



# MEMORANDUM

CLERK OF THE BOARD

**TO:** Honorable Chairperson and Members  
Board of County Commissioners

**DATE:**

January 8, 2002

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CLERK OF COUNTY COURTS  
DUVAL COUNTY, FLA.  
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**FROM:** Alex Penelas  
Mayor

**SUBJECT:** Efficiency and Competition  
Commission Appointments

In my July 17, 2001 memo, I announced the restructuring of the Efficiency and Competition Commission (ECC), expanding its mission and objectives. I believe that reinvigorating the ECC will enable us to improve our ability to identify innovative efficiencies in departmental operations. The ECC role is broadened to include exploring and promoting technology improvements as a means of achieving optimal operational effectiveness, as well as focusing on ethics and accountability in our government. Additionally, the ECC has incorporated several objectives of the prior Performance Commission including management development and training. I am also adding customer service and quality improvement to the list of ECC responsibility areas.

Organizationally, the ECC has also been modified to improve the productivity of Commission meetings and to diversify the group's membership. Board meetings will now have an emphasis on four focus areas including management systems development, project reviews and studies, participative management and employee recognition programs, and public relations, training and development.

In order to achieve the momentum and capability necessary to effectuate change, I have expanded the ECC from eleven to sixteen members including four County Commission members, two collective bargaining representatives, two academic members, six private sector representatives and two not-for-profit sector members. This expanded group provides balance and representation, bringing a broad perspective to issues effecting County government.

Five ECC members will continue to serve including Commissioner Morales as Chairman and Commissioner Moss as Vice-Chair, Dr. Howard Frank as an academic representative, and Richard Ellis and Leon Fuller as collective bargaining representatives.

At this time, I am appointing eleven new members possessing solid accomplishments in their respective professional fields. Representing the Board of County Commissioners will also be Commissioner Katy Sorenson and Commissioner Javier Souto. Private sector representative appointments include Gayle Askins, President of CMA Enterprises; Marvin Chaney, an Associate Partner in the East Client Group of the United States Government Practice of Accenture; Anthony A. de Lima, a Senior Director for Answerthink's Transformation Solutions, and Jose R. Rodriguez, Partner for KPMG's South Florida business unit. Additionally, I am appointing Judith Cannon, who served as Performance Commission Chairperson and is Project Manager for the Academy for Strategic Management, Florida Institute of Government at Florida International University, and

Yvonne G. Grassie, P.A., a prior Performance Commission member and attorney specializing in healthcare and corporate law, to the expanded board. I am also appointing Roosevelt Thomas, Jr., Vice President of Human Resources and Affirmative Action for the University of Miami as an academic representative ; and Dennis Pastrana, President and Chief Executive Officer of Goodwill Industries, and Jacqueline M. Zelman, Vice President for Communications, Computing and Information Resources & Chief Information Officer, Miami-Dade Community College as not-for-profit representatives. In addition to existing ECC members, these new appointments bring a vast wealth of experience and expertise, enhancing the ECC's support to the County and our community. An orientation for new members is scheduled for January 15, 2002 at 2:30 pm in the second floor conference room of the Stephen P. Clark Government Center.

I would like to thank all prior ECC members for their outstanding contribution to our efficiency efforts and look forward to great things from our new ECC membership.

c: Steve Shiver, County Manager

Honorable Joseph P. Farina , Chief Judge, Eleventh Judicial Court

Honorable Harvey Ruvin, Clerk of the Courts

Honorable Bennett Brummer, Public Defender

Honorable Katherine Fernandez-Rundle, State Attorney

Ira Clark, President, Public Health Trust

Robert Ginsburg, County Attorney

County Manager's Assistants

Department Directors

Robert Meyers, Executive Director, Commission on Ethic and Public Trust

Chris Mazella, Inspector General

Eric McAndrew, Legislative Analyst