

MEMORANDUM

Agenda Item No. 11(A)(23)

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

DATE: October 5, 2021

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to complete the directives in Resolution No. R-237-16 and Resolution No. R-629-19 and create a "Made in Miami" marketing program and a targeted campaign to promote opportunities available in Miami-Dade County in the human and agricultural genetics industries; and to provide a report to the Board

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator Javier D. Souto.



Geri Bonzon-Keenan
County Attorney

GBK/smm



MEMORANDUM
(Revised)

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

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County Attorney

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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
- 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 present ____, 2/3 membership ____, 3/5's ____, unanimous ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) ____, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ____) 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)(23)
10-5-21

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO COMPLETE THE DIRECTIVES IN RESOLUTION NO. R-237-16 AND RESOLUTION NO. R-629-19 AND CREATE A "MADE IN MIAMI" MARKETING PROGRAM AND A TARGETED CAMPAIGN TO PROMOTE OPPORTUNITIES AVAILABLE IN MIAMI-DADE COUNTY IN THE HUMAN AND AGRICULTURAL GENETICS INDUSTRIES; AND TO PROVIDE A REPORT TO THE BOARD

WHEREAS, on March 8, 2016, this Board approved Resolution No. R-237-16 which directed the County Mayor or County Mayor's designee to study the creation of a "Made in Miami" marketing program to showcase Miami-Dade County's diverse economy and ensure that local businesses producing locally made products are recognized for the high quality work that they produce; and

WHEREAS, Resolution No. R-237-16 further directed that the County Mayor or County Mayor's designee provide a report to the Board within ninety days regarding the creation of the "Made in Miami" marketing program and recommending further action necessary to accomplish the Board's policy directive; and

WHEREAS, over two years later, on November 8, 2018, the County Mayor issued a report in response to Resolution No. R-237-16 proposing "Made in Miami" seals and committing to work with the Miami-Dade County Beacon Council and local chambers of commerce to further explore the creation of the "Made in Miami" marketing program; and

WHEREAS, since the issuance of the report and committing to work with the Beacon Council and local chambers of commerce, the County Mayor or County Mayor’s designee has not reported any progress towards the creation of a “Made in Miami” marketing program and the policy directive of the Board of County Commissioners remains incomplete; and

WHEREAS, the need for a “Made in Miami” marketing program has not diminished and the Board still desires to create and implement such program to highlight local businesses within the County in order to foster economic and employment opportunities in the County; and

WHEREAS, on February 6, 2018, this Board approved Resolution No. R-147-18, directing the County Mayor or County Mayor’s designee to prepare a report analyzing the means and methods by which the County could encourage the development of the agricultural and human genetics industry within Miami-Dade County, with the goal of creating the “Center for Genetics of the Americas”; and

WHEREAS, on November 27, 2018, the County Mayor issued a report outlining some of the existing work in Miami-Dade County concerning agricultural and human genetics, including work being done at the University of Miami, Florida International University, Nicklaus Children’s Hospital’s Division of Genetics, and one known fish farm using hybridization techniques; and

WHEREAS, the November 27, 2018 report concluded that “[g]iven the current investment and practice in genetics occurring within Miami-Dade County and the worldwide recognition of the advancements here, we are well positioned for growth in this sector” and suggested the development of “[a] more targeted campaign . . . to present the opportunities available to prospective operators and developers, through the Beacon Council, to entice the further development of this industry in Miami-Dade County”; and

WHEREAS, in response to the November 17, 2018 report, this Board approved Resolution No. R-629-19, on June 4, 2019, directing the County Mayor or County Mayor’s designee to develop, in conjunction with the Beacon Council, a targeted campaign to present the opportunities available in Miami-Dade County in the human and agricultural genetics industries to prospective operators and developers and identify a specific area within Miami-Dade County to be identified as the “Center for Genetics of the Americas” where such industries may be encouraged to concentrate; and

WHEREAS, Resolution No. R-629-19 further directed the County Mayor or County Mayor’s designee present a written status report to the Board within 90 days describing the progress made towards the creation of the marketing campaign as directed therein; and

WHEREAS, in response to Resolution No. R-629-19 the County Mayor submitted a status report considered at the June 2, 2021 meeting of the Board of County Commissioners but the policy directive of the Board of County Commissioners to develop a targeted marketing campaign remains incomplete; and

WHEREAS, this Board desires that the County Mayor or County Mayor’s designee expeditiously proceed with the creation and execution of the marketing programs identified in Resolution No. R-237-16 and Resolution No. R-629-19 without further delay and identify any funding needed to comply with the policy directives of the Board,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The County Mayor or County Mayor’s designee is hereby directed to complete the policy directives of the Board in Resolution No. R-237-16 and Resolution No. R-629-19 and, using legally available funds, immediately: (1) create and implement a “Made in

Miami” marketing program to highlight local businesses within the County; and (2) initiate a targeted campaign to present the opportunities available in Miami-Dade County in the human and agricultural genetics industries to prospective operators and developers and identify a specific area within Miami-Dade County to be identified as the “Center for Genetics of the Americas” where such industries may be encouraged to concentrate.

Section 2. The County Mayor is further directed to provide a report to the Board within 30 days of the effective date of this Resolution regarding the status of these programs and identify any necessary legally available funds necessary to implement the marketing programs identified in section 1 and, if no funding sources are identified, the County Mayor or County Mayor’s designee is directed to include such funding as part of the County Mayor’s proposed Fiscal Year 2021-2022 County Budget. The completed report shall be placed on an agenda of this Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Senator Javier D. Souto. It was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Jose “Pepe” Diaz, Chairman	
Oliver G. Gilbert, III, Vice-Chairman	
Sen. René García	Keon Hardemon
Sally A. Heyman	Danielle Cohen Higgins
Eileen Higgins	Joe A. Martinez
Kionne L. McGhee	Jean Monestime
Raquel A. Regalado	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared this resolution duly passed and adopted this 5th day of October, 2021. 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: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Oren Rosenthal