



MEMORANDUM

Agenda Item 14(B)1

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

DATE: May 5, 2026

FROM: Honorable Juan Fernandez-Barquin
Clerk of the Court and Comptroller

SUBJECT: Appointment to the Consumer
Advisory for Responsive Experience
at Miami International Airport
(CARE-MIA) Advisory Board

Basia Pruna, Director
Clerk of the Board

The Board of County Commissioners (Board) is requested to select one (1) candidate to serve as the Board-appointed member on the CARE-MIA Advisory Board.

Section 2-2476 of the Miami-Dade County Code (Code) established the CARE-MIA Advisory Board to identify concerns and areas for improvement and to propose solutions for the enhancement of MIA and its reputation as a world-class airport. Pursuant to the Code, one (1) member is appointed by the full Board by paper ballot.

The Office of the Chair has received the following nominations from commissioners to fill the vacant seat:

- Alejandra “Alex” Argudin
- Alexis Nicole Brown
- Francisco Gonzalez

Attached is a ballot from which you are requested to select one (1) nominee. Candidate materials, including résumés and biographical information, are also attached for your review.

Attachments

BALLOT

MIAMI-DADE BOARD OF COUNTY COMMISSIONERS
Appointment to CARE-MIA Advisory Board

Please select one (1) nominee

<input type="checkbox"/>	1	Alejandra “Alex” Argudin
<input type="checkbox"/>	2	Alexis Nicole Brown
<input type="checkbox"/>	3	Francisco Gonzalez

Alejandra “Alex” Argudin
Chief Executive Officer, Miami Parking Authority
40 NW 3rd Street, Suite 1103, Miami, FL 33128
aargudin@miamiparking.com | (305) 373-6789 ext. 249

EXECUTIVE PROFILE

Strategic executive leader with over 20 years of experience in parking, transportation, and municipal operations, specializing in the management, modernization, and optimization of large-scale parking systems. Currently oversee a portfolio of approximately 47,000 parking spaces generating over \$65M in annual revenue. Recognized for transforming parking into a high-performing, revenue-generating, and customer-focused component of urban mobility. Proven record of leading large-scale public sector organizations through transformation, modernization, and revenue growth.

CHIEF EXECUTIVE OFFICER – MIAMI PARKING AUTHORITY | March 2020-Present

- Serve as chief executive responsible for strategic direction and transformation of a major municipal mobility agency
- Act as primary liaison to Board of Directors, elected officials, stakeholders, developers, and private partners
- Lead enterprise strategy focused on innovation, urban mobility solutions, enhanced customer experience, and long-term sustainability
- Drive cross-sector partnerships supporting economic development, modernization, and data-driven decision-making
- Support community program initiatives and act as the organization’s ambassador on civic and professional association affairs across local, state, and national platforms

CHIEF OPERATING OFFICER – MIAMI PARKING AUTHORITY | September 2011-March 2020

- Oversaw 160 employees and operations generating over \$50M in annual revenue across 45,000 parking spaces
- Directed operational, financial, and customer service functions including 24/7 centralized system monitoring

- Led deployment of PayByPhone (98% of on-street revenue), Pay-by-Plate, and micromobility integrations
- Expanded revenue through virtual parking programs, including Wynwood initiative generating ~\$10M annually
- Achieved Accredited Parking Organization (APO) with Distinction designation awarded by the International Parking and Mobility Institute

CHIEF DEVELOPMENT OFFICER – MIAMI PARKING AUTHORITY | September 2006 – August 2011

- Led \$42M Courthouse Center mixed-use development and \$1.6M Gusman Center restoration project
- Directed business development strategy, marketing, and customer engagement initiatives
- Implemented Park & Shop, Free Flagler Parking, and Miami Resident Discount programs
- Led rollout of PayByPhone and implemented P-Card procurement system
- Oversaw cultural asset operations and Board support functions

EDUCATION

- MBA, Florida International University, Miami, FL (2001)
- BA, Florida International University, Miami, FL (1998)

CIVIC LEADERSHIP

- Chair, Board of Directors, International Parking & Mobility Institute (2024–2026)
- Treasurer, Florida Parking Transportation Association (2017–2019)
- Chair, The WOW Center (2021-2025)
- Vice Chair, Coconut Grove Business Improvement District (2020-Present)
- Immediate Past Vice Chair, Greater Miami Chamber of Commerce Transportation Committee (2022-2024)
- Member, FIU President’s Council (2020 – Present)

CERTIFICATIONS

- Parking, Transportation & Mobility Professional (PTMP)
- LEED Accredited Professional (LEED AP), U.S. Green Building Council

ALEXIS NICOLE BROWN BIO

Alexis N. Brown is a Miami native and community-driven leader dedicated to creating meaningful connections and elevating cultural experiences across South Florida.

She graduated from Coral Reef Senior High School's Business and Finance Academy in 2006 and went on to earn a Bachelor of Business Administration with a concentration in Entrepreneurship from Hampton University in 2010.

Before launching her entrepreneurial career, Alexis built a strong foundation in public service and financial management. She served as a Financial Analyst for the City of Miami Police Department, where she managed a \$60 million portfolio of federal, state, and county grants, ensuring compliance, efficiency, and strategic allocation of funds. She also worked as a Financial Analyst for the City of Miami Beach Finance Department managing \$125 Million Portfolio in Federal & Local Grants, further strengthening her expertise in municipal finance and operations.

At the University of Miami, as an HR Business Partner in the Human Resources Department, Alexis contributed to human resources and project management initiatives, where she played a key role in strengthening internal operations and servicing Human Resources Employees and Upper Management staff. She helped establish structured HR support systems for HR professionals—an uncommon but critical function—by creating safe, confidential processes for HR staff to address concerns and file grievances.

In this role, she helped improve departmental morale and operational effectiveness by developing internal systems that created safe, confidential spaces for HR professionals to voice concerns and file grievances—an innovative approach within a field that typically manages such processes for others.

In addition, she developed and improved hiring workflows for temporary employees, streamlining onboarding processes and enhancing the overall hiring experience for both candidates and internal stakeholders. Her work led to increased efficiency, improved employee satisfaction, and stronger departmental morale.

Alexis is the Founder and CEO of SocialXchange, Inc., a full-service event agency specializing in event production, logistics, marketing strategy, and community outreach. Through SocialXchange, she has cultivated a reputation for delivering intentional, high-quality customer service at every event—an approach that has fostered long-term relationships with clients, including VIP guests, and helped build a loyal and engaged

community. Her work focuses on creating inclusive spaces for Black and Brown professionals through events centered on networking, the arts, wellness, and cultural enrichment.

She is also the Co-Founder of the Black Pepper Food Festival, South Florida's first Black restaurant food festival, which promotes and supports Black-owned culinary businesses through the practice of group economics.

Alexis has received numerous accolades for her leadership and impact, including the 2024 Best Event Curator award from Miami New Times, the Miami-Dade Chamber of Commerce Rising Star Award, The Miami Times' New Generation of Dreamers Award, recognition from the Black Professionals Network's Black Women in Excellence, and designation as one of Legacy Magazine's Most Powerful and Influential Black Business Leaders. She has also been named among Miami's 40 Under 40 Black Leaders of Today & Tomorrow and inducted into the ICABA Hall of Fame as a Global Influencer.

Beyond her professional achievements, Alexis is deeply committed to civic and community engagement. She played a key role in establishing Miami's newest graduate chapter of Alpha Kappa Alpha Sorority, Inc., following a 37-year hiatus, and currently serves as the 2nd President of the Alpha Gamma Delta Omega Chapter. She is also an active member of The Links, Incorporated (Dade County Chapter) Hampton University South Florida Alumni Association and Founding Board Member of Coral Reef High School Alumni.

Francisco Gonzalez

950 Brickell Bay Drive, Apt 3900, Miami, FL 33131

Phone: (561) 400-2549 | Email: francisco@econclubmiami.org | DOB: 01.13.1978 (Miami, FL)

PROFESSIONAL EXPERIENCES

Economic Club of Miami *January 2023 – Present*
Executive Director *Miami, FL*

- Convene leaders at the intersection of business, policy, and innovation here in Miami; have grown membership from to 400 members across a range of industries; have hosted top leaders including Ken Griffin, Peter Thiel, Michael Saylor, four governors of the Federal Reserve Board, and three current candidates for Florida Governor; excuted three annual full-day conferences with over 30 prominent speakers each year.

Fearless Journeys, LLC *March 2021 – Present*
Founder & CEO *Miami, FL*

- Lead a community dedicated to helping others build an entrepreneurial mindset through live, online coaching sessions, a dedicated book study, and group trips.
- I write and send out newsletters weekly, including at fearlessjourneys.substack.com

Amerion College / Certell *June 2021 – Present*
Economics Instructor *South Bay, FL & Online*

- Teach economics course to students / inmates at various institutions in South Florida, as well as online, with programming provided by Amerion College (and previously Certell).

Universidad Francisco Marroquin *March 2021 – February 2023*
Visiting Professor *Guatemala City, Guatemala*

- Taught a course titled, “Entrepreneurs’ Innovation” at the most distinguished university in Guatemala and assisted UFM development department as a fundraising consultant.

National Review Institute *February 2017 – February 2021*
Director of Philanthropy *Orlando, FL*

- Oversaw all major donor relations for Florida, Texas, and all of the South for NRI, a journalism think-tank and parent organization of National Review magazine.

The James Madison Institute *January 2008 – February 2017*
Vice President of Advancement *Tallahassee / Orlando, FL*

- Oversaw all donor relations for the leading public policy think tank in Tallahassee; and managed growing development staff; Started civics education initiative for youth and a professional leadership program for young professionals; Executed a successful capital campaign to allow Institute to acquire and renovate a historic building in downtown Tallahassee; executed a successful 25-year gala (2013); Produced articles for JMI Journal, oversaw JMI’s Messenger newsletter, and wrote JMI’s 25-year report, *25 Moments, 25 Years: A History of The James Madison Institute*.

Intercollegiate Studies Institute *September 2004 – December 2007*
Development Officer / Director of Membership & Campus Leadership *Wilmington, DE*

- Traveled to hundreds of campuses in more than 30 states meeting with students and professors across the country for educational programming and content.

EDUCATION

University of Maryland *May 2004*
M.A., History *College Park, Maryland*

Florida Atlantic University *May 2001*
B.A., History *Boca Raton, Florida*

PODCAST

Agents of Innovation

April 2015 – Present

- Have conducted over 167 interviews with entrepreneurs, philanthropists, and artists, helping them to tell their story to inspire others.

CONSULTING / ADVISING

Foundation Excellence in Higher Education (FEHE)

June 2021

Fundraising Consultant

- Led seminar series for grantees who lead civic-minded institutions on college campuses.

Antigua Forum

2022 & 2023

Participant

- Accepted exclusive invite for this annual gathering of individuals from around the world who believe in the power of human ingenuity and free enterprise to dramatically improve the well-being of people everywhere.
- Conducted video interviews and testimonials with other participants on behalf of the Antigua Forum for use on their website.

WRITING / PUBLICATIONS / SPEAKING

Books / Author

- **The American Dream is a Terrible Thing to Waste: 100 Agents of Innovation Share Their Fearless Journeys in Today's Economy, Volume 1** — Published January 2023 — amzn.to/3V3yZOT
- **The Heart of the American Dream: 100 Agents of Innovation Share Their Fearless Journeys in Today's Economy, Volume 2** — Published November 2024 — amzn.to/4d2UYNU
- **The Soundtrack of Success: What Musicians Can Teach Us About Entrepreneurship and the American Dream, Volume 3** — Published March 2026 — amzn.to/4wePTuK

Recent Speaking Engagements

- University of Louisville (February 2024)
- Georgia Public Policy Foundation, Atlanta, GA (March 2024)
- Bastiat Society of Fort Lauderdale (May 2024)
- Volcano Summit, Antigua, Guatemala (October 2023)
- 1517 Fund Space Coast Summit (May 2023)
- Midtown Reader, Tallahassee, FL (December 2023)
- SailFuture Academy, St. Peterburg, FL (February 2023)

PAST COMMUNITY INVOLVEMENT

Orlando Sentinel

January 2018 – April 2023

Contributor, Central Florida 100 Voices

AMIkids Orlando

August 2017 – February 2024

Board Member

The Philadelphia Society

April 2019 – March 2023

Board of Trustees

Children's Movement of Florida

March 2017 – 2020

Central Florida Board of Advisors

Rock by the Sea

July 2010 – 2016

Board of Directors