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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 11(A)(17)

TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: June 7, 2016

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Resolution directing the County Mayor to analyze the feasibility of identifying additional funding from any legally available source for the purpose of retaining an outside consulting firm to assist the Miami-Dade County Animal Services Department with social media outreach to increase public awareness about the success of the department in saving animals and to provide a report on same within 120 days of the effective date of this resolution

Resolution No. R-513-16

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Rebeca Sosa and Commissioner Sally A. Heyman.

Abigail Price-Williams
County Attorney

APW/jls

MEMORANDUM

(Revised)

TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: June 7, 2016

FROM: Abigail Price-Williams
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SUBJECT: Agenda Item No. 11(A)(17)

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**

_____ **Statement of social equity 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)(17)
6-7-16

RESOLUTION NO. R-513-16

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO ANALYZE THE FEASIBILITY OF IDENTIFYING ADDITIONAL FUNDING FROM ANY LEGALLY AVAILABLE SOURCE FOR THE PURPOSE OF RETAINING AN OUTSIDE CONSULTING FIRM TO ASSIST THE MIAMI-DADE COUNTY ANIMAL SERVICES DEPARTMENT WITH SOCIAL MEDIA OUTREACH TO INCREASE PUBLIC AWARENESS ABOUT THE SUCCESS OF THE DEPARTMENT IN SAVING ANIMALS AND TO PROVIDE A REPORT ON SAME WITHIN 120 DAYS OF THE EFFECTIVE DATE OF THIS RESOLUTION

WHEREAS, the Miami-Dade County Animal Services Department ("ASD") has been incredibly successful over the course of the past five years in increasing the save rate for animals in its care and reducing the number of animals euthanized at its shelter; and

WHEREAS, ASD has increased the save rate for animals in its care from 51 percent in 2011 to 90 percent in 2016, which fulfills the Department's goal of becoming a "no-kill" shelter; and

WHEREAS, ASD has decreased the number of animals euthanized per year from approximately 13,000 in 2011 to approximately 2,500 in 2015; and

WHEREAS, many members of the public remain unaware of the tremendous success of ASD's efforts to save animals; and

WHEREAS, this Board believes that retaining an outside consulting firm to assist ASD with social media outreach would help increase public awareness about ASD's success; and

WHEREAS, ASD does not currently have the funding resources to retain an outside consulting firm to assist with social media outreach; and

WHEREAS, this Board believes that it would be in the best interest of the residents of Miami-Dade County for the County to raise public awareness about ASD's success in saving animals over the past five years; and

WHEREAS, this Board also believes that identifying additional funding from any legally available source to help ASD retain an outside consulting firm to assist with social media outreach would benefit the County and the community by helping to spread awareness about ASD's success in saving animals over the past five years,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Mayor or County Mayor's designee is directed to analyze the feasibility of identifying additional funding from any available legal source for the purpose of retaining an outside consulting firm to assist the Miami-Dade County's Animal Services Department with social media outreach to increase public awareness about the Department's success of saving animals and to provide a report on same. The County Mayor or County Mayor's designee is directed to include in said report recommendations regarding the source of this additional funding. Further, the County Mayor or the County Mayor's designee is directed to complete said report within 120 days of the effective date of this resolution and shall place the completed report on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Commissioner Rebeca Sosa and the Co-Sponsor is Sally A. Heyman. It was offered by Commissioner **Esteban L. Bovo, Jr.** , who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

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

The Chairperson thereupon declared the resolution duly passed and adopted this 7th day of June, 2016. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the 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.

Sabrina Levin