

# Memorandum



**Date:** August 25, 2021  
**To:** Honorable Chairman Jose "Pepe" Diaz  
and Members, Board of County Commissioners  
**From:** Daniella Levine Cava  
Mayor  
*Daniella Levine Cava*  
**Subject:** Report Summarizing the Save Charlie Day Public Awareness Campaign Planned for Save Charlie Day 2021 - Directive 210530

Agenda Item No. 2(B)(7)  
October 5, 2021

On April 20, 2021, the Board of County Commissioners (Board) adopted Resolution No. R-358-21, sponsored by Commissioner Kionne L. McGhee, which directed the County Mayor or County Mayor's designee to conduct a Save Charlie Day public awareness campaign each year regarding animal welfare and the County's role in protecting and promoting animal welfare and to provide a report.

The adoption of this Resolution accomplishes the following: 1) declares December 15, 2021 and December 15 each year thereafter, as Save Charlie Day in Miami-Dade County; 2) directs the County Mayor or County Mayor's designee to conduct, in the week leading up to Save Charlie Day each year, a Save Charlie Day public awareness campaign regarding animal welfare and the County's role in protecting and promoting animal welfare; and 3) directs the County Mayor or County Mayor's designee to prepare a report within 120 days of the effective date of the aforementioned resolution to be placed on an agenda of the Board summarizing the Save Charlie Day public awareness campaign planned for Save Charlie Day 2021.

The Animal Services Department worked closely with the Communications and Customer Experience Department to develop the Save Charlie Day awareness campaign. This year's countywide campaign will be held December 8 through December 15, and will be published in English, Spanish, and Creole. The campaign will incorporate social media, digital ads including web banners, radio spots, video ads on YouTube, streaming radio, and other media depending on availability at the time of purchase. Additionally, we can also promote this campaign in community periodicals.

Per Ordinance No. 14-65, this report shall be placed on the next available Board meeting agenda.

Should you require additional information, please contact Lorna Mejia-Lopez, ASD Interim Director, at (305) 418-7188.

c: Geri Bonzon-Keenan, County Attorney  
Gerald Sanchez, First Assistant County Attorney  
Jess McCarty, Executive Assistant County Attorney  
Office of the Mayor Senior Staff  
Lorna Mejia-Lopez, Interim Director, Animal Services Department  
David Clodfelter, Director, Office of Management and Budget  
Yinka Majekodunmi, Commission Auditor  
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs  
Melissa Adames, Director, Clerk of the Board  
Eugene Love, Agenda Coordinator