



**MIAMI-DADE COUNTY
FINAL OFFICIAL MINUTES
Recreation and Cultural Affairs Committee**

Board of County Commissioners

Stephen P. Clark Government Center
Commission Chamber
111 NW 1st Street
Miami, Florida 33128

Meeting Date:

Monday, July 16, 2007
2:00 P.M. Commission Chambers

Prepared by:

Harvey Ruvin, Clerk
Board of County Commissioners

Kay Madry Sullivan, Director
Clerk of the Board Division

Reporter:

Zorana Gainer, Commission Reporter
(305) 375-3570





FINAL OFFICIAL
Meeting Minutes

Stephen P. Clark
Government Center
111 N.W. 1st Street
Miami, FL 33128

Recreation & Cultural Affairs Committee

Javier D. Souto (10) Chair; Dennis C. Moss (9) Vice Chair; Commissioners Audrey M. Edmonson (3), Barbara J. Jordan (1), Katy Sorenson (8), and Dorrin D. Rolle (2)

Monday, July 16, 2007

2:00 PM

COMMISSION CHAMBERS

Members Present: Audrey M. Edmonson, Dennis C. Moss, Dorrin Rolle, Katy Sorenson, Javier D. Souto.

Members Absent: None.

Members Late: Barbara J. Jordan.

Members Excused: None.

Members Absent County Business: None.

1 MINUTES PREPARED BY:

Report: *Zorana Gainer, Commission Reporter*
305-375-3570

1A INVOCATION

1B PLEDGE OF ALLEGIANCE

1C ROLL CALL

Report: *In addition to the Committee members, the following staff members were present:*

- ~Assistant County Manager Alex Munoz*
- ~Assistant County Manager Ian Yorby*
- ~Assistant County Attorney Wilfredo Ferrer*
- ~Deputy Clerk Jovel Shaw*
- ~Deputy Clerk Zorana Gainer*

1D SPECIAL PRESENTATIONS

1D1 071814 Report Presented
SPECIAL PRESENTATION TO THE PARK AND
RECREATION DEPARTMENT ON RECEIVING FIRST
PLACE IN THE NATIONAL "SUNNY D COURT CASH"
CONTEST SPONSORED BY SUNNY DELIGHT
BEVERAGE COMPANY AND \$10,000 FROM THE
STAPLES DREAM PARK CHALLENGE WITH D-WADE

1D2 072098 Special Presentation Audrey M. Edmonson Presented
PRESENTATION OF A PROCLAMATION TO THE
PELICAN HARBOR MARINA LOCATED IN DISTRICT 3

1D3 072228 Report Katy Sorenson Presented
PRESENTATION OF A PROCLAMATION TO BLACK
POINT MARINA

1D4 072254 Report Sen. Javier D. Souto Presented
PRESENTATION OF A PROCLAMATION TO HERBERT
HOOVER MARINA

1E PUBLIC HEARING

1F DISCUSSION MATTERS

2 COUNTY COMMISSION

2A

071595

Resolution**Dennis C. Moss**

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE PARK AND RECREATION DEPARTMENT FOR THE MAY 5, 2007 WILLIE BROWN SR. MEMORIAL CONCERT SPONSORED BY BROWN & RIOS, INC., A NOT-FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED \$716.00 TO BE FUNDED FROM THE DISTRICT 9 IN-KIND RESERVE FUND

*Forwarded to BCC with a favorable**recommendation**Mover: Moss**Second: Rolle**Vote: 5-0**Absent: Jordan*

2B

071400

Resolution**Bruno A. Barreiro**

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE PARK AND RECREATION DEPARTMENT FOR THE JUNE 8, 2007 GROUNDBREAKING CEREMONY SPONSORED BY CUBAN MUSEUM, INC., A NOT-FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED \$1,725.00 TO BE FUNDED FROM THE DISTRICT 5 IN-KIND RESERVE FUND

*Forwarded to BCC with a favorable**recommendation**Mover: Jordan**Second: Moss**Vote: 5-0**Absent: Souto*

2C

072049

Resolution**Bruno A. Barreiro,**

Joe A. Martinez, Rebeca Sosa, Natacha Seijas, Jose "Pepe" Diaz, Carlos A. Gimenez, Barbara J. Jordan, Audrey M. Edmonson, Dorrin D. Rolle
RESOLUTION DIRECTING COUNTY MANAGER TO PREPARE A CONCEPTUAL STUDY ANALYZING DEVELOPMENT OF BAY OF PIGS MUSEUM AND LIBRARY AT PARCEL B OF PEC PROPERTY

*Forwarded to BCC with a favorable**recommendation**Mover: Edmonson**Second: Moss**Vote: 6-0*

2D

071983

Resolution

Joe A. Martinez

RESOLUTION DIRECTING THE COUNTY MANAGER
TO CREATE A PROGRAM FOR CORPORATE
SPONSORSHIP AND UNDERWRITING OF COUNTY
PARKS

*Forwarded to BCC with a favorable**recommendation**Mover: Jordan**Second: Moss**Vote: 6-0*

Report: Assistant County Attorney Ferrer read the
foregoing proposed resolution into the record.

Ms. Vivian Donnell Rodriguez, Director, Parks & Recreation noted a 501(c)(3) non-profit park foundation was established; that Adopt-A-Tree and Adopt-A-Bench programs were being promoted; and that donations were made for Matheson Hammock Park, Haulover Park and others. Ms. Donnell Rodriguez noted 19 sponsors donated \$140,000 for 2,000 pairs of shoes for kids enrolled in Parks & Recreation Summer Camps. She said Miami Children's Hospital donated time and provided nutrition and other information to campers in a series called "Fit to Play". A shade structure at AD Barnes Pool was being funded by bank corporations. Leadership Miami had adopted North Lake Park, did work projects as well as donate microwaves, refrigerators and other equipment to the park. Ms. Donnell Rodriguez explained.

Ms. Donnell Rodriguez said staff was revisiting the Charter in an attempt to update the language within Article 6 to determine the possibility of allowing potential naming and sponsorship of parks without adding advertisements for any particular park. She stated there had been lots of sponsorship for special events like Rib Fest and July 4th, and a review was being conducted by staff in attempt to continue these types of events.

Chairman Souto noted "Friends of the Park" was created under his sponsorship to help renovate and restore parks and this program was funded with private donations. He said the "Adopt-a-Park" program was also created under his sponsorship to reach out to residents for help fund parks. Chairman Souto stated he would like a report reflecting how the programs were progressing and suggestions on how to get the community involved.

Commissioner Sorenson spoke in in support of the foregoing resolution and stated she wanted to

ensure that any funding acquired through these programs were distributed equally to the parks. She questioned what percentage of the parks budget was allocated from property tax dollars.

Ms. Donnell Rodriguez stated approximately 66% of the parks budget was allocated from property tax dollars.

Commissioner Edmonson concurred with Commissioner Sorenson and expressed concern regarding certain parks receiving more funds than others. She emphasized the need for the funding to be distributed equally to all parks and to ensure that the sponsor(s) did not control the funding or receive preferential treatment.

Chairman Souto invited his colleagues to participate in future events and fund raising efforts for all of Miami-Dade County's Parks.

In response to Commissioner Jordan's concern regarding Article 6, Ms. Donnell Rodriguez stated Article 6 covered parks and prevented sponsors from receiving preferential treatment.

Hearing no further questions or comments the committee proceeded to vote.

2E

072168

Resolution**Sen. Javier D. Souto**

RESOLUTION DIRECTING COUNTY MANAGER TO DEVELOP A PLAN TO REDUCE DISTANCE BETWEEN LITTER RECEPTACLES IN COUNTY PARKS TO A MAXIMUM OF 100 FEET

*Forwarded to BCC without a**recommendation**Mover: Souto**Secorder: Rolle**Vote: 6-0***Report:**

Assistant County Attorney Ferrer read the foregoing proposed resolution into the record.

Chairman Souto relinquished the Chair to Vice Chairman Moss.

Chairman Souto explained the intent of the foregoing resolution. He said it was his effort to place trash receptacles closer to each other in an attempt to get park patrons to place refuse in its proper place rather than putting it on the ground.

Ms. Vivian Donnell Rodriguez, Director, Parks & Recreation Department, stated a report regarding the costs implications would be presented at the next committee meeting. She said approximately six (6) years ago, the department added more trash receptacles on the beach and attempted to locate the receptacles in close proximity to make it easier for patrons. She noted the operational costs to providing receptacles would be to grounds maintenance and that the largest budget cuts had been to this department; however, the fiscal impact would be conducted.

Commissioner Jordan this proposed resolution be forwarded without a recommendation, pending sufficient information regarding the fiscal impact of the proposal.

In response to Commissioner Rolle's question regarding the purchase of trash receptacles, Ms. Donnell Rodriguez stated it varied depending on the type of park, most were a part of a "family package" which included picnic tables, barbecue pits and receptacles, generally 2 to 3 receptacles per family pack. Commissioner Rolle stated he felt the parks in his district (Dist 2) had a sufficient amount of trash receptacles; however, he supported this proposed resolution.

In response to Commissioner Edmonson's question regarding the cost of trash receptacles, Ms. Donnell Rodriguez stated the approximate cost was \$120 to \$130 per receptacle.

Hearing no further questions or comments the committee proceeded to vote.

2F

072167

Resolution**Sen. Javier D. Souto**

RESOLUTION DIRECTING COUNTY MANAGER TO INSTALL POSTERS PROMOTING CARNIVAL CENTER FOR PERFORMING ARTS AND PERFORMANCES HELD AT CENTER IN AREAS ACCESSIBLE TO VISITORS AND TOURISTS AT MIAMI INTERNATIONAL AIRPORT AND PORT OF MIAMI CRUISE SHIP TERMINALS

Forwarded to BCC with a favorable recommendation
Mover: Souto
Second: Moss
Vote: 6-0

3 DEPARTMENTS

3A

071671

Resolution

RESOLUTION AUTHORIZING THE EXECUTION OF A CONTRACT FOR SALE AND PURCHASE, IN THE AMOUNT OF \$500,000, BETWEEN GORDON SUMMERS AND HELENE K. SUMMERS, AS SELLER, AND MIAMI-DADE COUNTY, AS BUYER OF APPROXIMATELY 1.88-ACRES OF IMPROVED PROPERTY LOCATED AT 18400 SW 248 STREET FOR THE PURPOSE OF EXPANDING THE REDLAND FRUIT AND SPICE PARK; AND AUTHORIZING THE COUNTY MAYOR OR HIS DESIGNEE TO EXERCISE ANY AND ALL RIGHTS CONFERRED THEREIN (General Services Administration Department)

Forwarded to BCC with a favorable recommendation
Mover: Sorenson
Second: Moss
Vote: 6-0

3B

071673

Request to Advertise

REQUEST TO ADVERTISE FOR CHUCK PEZOLDT PARK - PHASE 1: FIELD CENTER, SOCCER FIELDS AND PARKING LOT - PROJECT NO: 592801-02-001 GOB;
 CONTRACT NO: 592801-02-001-1, PROJECT LOCATION: 16555 SW 157 AVENUE, MIAMI, FLORIDA 33187 (Park & Recreation Department)

Withdrawn

3C

071782 Request to Advertise

Withdrawn

REQUEST TO ADVERTISE FOR REDLAND FRUIT & SPICE PARK - LAKE DEVELOPMENT - PROJECT NO: 682501-00-003 GOB; CONTRACT NO: 682501-00-003, PROJECT LOCATION: 24801 SW 187 AVENUE, HOMESTEAD, FLORIDA 33031 (Park & Recreation Department)

3D

072144 Resolution

Deferred to next committee meeting

RESOLUTION AUTHORIZING THE AWARD OF A PROFESSIONAL SERVICES AGREEMENT TO URS CORPORATION SOUTHERN, TO PROVIDE DESIGN, PERMITTING AND CONSTRUCTION ADMINISTRATION SERVICES AND, WITH PRIOR BOARD APPROVAL, PLANNING SERVICES FOR PARK TRAIL IMPROVEMENTS, PROJECT NO. E05-PARK-01 GOB, CONTRACT NO. 999999-05-002-1 (Park & Recreation Department)

Mover: Moss

Second: Rolle

Vote: 6-0

Report: Assistant County Attorney Ferrer read the foregoing resolution into the record.

In response to Vice Chairman Moss' question regarding why the County Manager recommended this proposed resolution be deferred, Assistant County Manager Munoz explained that the Manager recommended this resolution be deferred in anticipation of the second round of property tax reform reductions, which would be applicable to this resolution.

Commissioner Rolle asked Ms. Donnell Rodriguez to provide a report indicating what the proposed budget cuts may be and the effect it would have on Parks & Recreation Department.

Hearing no further questions or comments the committee proceeded to vote.

3E

072145

Resolution

RESOLUTION AUTHORIZING THE AWARD OF A PROFESSIONAL SERVICES AGREEMENT TO MARLIN ENGINEERING, INC., TO PROVIDE DESIGN, PERMITTING AND CONSTRUCTION ADMINISTRATION SERVICES AND, WITH PRIOR BOARD APPROVAL, PLANNING SERVICES FOR PARK TRAIL IMPROVEMENTS, PROJECT NO. E05-PARK-01 GOB, CONTRACT NO. 999999-05-002-3 (Park & Recreation Department)

*Deferred to next committee meeting**Mover: Moss**Second: Rolle**Vote: 6-0*

3F

072150

Resolution

RESOLUTION AUTHORIZING THE AWARD OF A PROFESSIONAL SERVICES AGREEMENT TO KIMLEY-HORN AND ASSOCIATES, INC., TO PROVIDE DESIGN, PERMITTING AND CONSTRUCTION ADMINISTRATION SERVICES AND, WITH PRIOR BOARD APPROVAL, PLANNING SERVICES FOR PARK TRAIL IMPROVEMENTS, PROJECT NO. E05-PARK-01 GOB, CONTRACT NO. 999999-05-002-2 (Park & Recreation Department)

*Deferred to next committee meeting**Mover: Moss**Second: Rolle**Vote: 6-0*

3G

071737

Change Orders

RETROACTIVE CHANGE ORDER NO: ONE (1) AND FINAL FOR GOULDS PARK WINGS ADDITON PHASE II CONTRACT NO: 601806-02-003, PROJECT LOCATION: 21805 SW 114 AVENUE, MIAMI, FL (Park & Recreation Department)

*Forwarded to BCC with a favorable**recommendation**Mover: Moss**Second: Jordan**Vote: 6-0*

3H

071781

Request to Advertise

REQUEST TO ADVERTISE FOR KENDALL SOCCER PARK PHASE II & IIA - ARTIFICIAL TURF SOCCER FIELDS, RESTROOM BUILDING, LIGHTED PARKING LOT & WALKWAYS, PROJECT NO: 493501-02-001 GOB; CONTRACT NO: 493501-02-001-1, PROJECT LOCATION: 8011 SW 127TH AVENUE, MIAMI, FLORIDA 33183 (Park & Recreation Department)

Withdrawn

4 COUNTY MANAGER

5 COUNTY ATTORNEY

6 CLERK OF THE BOARD

6A

071699 Report

APPROVAL OF COMMISSION COMMITTEE MINUTES
FOR THE MAY 14, 2007 RECREATION AND CULTURAL
AFFAIRS COMMITTEE MEETING (Clerk of the Board)

Approved
Mover: Moss
Second: Rolle
Vote: 6-0

7 REPORTS

7A

072084

Report
GREENWAYS AND TRAILS IN COMMISSION DISTRICT
2 (County Manager)

Accepted
Mover: Rolle
Secunder: Souto
Vote: 6-0

Report: *Assistant County Attorney Ferrer read the foregoing report into the record*

Ms. Barbara Falsey, Chief, Planning & Research Department, gave a brief report regarding the greenway study. Ms. Falsey stated they had researched opportunities within District 2 for greenways. She noted this area was intensely developed and staff recommended looking at bicycle boulevards and the capacity to connect various parks within the area. She said one way to do this was to identify areas where street networks could be improved to enable cycling opportunities. She noted a specific route had not been identified, but she would like to retain a consultant(s) who had some expertise in developing bicycle route.

Commissioner Rolle commented that he was unsure that his district (District 2) was a bicycling district. She said he wanted to continue to explore the recommendations and the alternatives.

Commissioner Edmonson asked Director of Parks & Recreation to provide her a report regarding the greenway study and bicycle boulevards since the existing report encompassed some of her district (Dist 3).

7B

072088

Report
FEASIBILITY OF ERRECTING A MINI PARK BETWEEN
NW 107-105 STREETS ALONG NW 17 AVENUE (County
Manager)

Accepted
Mover: Rolle
Secunder: Moss
Vote: 6-0

Report: *Assistant County Attorney Ferrer read the foregoing report into the record.*

Ms. Vivian Donnell Rodriguez, Director, Parks & Recreation, noted the subject property was owned by the Village of Miami Shores since 1940; that the property was used for public works functions and the Village of Miami Shores had no interest regarding selling the property.

7C

071678 **Report**

REPORT ON UPCOMING SPECIAL EVENTS, OPENINGS
& GROUNDBREAKING CEREMONIES (County Manager)

Accepted

Mover: Moss

Second: Edmonson

Vote: 6-0

7D

072164 Report

ORAL REPORT RE: PROGRAMMING PARTNERS
BACKGROUND CHECKS UPDATE (County Manager)

Presented

Report: Assistant County Attorney Ferrer read the
foregoing report into the record.

Ms. Vivian Donnell Rodriguez stated that 26 program partnership agreements had been executed, and six partnerships were being executed and finalized. She noted the program began a number of years ago to formalize the agreement and relationship between the County and Community Based Organizations (CBO's). CBO's were currently required to provide payment for the use of fields, insurance, coaching certification, annual financial statements, legal status, players and coaches roster, and background checks; now under the program partnership they were required to provide an annual affidavit indicating that background checks were conducted and all employees passed. Ms. Donnell Rodriguez explained that they were additionally requiring after the background check were done a report be provided reporting any negative results. She stated a further requirement was that the information came to Parks & Recreation Department as an additional filter. She also noted that negotiations regarding Miami-Dade Police Department (MDPD) conducting background checks would be reopened.

Vice Chairman Moss asked Ms. Donnell Rodriguez to identify an organization that would be acceptable to offer discounted background checks to CBO's.

In response to Vice Chairman Moss' request regarding background checks, Ms. Donnell Rodriguez stated that staff had notified CBO's of companies that provided background checks and was in the process of sending letters to all CBO's reminding them of their responsibilities regarding background checks.

Vice Chairman Moss stated that a background check on volunteers could be a costly expense for non-profit organizations. He noted these non-profit organizations needed additional assistance in regards to the background checks.

Chairman Souto stated he was told the FBI

charged \$14 to conduct a background check and asked Ms. Donnell Rodriguez to investigate this. He also asked Ms. Donnell Rodriguez to work closely with the Police Department to conduct the background checks and to follow up on an incident at the Equestrian Park involving an animal handler.

7E

072169

Report

ORAL REPORT RE: PERFORMING ARTS CENTER

Presented

UPDATE (County Manager)

Report: Assistant County Attorney Ferrer read the foregoing report into the record.

Mr. Michael Hardy, President Carnival Center for the Performing Arts gave a report regarding the Performing Arts Center (PAC). Mr. Hardy stated the PAC had hired a new marketing director who was formerly a member of the Florida Grand Opera. The new director would begin on August 6, 2007 and would develop a new marketing plan for the next year. Mr. Hardy noted. During the summer the PAC launched a telemarketing program and campaign for memberships and ticket sales which would be conducted in house at the PAC. Mr. Hardy pointed out. He noted the marketing strategies for next year had already resulted in higher advance sales for PAC shows. Recently a sponsorship agreement was negotiated with American Express where American Express Gold Card holders could utilize a particular code to receive tickets, and American Express had agreed to share their marketing data in an effort to learn more about PAC patrons, he explained. Mr. Hardy said they were reaching out to the community surrounding Tamiami Park to promote the Peruvian and Columbian Festivals at Tamiami Park.

In response to Commissioner Rolle's previous request that efforts be made to hire a more diverse staff at the PAC, Mr. Hardy stated that although 18 to 10 percent of the entire staff was African American and a number of them were subcontractors. Additionally, he noted concerns had been raised that overall PAC staff membership was only 7% African American and Senior Management Staff only 11%. Subsequently a number of internship programs had been implemented, one with Florida Memorial University to bring in African American students and train them in performing arts center management. Mr. Hardy pointed out that the PAC was also participating in an internship program in connection with the Smithsonian Center Latino Internship program targeting Hispanic students; that employment opportunities were advertised bi-monthly in the Miami-Times; and that the PAC had developed on an ongoing relationship with

South Florida Workforce Agency. He noted a monthly staff diversity report had been developed and would be reviewed monthly by senior staff, and the goal was to increase the number of African Americans on the management staff.

Mr. Hardy addressed Vice Chairman Moss' concerns regarding the foundations decisions not to attempt to raise additional funding this fiscal year to help out with the financial problems. Mr. Hardy stated that in 06-07 the foundation had raised 7.2 million, 2.2 million for operations and 5 million which covered the 4 day grand opening of the center. Mr. Hardy said the Foundation's executive committee did not feel that the climate was favorable to promise that they could raise additional money; however, they did agree to advance money which had been drawn down on a monthly basis in advance to get through the cash flow crisis until the County could act. He said it was their effort to start focusing on some major fundraising programs for the coming year.

Mr. Hardy reported the first annual gala and anniversary for the center was planned for October 17, 2007, which would coincide with a concert by a Peruvian tenor, Juan Diego Flores. He said that PBS Great Performances was negotiating with the PAC to broadcast nationally. In a matter of 10 days, \$300,000 had been raised toward the gala goal of 11 million dollars and 100,000 membership renewals were being processed. Mr. Hardy said it was a strategic decision on behalf of the foundations board to focus efforts on the year ahead rather than at the moment of crisis.

Vice Chairman Moss asked Mr. Hardy to provide an ongoing monthly written review of the PAC's financial status.

Chairman Souto stated that upon granting funding of \$4.1 million to the PAC, they were expected to adhere to a request to provide monthly financial status reports and to have a committee member present at the PAC Board Meetings.

Assistant County Attorney Ian Yorty stated that a hard copy report would come before the committee regarding the financial information requested.

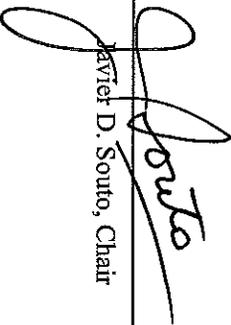
Commissioner Jordan stated a resolution was passed regarding promotional advertising at the airport and seaport. She asked Mr. Hardy if this

was included in the PAC's budget.

Mr. Hardy stated it was not included in the marketing budget; however, staff was conducting a study to find out what types of signs were available and the costs of placing the signs in the airport and seaport.

In response to Mr. Hardy's statement regarding the installation of 20 large sign cases at the PAC, Vice Chairman Moss asked Mr. Hardy to ensure the signs were in compliance with the sign and mural ordinance that had recently been adopted.

8 ADJOURNMENT



Javier D. Souto, Chair