno A. Barreiro	**aye**	Esteban L. Bovo, Jr.	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**absent**
Sally A. Heyman	**absent**	Barbara J. Jordan	**aye**
Jean Monestime	**aye**	Dennis C. Moss	**aye**
Sen. Javier D. Souto	**aye**	Xavier L. Suarez	**aye**
Juan C. Zapata	**absent**		

The Chairperson thereupon declared the resolution duly passed and adopted this 4th day of March, 2014. 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
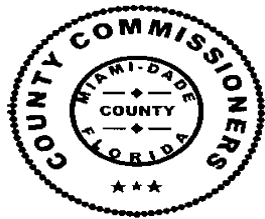
Christopher Agrippa

By:_____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Oren Rosenthal