

# MEMORANDUM

Agenda Item No. 11(A)(4)

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**TO:** Honorable Chairman Anthony Rodriguez  
and Members, Board of County Commissioners

**DATE:** June 3, 2025

**FROM:** Geri Bonzon-Keenan  
County Attorney

**SUBJECT:** Resolution directing the County  
Mayor to provide a report  
detailing expenditures by each  
County department on marketing  
materials and to identify  
opportunities for savings

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator René García and Co-Sponsor Chairman Anthony Rodriguez.



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Geri Bonzon-Keenan  
County Attorney

GBK/uw

MDC001



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Anthony Rodriguez  
and Members, Board of County Commissioners

**DATE:** June 3, 2025

**FROM:**   
Glen Bonzon-Keenan  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(4)

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 \_\_\_\_, majority plus one \_\_\_\_, 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) \_\_\_\_, 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)(4)  
6-3-25

RESOLUTION NO. \_\_\_\_\_

RESOLUTION DIRECTING THE COUNTY MAYOR OR  
COUNTY MAYOR'S DESIGNEE TO PROVIDE A REPORT  
DETAILING EXPENDITURES BY EACH COUNTY  
DEPARTMENT ON MARKETING MATERIALS AND TO  
IDENTIFY OPPORTUNITIES FOR SAVINGS

**WHEREAS**, with approximately 2.8 million residents, Miami-Dade County (the  
"County") continues to grow, as does the demand for County services; and

**WHEREAS**, the County is committed to delivering high-quality services while  
safeguarding taxpayer dollars; and

**WHEREAS**, the five year forecast for the Countywide and Unincorporated Municipal  
Service Area budgets anticipates revenue shortfalls; and

**WHEREAS**, there is uncertainty regarding the impact of the newly established  
constitutional offices on the County budget; and

**WHEREAS**, as part of their marketing efforts, County departments use funds for  
marketing materials and merchandise; and

**WHEREAS**, such marketing materials and merchandise are likely to end up in County  
residents' garbage and, ultimately, landfills; and

**WHEREAS**, in anticipation of the impending financial concerns and the uncertainty about  
the full fiscal impacts of the County's transition to constitutional officers, this Board wishes to  
identify potential opportunities for savings from County funds currently used by departments for  
marketing materials,

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

**Section 1.** Incorporates the recitals above in this resolution.

**Section 2.** Directs the County Mayor or County Mayor's designee within 30 days of the effective date of this resolution to provide a report to this Board detailing expenditures by each County department on such marketing materials and identifying opportunities for savings, and to place the completed report on an agenda of this Board without committee review pursuant to rule 5.06(j) of the Board's Rules of Procedure.

The Prime Sponsor of the foregoing resolution is Senator René García and the Co-Sponsor is Chairman Anthony Rodriguez. 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:

Anthony Rodriguez, Chairman  
Kionne L. McGhee, Vice Chairman

Marleine Bastien	Juan Carlos Bermudez
Sen. René García	Oliver G. Gilbert, III
Roberto J. Gonzalez	Keon Hardemon
Danielle Cohen Higgins	Eileen Higgins
Natalie Milian Orbis	Raquel A. Regalado
Micky Steinberg	

The Chairperson thereupon declared this resolution duly passed and adopted this 3<sup>rd</sup> day of June, 2025. 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

JUAN FERNANDEZ-BARQUIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

  
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Jose I. Ortega