

MEMORANDUM

Agenda Item No. 11(A)(6)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

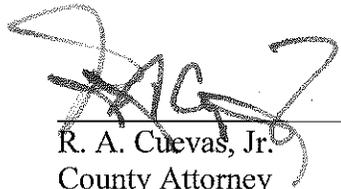
DATE: July 1, 2014

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

SUBJECT: Resolution directing the Mayor
to establish an advertisement
campaign utilizing existing
County contracts to inform
eligible small businesses and
encourage them to become
certified for various Small
Business Development Programs

Resolution No. R-628-14

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Barbara J. Jordan and Co-Sponsor Vice Chair Lynda Bell.



R. A. Cuevas, Jr.
County Attorney

RAC/Imp



MEMORANDUM
(Revised)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

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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 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

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(6)

7-1-14

RESOLUTION NO. R-628-14

RESOLUTION DIRECTING THE MAYOR OR MAYOR'S
DESIGNEE TO ESTABLISH AN ADVERTISEMENT
CAMPAIGN UTILIZING EXISTING COUNTY CONTRACTS
TO INFORM ELIGIBLE SMALL BUSINESSES AND
ENCOURAGE THEM TO BECOME CERTIFIED FOR
VARIOUS SMALL BUSINESS DEVELOPMENT PROGRAMS

WHEREAS, Miami-Dade County and this Board values the vital role of small businesses in our community; and

WHEREAS, all eligible contracts are subject to the inclusion of workforce goals and small business goals through various programs such as the Community Business Enterprise, Community Small Business Enterprise, and the Small Business Enterprise; and

WHEREAS, in addition to the resources available on Miami-Dade County's Internal Services Department Small Business Development (SBD) website, the County should reach out and inform the public at large and eligible small businesses in particular of the programs and resources available for small businesses; and

WHEREAS, SBD currently seeks to increase small business participation through targeted, active recruiting of firms in areas where there is little or no availability for certain commodities which the County procures; and

WHEREAS, this targeted recruitment is valuable and an efficient use of resources currently available, a broader active approach to soliciting small business participation through resources available at no cost and on a more countywide basis would enhance SBD's mission and benefit the community; and

WHEREAS, the Mayor or Mayor's designee should establish an advertising campaign to publicize these small businesses resources and encourage firms to seek more information and become certified where eligible; and

WHEREAS, this advertising campaign can and should utilize existing county contracts to reach the target audience at little or no cost to the County, including Miami-Dade TV, county mailers, circulators and eligible transit advertising (Metro Rail/Metro Mover/ Metro Bus as well as benches, facilities and shelters),

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Mayor or Mayor's designee is directed to establish an advertisement campaign utilizing existing county contracts to inform eligible small businesses and encourage them to become certified for various small business development programs.

The Prime Sponsor of the foregoing resolution is Commissioner Barbara J. Jordan and the Co-Sponsor Vice Chair Lynda Bell It was offered by Commissioner **Barbara J. Jordan** , who moved its adoption. The motion was seconded by Commissioner **Lynda Bell** and upon being put to a vote, the vote was as follows:

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

The Chairperson thereupon declared the resolution duly passed and adopted this 1st day of July, 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

By: **Christopher Agrippa**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in cursive script, appearing to read "ASB", is written over a horizontal line.

Alex S. Bokor