

MEMORANDUM

Special Item No. 3

TO: Honorable Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

DATE: October 26, 2020

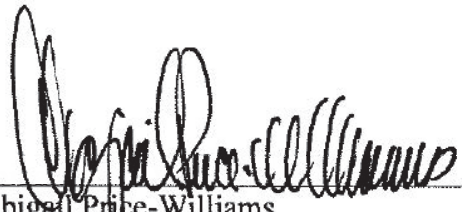
FROM: Abigail Price-Williams
County Attorney

SUBJECT: Resolution directing the
County Mayor to develop a
plan to implement certain
recommendations of the
Coronavirus 2019 (COVID-19)
Economic Recovery Task Force
and provide a report

Resolution No. R-1132-20

A substitute was presented and forwarded to the BCC with a favorable recommendation at the 10-16-20 Chairwoman's Policy Council. This substitute differs from the original item in that it corrects the name of the Marketing/Outreach Working Group.

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Joe A. Martinez.



Abigail Price-Williams
County Attorney

APW/smm

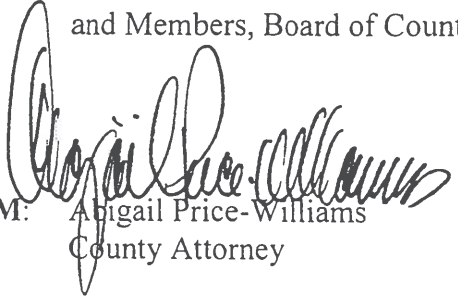


MEMORANDUM

(Revised)

TO: Honorable Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

DATE: October 26, 2020

FROM: 
Abigail Price-Williams
County Attorney

SUBJECT: Special Item No. 3

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 _____

Special Item No. 3
10-26-20

RESOLUTION NO. R-1132-20

RESOLUTION DIRECTING THE COUNTY MAYOR TO
DEVELOP A PLAN TO IMPLEMENT CERTAIN
RECOMMENDATIONS OF THE CORONAVIRUS 2019
(COVID-19) ECONOMIC RECOVERY TASK FORCE AND
PROVIDE A REPORT

WHEREAS, a new coronavirus, known as SARS-CoV-2, causes an infectious disease named coronavirus disease 2019 (COVID-19) that has spread rapidly since its initial identification in Wuhan, Hubei province, China; and

WHEREAS, the public health emergency caused by COVID-19 has had an immediate and serious economic impact in Miami-Dade County, particularly on the hospitality and tourism sectors, and on small businesses; and

WHEREAS, this Board, concerned about the short-term and long-term economic impacts of the COVID-19 pandemic to businesses in Miami-Dade County, adopted Resolution No. R-325-20, creating the Coronavirus 2019 (COVID-19) Economic Recovery Task Force (“Task Force”); and

WHEREAS, the Task Force was established for the purpose of advising this Board on issues related to an economic recovery in the County in the aftermath of COVID-19, including, but not limited to: identifying resources, such as grants, loans, and other financial assistance, available to businesses in Miami-Dade County; the establishment of public outreach and information programs; and recommendations regarding possible Board actions that would aid with such economic recovery; and

WHEREAS, the Task Force has prepared two written reports, sent to this Board on August 3, 2020 and September 3, 2020 (together, “the August 3 and September 3 Reports”) and attached to this resolution, which include recommendations to this Board that detail possible actions to aid with economic recovery in Miami-Dade County; and

WHEREAS, this Board wishes to implement certain recommendations of the Task Force as reflected in the August 3 and September 3 Reports to the extent feasible and to the extent funding is legally available to support such implementation,

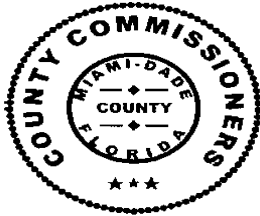
NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Mayor is directed, within 60 days, to provide this Board with a written report that details the development of a plan to implement the following recommendations of the Coronavirus 2019 (COVID-19) Economic Recovery Task Force as reflected in the August 3 and September 3 Reports: the “Industry/Business Working Group” Recommendations numbers 1, 2, 4, 5, 6, 7, and 13; the “New Normal Guidelines/Needs Assessment Working Group” Recommendations numbers 1, 4, 5, 6, 7, and 8; and the “~~[[New Normal Guidelines/Needs Assessment]]~~¹>>Marketing/Outreach<< Working Group” Recommendations numbers 1, 3, 5, 8, and 9. The report shall include legally available identified funding sources, or detail why funding for such a plan is not available. The report shall be placed on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Commissioner Joe A. Martinez. It was offered by Commissioner **José "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

¹ The differences between the substitute and the original item are indicated as follows: Words stricken through and/or [[double bracketed]] shall be deleted, words underscored and/or >>double arrowed<< are added.

Audrey M. Edmonson, Chairwoman	aye		
Rebeca Sosa, Vice Chairwoman	aye		
Esteban L. Bovo, Jr.	aye	Daniella Levine Cava	aye
Jose "Pepe" Diaz	aye	Sally A. Heyman	aye
Eileen Higgins	aye	Barbara J. Jordan	aye
Joe A. Martinez	aye	Jean Monestime	aye
Dennis C. Moss	aye	Sen. Javier D. Souto	aye
Xavier L. Suarez	absent		

The Chairperson thereupon declared this resolution duly passed and adopted this 26th day of October, 2020. 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

Melissa Adames

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Anita Vician Zapata

Memorandum



Date: August 3, 2020

To: Honorable Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

From: Michael Finney
Chairman, COVID-19 Economic Recovery Task Force

Subject: COVID-19 Economic Recovery Task Force Monthly Report #2

A handwritten signature in blue ink that reads "Michael A. Finney".

Pursuant to Resolution No. R-325-20, sponsored by Commissioner Joe A. Martinez and adopted by the Board of County Commissioners (Board) on April 7, 2020, as amended by Resolution No. R-450-20 on May 5, 2020, the Coronavirus 2019 (COVID-19) Economic Recovery Task Force (ERTF) was established to recommend to the Board appropriate actions to aid the economic recovery of Miami-Dade County in the aftermath of COVID-19. This is the second of the required monthly reports to the Board on our progress and recommendations.

Since the last report, the ERTF has held two general meetings (July 15 and July 23), and the working groups started convening the week of June 29, 2020. The three working groups have generally met twice per week via Zoom over the past month (25 times total), with most meetings going beyond the scheduled hour. There are eight ERTF members assigned to each working group, but all ERTF members are encouraged to participate and have done so. Quorum for the meetings has exceeded 90%, and there have been attendees from the public on every call. The members have leveraged their business networks and areas of expertise to engage different entities in their discussions. Among those who have participated in the process are technical assistance agencies, affordable housing developers, chambers of commerce, Youth Commissioners, Millennial Task Force Board Members, and County departments and entities (Office of the Mayor, Police, Communications, Public Housing and Community Development, Animal Services Department, CareerSource South Florida, International Trade Consortium, and Jackson Health System). The agenda packages for all meetings are prepared and distributed by Small Business Development (SBD).

The *Industry/Small Business Working Group*, under the leadership of Chairman Gordon "Eric" Knowles and Vice-Chairwoman Myrna Sonora, has been focused on topics such as expediting and targeting financial assistance to businesses, industries, and employees that have been most impacted, requesting additional technical assistance for business owners to put them in a better position to access funding now and in the future, and exploring protections for tenants and landlords as the eviction moratorium will eventually be lifted. The *New Normal Guidelines/Needs Assessment Working Group*, under the leadership of Chairman Alfred Sanchez and Vice-Chairman Michael Fresco, Sr., has been discussing the need for a centralized and comprehensive source of real-time COVID-19 information, including guidelines and resources, that businesses, employees, and the public can access easily. They have also been developing questions for an online Needs Assessment Survey for the purpose of gauging high priority business and community needs countywide (Attachment 1). The *Marketing/Outreach Working Group*, under the leadership of Chairman William Talbert, III and Vice-Chairman Gordon "Eric" Knowles, has been developing their proposals to utilize local celebrities for public service announcements and to more strategically employ social media tools, especially to engage the younger generation to do to their part to prevent the spread of COVID-19. In addition, they are advocating for an outreach campaign specifically regarding the County's economic recovery efforts and resources. As a result of robust discussion and analysis at the working group level and by the ERTF, there are twenty recommendations now being transmitted for the Board's consideration (Attachment 2, 3, and 4).

With the Board's adoption of Commissioner Martinez's motion at the July 16 BCC special meeting, two additional appointments to the ERTF were added: one from the International Trade Consortium and one from the Miami-Dade Millennial Task Force Board. The ERTF now consists of 22 appointments, with one vacancy remaining for the District 12. The updated membership roster and working group assignments are attached (Attachment 5 and 6).

The ERTF stands ready to support implementation of these recommendations, especially as some are more urgent or could be moved forward expeditiously without the need for a funding allocation. The ERTF members are available to expound on their proposals in order to facilitate any directives or legislation that may be required to proceed. Gary T. Hartfield, SBD Director, and/or his staff attended every working group meeting and can provide further detail on the recommendations, upon request. The groups will continue to convene over the Board's recess and bring any matters to your immediate attention, as needed. On behalf of the ERTF, I greatly appreciate the support and feedback afforded to our mission and look forward to continued collaboration.

Pursuant to Ordinance No. 14-65, it is respectfully requested that this report be placed on the next available Board meeting agenda.

c: COVID-19 ERTF Members
Gary T. Hartfield, SBD Director

Coronavirus 2019 (COVID-19) Economic Recovery Task Force**COVID-19 Business Needs Assessment Survey****Name:****Company Name:****Email:****1. What kind of business do you operate?**

- ☐ Agriculture
- ☐ Banking/Investments
- ☐ Construction
- ☐ Education
- ☐ Entertainment/Arts
- ☐ Government
- ☐ Healthcare
- ☐ Hospitality
- ☐ Insurance
- ☐ Legal
- ☐ Logistics
- ☐ Manufacturing/Distribution/Wholesaler
- ☐ Non-Profit
- ☐ Professional Services
- ☐ Real Estate
- ☐ Retail
- ☐ Technology
- ☐ Transportation
- ☐ Other (Please specify.)

2. Do you have direct contact with the general public?

1 2 3 4 5

NONE MODERATE CONSTANT

3. Are you familiar with the “New Normal Guidelines” that apply to the operation of your business, based on where you are located? (Select all that apply.)

- ☐ City
- ☐ County (or Unincorporated)
- ☐ State
- ☐ Federal
- ☐ CDC
- ☐ Other (Please specify.)

Coronavirus 2019 (COVID-19) Economic Recovery Task Force

COVID-19 Business Needs Assessment Survey

**4. How do you keep informed about the “New Normal Guidelines” and any changes?
(Select all that apply)**

- ☐ Television news
- ☐ Cable news
- ☐ Internet (e.g. www.miamidade.gov/coronavirus, www.miamidade.gov/newnormal)
- ☐ Social media (e.g. Facebook, Instagram, Twitter)
- ☐ Radio
- ☐ Word of Mouth (Friends, family, other businesses)
- ☐ Other (Please specify)

5. How well do the “New Normal Guidelines” help prevent the spread of COVID-19?

0	1	2	3	4	5
No opinion	NOT WELL		FAIRLY WELL		EXCELLENTLY

6. What degree of impact have the “New Normal Guidelines” had on your business’ ability to operate profitably?

1	2	3	4	5
Profits below average		Profits about avg		Profits above avg

7. How successful has your business been in enforcing COVID-19 safety protocols outlined in the New Normal guidelines with your employees?

1	2	3	4	5
NOT SUCCESSFUL		MOSTLY SUCCESSFUL		STRICT ADHERENCE

8. How successful has your business been in enforcing COVID safety protocols outlined in the New Normal guidelines with your customers/public?

1	2	3	4	5
NOT SUCCESSFUL		MOSTLY SUCCESSFUL		STRICT ADHERENCE

9. How would you rate Miami-Dade County’s job in effectively communicating the “New Normal Guidelines” and any changes?

1	2	3	4	5
POOR		AVG		EXCELLENT

Coronavirus 2019 (COVID-19) Economic Recovery Task Force

COVID-19 Business Needs Assessment Survey

10. What issues have you experienced during this pandemic? (Select all that apply.)

- ☐ Difficulty finding personal protective equipment and sanitizing supplies for your employees and customers
- ☐ Difficulty accessing public funding to assist your business
- ☐ Difficulty in enforcing guidelines compliance by the public
- ☐ Restrictions have financially impacted business' profitability
- ☐ Bank or landlord has not worked with you for mortgage or rent assistance/abatement
- ☐ Difficulty hiring or retaining employees
- ☐ Lack of tourism and absence of hospitality industry has impacted your business
- ☐ Employees' fear of working due to the risk of contracting COVID-19
- ☐ Employees who have pre-existing conditions or are part of a vulnerable population concerned about working
- ☐ Other (Please specify.)

11. What issues do you believe your employees are facing? (Select all that apply.)

- ☐ Struggling to provide basic needs considering reduced working hours
- ☐ Lacking technology to efficiently work remotely
- ☐ Inability to access public subsidies (e.g. Unemployment Insurance)
- ☐ No access to childcare and schools impact their ability to come to work
- ☐ Limited local/public transportation
- ☐ Other (Please specify.)

12. Has your business received any assistance from community groups, government agencies, or other organizations? (Select all that apply.)

- ☐ Economic Injury Disaster Loan (EIDL)
- ☐ Paycheck Protection Program (PPP)
- ☐ Short-time Compensation Program
- ☐ Payroll Tax Deferral
- ☐ Employee Retention Tax Credit
- ☐ SBA Business Loan
- ☐ Small Business Assistance Forgivable Loan Program
- ☐ Other (Please specify.)

13. Do you feel you need training or additional training on how to provide a safe working environment from COVID-19?

- ☐ Yes
- ☐ No

Coronavirus 2019 (COVID-19) Economic Recovery Task Force

COVID-19 Business Needs Assessment Survey

14. What kinds of programs, services or support could help stimulate your business?

(Select all that apply.)

- ☐ Grants to help defray cost of personal protective equipment and other safety items
- ☐ Low interest or forgivable business loans
- ☐ Employee training and recruitment
- ☐ Business Training and Technical Assistance
- ☐ Training on how to provide a safe working environment that complies with required guidelines
- ☐ Extension of CARES Act funding
- ☐ Other (Please specify.)

15. Do you have the procedures that need to be taken in the event that there is a COVID-19 case at your business?

- a. Yes
- b. No

16. Would you be interested in being contacted via email or phone to share additional feedback or explain any of your responses?

- ☐ Yes (If yes, provide your phone number)
- ☐ No

COVID-19 ERTF Industry/Small Business Working Group Recommendations (as of July 23, 2020)

Recommendation #1: Expedite distribution of County COVID-19 assistance funds to businesses by streamlining the application process and removing artificial barriers for eligibility, including, but not limited to, relaxing rules, such as documentation requirements or qualifications; removing requirements that restrict the ability of individuals or business owners on the “path to citizenship” to access funds; and removing language that firms are not eligible for funding if they have already received Payroll Protection Program (PPP) funding. Create a consolidated listing of all available County-funded programs, including guidelines, amounts available, and deadlines, in order to conduct a comparison of requirements and review of best practices. (7/14/20; revised 7/22/2020; Adopted by ERTF 7/23/20)

Recommendation #2: Lobby at the local, state, and federal levels to enhance the Payroll Protection Program (PPP) and extend the program until all funds are expended, rather than to a set date. Recommended changes to the PPP include:

- Provide a more targeted approach to assisting certain industries that have been most impacted.
- Provide that smaller PPP loans are automatically considered a grant under a set threshold.

(7/14/2020; revised 7/22/20; Adopted by ERTF 7/23/20)

Recommendation #3: Increase funding for organizations that provide Management and Technical Assistance, including financial literacy and capacity building training, to ensure that small businesses are better prepared to apply for County and other funding programs, in order to streamline the application process and allow funds to be disbursed as quickly as possible. Partner with these agencies and give them priority access to loan and grant funds. (7/14/2020; Adopted by ERTF 7/23/20)

Recommendation #4: Ensure that County agencies such as 311, the Police Department, and Surge Teams are knowledgeable about what COVID-19 resources are available and are given resources or materials to distribute in various languages so that they can make referrals to callers or as they visit businesses and neighborhoods, for example, regarding funding available for the purchase of personal protective equipment. (7/14/2020; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #5: Designate a non-elected individual to be Miami-Dade County’s “Chief Recovery Officer”, responsible for coordinating and managing all of the County’s economic recovery efforts to ensure independence, accountability, and a smooth transition as elected officials are termed out of office. (7/14/2020; Adopted by ERTF 7/23/20)

Recommendation #6: Better coordinate COVID-19 recovery efforts and guidelines between cities, counties, and state agencies. (7/14/2020; Adopted by ERTF 7/23/20)

Recommendation #7: Extend Miami-Dade County’s eviction moratorium until at least September 30, 2020, while methods of providing tenant relief and protecting landlord obligations are evaluated. (7/14/2020; Adopted by ERTF 7/23/20)

Recommendation #8: Invest in long term and comprehensive solutions that will benefit small businesses and allow them to remain competitive in the “New Normal” environment, such as providing hardware and software, education, and training. (7/22/20; Adopted by ERTF 7/23/20)

Recommendation #9: Target financial assistance to industries and businesses that provide support services to workers that will allow them to continue working, such as day care and elder care facilities, camps, and education centers. (7/22/20; Adopted by ERTF 7/23/20)

COVID-19 ERTF New Normal Guidelines/Needs Assessment Working Group Recommendations (as of July 23, 2020)

Recommendation #1: Develop a centralized online source of New Normal and COVID-19-related guidance and resources in various languages that is user friendly and provides real time updates to subscribers and through social media. In conjunction with the online portal, establish a dedicated phone number and create hard copy and PDF-type downloadable materials for those who cannot or do not access information online. (7/9/20; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #2: Conduct an online Needs Assessment survey in various languages countywide, including to businesses, non-profit organizations and residents, to gauge high priority business and community needs, understanding of New Normal Guidelines, and the impact of the COVID-19 pandemic, among other things. Utilize social media, industry and media partners, the Surge Team, and others to promote the survey and distribute hard copies and create PDF-type downloadable materials for those who cannot complete the survey online. (7/9/20; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #3 – Require businesses and their employees to get standard training regarding New Normal Guidelines, preventing the spread of COVID-19, and return to work protocols. Require employers to certify that their employees have completed such training by a set date and commit to re-training as guidelines change. The curriculum should be tailored for core industry groups and provided through various methods and languages (English, Spanish and Creole), such as using a Train-the-trainer approach, online tutorials, virtual training with a live instructor, hard copy, and PDF-type downloadable materials. Ensure the training can remain cost effective by partnering with or accessing resources that may be available from CareerSource South Florida and other training institutions. (7/14/20; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #4 – Create a Miami-Dade County COVID-19 Risk Assessment Chart in various languages, based on input from medical professionals, to serve as a basic and user friendly reference for what risk level is associated with certain activities, so that the public is able to make more informed decisions about their behavior. (7/14/20; Revised 7/23/20 Adopted by ERTF 7/23/20)

Recommendation #5: Update County outreach materials distributed by Surge Teams to reflect current guidelines and requirements in various languages, including an effective date or other clarifications to ensure that messaging is consistent and to minimize confusion in the community. (7/21/20; Revised 7/23/20; Adopted by ERTF 7/23/20)

COVID-19 ERTF Marketing/Outreach Working Group Recommendations (as of July 23, 2020)

Recommendation #1: Develop a social media campaign with local celebrities and industry partners to promote the standard guidelines (wash hands, cover face, social distance) and send the message that Miami-Dade County is open for business, within the current guidelines. (7/8/2020; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #2: Develop a grassroots outreach campaign in conjunction with community and faith-based organizations to educate and inform underserved and high risk populations about COVID-19, utilizing various media channels in various languages, including social media, radio, community newspapers, and non-cable news. (7/10/20; Revised 7/17/2020; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #3: Use Surge Teams and community and faith-based organizations to distribute guidance and resources, in various languages, to communities with no or limited access to online sources of information. (7/10/20; Revised 7/17/2020; Adopted by ERTF 7/23/20)

Recommendation #4: Develop a method to maximize social media impact by sponsoring ads and developing appropriate tagging to target messaging and provide current and real-time information to younger demographics and those in high surge areas. (7/10/2020; Adopted by ERTF 7/23/20)

Recommendation #5: Incorporate in messaging in various languages that everyone should be a community advocate; it's not just about doing your part, but helping your neighbor and holding them accountable as well. (7/10/2020; Revised 7/23/20; Adopted by ERTF 7/23/20)

Recommendation #6: Expand the membership of the COVID-19 ERTF to include an appointment from the Miami-Dade Millennial Task Force that can provide the perspective of the younger generation and assist with the development of effective strategies for increasing awareness amongst youth about the threat of COVID-19. (7/17/2020; Adopted by ERTF 7/23/20)



County Board Members Master List (COVID-19) ECONOMIC RECOVERY TASK FORCE

LAST NAME	FIRST NAME	APPOINTED/NOMINATED BY
VACANT		JOSE "PEPE" DIAZ
ADAMS	NELSON	AUDREY M. EDMONSON
CAMACHO	PAUL	SEN. JAVIER D. SOUTO
CHI	JOSE	ORGANIZATION- INTERNATIONAL TRADE CONSORTIUM
CLAYTON	JEVE	ORGANIZATION- MIAMI-DADE MILLENNIAL TASK FORCE ADVISORY BOARD
FINNEY	MICHAEL	ORGANIZATION- MIAMI-DADE BEACON COUNCIL
FRESCO SR.	MICHAEL	JOE A. MARTINEZ
GONZALEZ	JOSE	REBECA SOSA
GONZALEZ	DIANA	DENNIS C. MOSS
JONES	ROBERT	ORGANIZATION- NEIGHBORS & NEIGHBORS ASSOCIATION (NANA)
KNOWLES	GORDON	ORGANIZATION- MIAMI-DADE CHAMBER OF COMMERCE
LOUISSAINT	BEATRICE	JEAN MONESTIME
QUINCOCES	RICHARD	XAVIER L. SUAREZ
SAINT ELOI	MAKANDALL	BARBARA J. JORDAN
SANCHEZ	ALFRED	ORGANIZATION- GREATER MIAMI CHAMBER OF COMMERCE
SAWITZ	STEVEN	SALLY A. HEYMAN
SONORA	MYRNA	EILEEN HIGGINS
TALBERT, III	WILLIAM	ORGANIZATION- GREATER MIAMI CONVENTION & VISITORS BUREAU
TUNDIDOR	JESUS	ESTEBAN BOVO, JR.
VELASCO	ANA	ORGANIZATION- MIAMI BEACH CHAMBER OF COMMERCE
WALSH	WENDI	DANIELLA LEVINE CAVA
WOLLMANN	JENNIFER	ORGANIZATION- MIAMI ASSOCIATION OF REALTORS

* Pending re-appointment or appointment of new member.

Note: Section 2-11.38.3 provides that "... if a vacancy on any County board which is subject to individual commissioner remains unfilled for more than 30 days, may therefore be filled by action of the County Commission."

**COVID-19 Economic Recovery Task Force
Working Groups**

Marketing/Outreach (Wed and Fri, 2:30pm – 3:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 975 4889 7334

Password: 803941

Registration link: <https://miamidade.live/CERTFOutreach>

Makandall C. Saint Eloi

Beatrice Louissaint - 1

Myrna Sonora - 1

Diana Gonzalez

Paul Camacho

Jennifer Wollmann

William Talbert, III - 1

Gordon "Eric" Knowles - 1

Industry/Small Business (Mon and Wed, 11:30am – 12:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 926 8004 0927

Password: 803941

Registration link: <https://miamidade.live/CERTFBusiness>

Ceci Velasco - 1

Beatrice Louissaint - 2

Myrna Sonora - 2

Jose Gonzalez – 1

Jeve Clayton

Jose "Joe" Chi - 1

William Talbert, III - 2

Robert Jones

Gordon "Eric" Knowles - 2

New Normal Guidelines/Needs Assessment (Tue and Thurs, 2:30pm – 3:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 959 4085 0892

Password: 803941

Registration link: <https://miamidade.live/CERTFGuidelines>

Ceci Velasco - 2

Richard Quincoces

Wendi Walsh

Michael Fresco

Jose "Joe" Chi - 2

Alfred Sanchez

Jose Gonzalez – 2

Numbers next to the working group member's name indicate how many working groups they are in.

Descriptions*

Marketing/Outreach Working Group

- identify existing promotional efforts and propose how to leverage them;
- make recommendations to counter negative media and get the message out that MDC is safe and open for business;
- clear and consistent communication with residents and businesses

Industry/Small Business Working Group

- review housing and development guidelines and make recommendations to promote affordable housing and increase/maintain home ownership;
- protections for tenants and landlords; mortgage and rental assistance;
- PPE and resources for health and long term care facilities;
- not overwhelming the healthcare system;
- health and safety precautions to make customers feel safe;
- propose how to stabilize and maintain small businesses during this time and build capacity for the future;
- small business access to information;
- buy local and match-making;
- how to get available resources to small businesses;
- challenges to small businesses in complying with new normal guidelines

New Normal Guidelines/Needs Assessment Working Group

- review the current Miami-Dade County guidelines, assess how they are working, make recommendations for improving them and when the Emergency Orders should be lifted;
- develop creative solutions for new normal;
- clear and consistent guidance among the cities/county;
- testing and contact tracing protocols;
- preparing for a possible second wave;
- enforcement of guidelines;
- telecommuting;
- review and determine high priority district and county needs, analyze the needs and propose how to address them, identify the resources needed to address them;
- recommend changes to the use or allocation of existing funding;
- unemployment assistance;
- food distribution;
- social support and mental health services;
- public safety;
- protecting the most vulnerable and areas most impacted;
- child care

*Possible focus areas

Date: September 3, 2020

To: Honorable Chairwoman Audrey M. Edmonson
And Members, Board of County Commissioners

From: Michael Finney *Michael A. Finney*
Chairman, COVID-19 Economic Recovery Task Force

Subject: COVID-19 Economic Recovery Task Force Monthly Report #3

Pursuant to Resolution No. R-325-20, sponsored by Commissioner Joe A. Martinez and adopted by the Board of County Commissioners (Board) on April 7, 2020, as amended by Resolution No. R-450-20 on May 5, 2020, the Coronavirus 2019 (COVID-19) Economic Recovery Task Force (ERTF) was established to recommend to the Board appropriate actions to aid the economic recovery of Miami-Dade County in the aftermath of COVID-19. This is the third of the required monthly reports to the Board on our progress and recommendations.

Subsequent to the last report, one general meeting was held by the ERTF on August 27th, 2020. In the past month, the three working groups (Industry/Small Business, New Normal/Needs Assessment, and Marketing/Outreach) have continuously met twice per week via Zoom (17 times total). Due to initial robust efforts, the working groups have gathered vast knowledge in their respective focus areas and are now focusing on “next step” items such as, creating implementation plans for the recommendations. The ERTF consists of 22 appointments, with one vacancy remaining for District 12. The updated membership roster and working group assignments are attached (**Attachment 1 and 2**).

The *Industry/Small Business Working Group*, under the leadership of Chairman Gordon “Eric” Knowles and Vice-Chairwoman Myrna Sonora, has focused on topics such as, extension of the eviction moratorium while providing protections to landlords and tenants, elder care industry recovery plan, restructuring Miami Dade County’s construction permitting process, and implementing a temporary moratorium to public utilities to assist individuals and businesses that have been impacted by COVID-19. Various agencies have participated in the meetings, providing updates, and presenting recommendations. Among the reoccurring participants are Public Housing and Community Development (PHCD), and South Florida Anchor Alliance (SFAA). (**Attachment 3**)

The *New Normal Guidelines/Needs Assessment Working Group*, under the leadership of Chairman Alfred Sanchez and Vice-Chairman Michael Fresco, Sr., has been discussing the need to restructure Miami Dade County’s “Moving to a New Normal” webpage and dashboard to become more user friendly. They have also developed questions for an online Social Services Survey for the purpose of determining high priority social services needs for the community countywide. In addition, the working group has worked on obtaining research by communicating with the Florida Department of Health (DOH) to encourage the idea of tracking the trends of COVID-19 positivity rates relating to the implementation of guidelines or major occurrences within the community. (**Attachment 4**)

The Marketing/Outreach Working Group, under the leadership of Chairman William Talbert, III and Vice Chairman Gordon “Eric” Knowles, has been developing their proposals to utilize local celebrities for public service announcements as well as working with Miami Dade County’s Communications department to create an outreach campaign regarding the County’s economic recovery efforts and resources. They are also advocating to add additional ERTF members to represent the faith-based community and the educational sector. **(Attachment 5)** In addition, the Marketing/Outreach working group is creating a comprehensive plan to determine what the next steps are for each recommendation. **(Attachment 6)**

The ERTF is hereby transmitting nineteen (19) recommendations for the Board’s consideration (Attachment 3, 4, and 5) and stands ready to support implementation of these recommendations, especially as some are more urgent or could be moved forward expeditiously without the need for a funding allocation. The ERTF members are available to expound on their proposals in order to facilitate any directives or legislation that may be required to proceed. Gary T. Hartfield, SBD Director, and/or his staff attended every working group meeting and can provide further detail on the recommendations, upon request. The groups will continue to convene over the Board’s recess and bring any matters to your immediate attention, as needed. On behalf of the ERTF, I greatly appreciate the support and feedback afforded to our mission and look forward to continued collaboration.

Pursuant to Ordinance No. 14-65, it is respectfully requested that this report be placed on the next available Board meeting agenda.

c: COVID-19 ERTF Members
Gary T. Hartfield, SBD
Director



County Board Members Master List (COVID-19) ECONOMIC RECOVERY TASK FORCE

LAST NAME	FIRST NAME	APPOINTED/NOMINATED BY
VACANT		JOSE "PEPE" DIAZ
ADAMS	NELSON	AUDREY M. EDMONSON
CAMACHO	PAUL	SEN. JAVIER D. SOUTO
CHI	JOSE	ORGANIZATION- INTERNATIONAL TRADE CONSORTIUM
CLAYTON	JEVE	ORGANIZATION- MIAMI-DADE MILLENNIAL TASK FORCE ADVISORY BOARD
FINNEY	MICHAEL	ORGANIZATION- MIAMI-DADE BEACON COUNCIL
FRESCO SR.	MICHAEL	JOE A. MARTINEZ
GONZALEZ	JOSE	REBECA SOSA
GONZALEZ	DIANA	DENNIS C. MOSS
JONES	ROBERT	ORGANIZATION- NEIGHBORS & NEIGHBORS ASSOCIATION (NANA)
KNOWLES	GORDON	ORGANIZATION- MIAMI-DADE CHAMBER OF COMMERCE
LOUISSAINT	BEATRICE	JEAN MONESTIME
QUINCOCES	RICHARD	XAVIER L. SUAREZ
SAINT ELOI	MAKANDALL	BARBARA J. JORDAN
SANCHEZ	ALFRED	ORGANIZATION- GREATER MIAMI CHAMBER OF COMMERCE
SAWITZ	STEVEN	SALLY A. HEYMAN
SONORA	MYRNA	EILEEN HIGGINS
TALBERT, III	WILLIAM	ORGANIZATION- GREATER MIAMI CONVENTION & VISITORS BUREAU
TUNDIDOR	JESUS	ESTEBAN BOVO, JR.
VELASCO	ANA	ORGANIZATION- MIAMI BEACH CHAMBER OF COMMERCE
WALSH	WENDI	DANIELLA LEVINE CAVA
WOLLMANN	JENNIFER	ORGANIZATION- MIAMI ASSOCIATION OF REALTORS

COVID-19 Economic Recovery Task Force Working Groups

Marketing/Outreach (Wed, 2:30pm – 3:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 975 4889 7334

Password: 803941

Registration link: <https://miamidade.live/CERTFOutreach>

Makandall C. Saint Eloi

Beatrice Louissaint - 1

Myrna Sonora - 1

Diana Gonzalez

Jennifer Wollmann

William Talbert, III - 1

Gordon "Eric" Knowles - 1

Industry/Small Business (Mon, 11:00am – 12:00pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 926 8004 0927

Password: 803941

Registration link: <https://miamidade.live/CERTFBusiness>

Ceci Velasco - 1

Beatrice Louissaint - 2

Myrna Sonora - 2

Jose Gonzalez - 1

Jeve Clayton

Jose "Joe" Chi - 1

William Talbert, III - 2

Robert Jones

Gordon "Eric" Knowles - 2

New Normal Guidelines/Needs Assessment (Thurs, 2:30pm – 3:30pm)

Zoom Conference #: 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 959 4085 0892

Password: 803941

Registration link: <https://miamidade.live/CERTFGuidelines>

Ceci Velasco - 2

Richard Quincoces

Wendi Walsh

Michael Fresco Sr.

Jose "Joe" Chi - 2

Alfred Sanchez

Jose Gonzalez - 2

Numbers next to the working group member's name indicate how many working groups they are in.

As of August 3, 2020

COVID-19 Economic Recovery Task Force Working Groups

Descriptions*

Marketing/Outreach Working Group

- identify existing promotional efforts and propose how to leverage them;
- make recommendations to counter negative media and get the message out that MDC is safe and open for business;
- clear and consistent communication with residents and businesses

Industry/Small Business Working Group

- review housing and development guidelines and make recommendations to promote affordable housing and increase/maintain home ownership;
- protections for tenants and landlords; mortgage and rental assistance;
- PPE and resources for health and long term care facilities;
- not overwhelming the healthcare system;
- health and safety precautions to make customers feel safe;
- propose how to stabilize and maintain small businesses during this time and build capacity for the future;
- small business access to information;
- buy local and match-making;
- how to get available resources to small businesses;
- challenges to small businesses in complying with new normal guidelines

New Normal Guidelines/Needs Assessment Working Group

- review the current Miami-Dade County guidelines, assess how they are working, make recommendations for improving them and when the Emergency Orders should be lifted;
- develop creative solutions for new normal;
- clear and consistent guidance among the cities/county;
- testing and contact tracing protocols;
- preparing for a possible second wave;
- enforcement of guidelines;
- telecommuting;
- review and determine high priority district and county needs, analyze the needs and propose how to address them, identify the resources needed to address them;
- recommend changes to the use or allocation of existing funding;
- unemployment assistance;
- food distribution;
- social support and mental health services;
- public safety;
- protecting the most vulnerable and areas most impacted;
- child care

*Possible focus areas

**COVID-19 ERTF Industry/Small Business Working Group
Recommendations
(as of August 27, 2020)**

Recommendation #10: Impose a temporary moratorium or allow for payment deferral for public utilities, such as water and sewer charges. Advise 311 operators and Surge Teams to encourage residents and businesses to request assistance from their private service providers, such as electricity, phone, or cable bills. (7/27/20; Revised 8/3/20; Adopted by ERTF 8/27/20)

Recommendation #11: Adopt the Massachusetts Food Security Infrastructure Grant Program as a best practice. This program ensures that individuals and families have access to food, with a special focus on food that is produced locally and ensuring equitable access to food. The program also seeks to ensure that farmers, fisherman, and other local food producers are better connected to a strong, resilient food system to help mitigate future food supply and distribution disruption. Urges Miami-Dade County and the State of Florida to adopt a similar program. (8/3/20; Adopted by ERTF 8/27/20)

Recommendation #12: In alignment with Miami-Dade County affordable housing framework, it is encouraged for developers to use affordable housing incentives. In conjunction, it is recommended to fast track the permitting process, enhance One-Stop permitting and shorten the turnaround time for the approval of these permits in order to expedite at County and City levels. In turn, this will help the economic recovery in Miami- Dade County by creating jobs in various industries. (8/12/20; Adopted by ERTF 8/27/20)

Recommendation #13: Provide a listing to identify low income tax credit properties in Miami-Dade County that are in partnership with non-profit organizations. Non-profit organizations should be aware and understand the partnership with Miami-Dade County and receive legal assistance to review partnership documentation. (8/12/20; Adopted by ERTF 8/27/20)

Recommendation #14: Use Miami-Dade County buying power to create an “Umbrella” insurance by engaging insurance industries and assist with high cost liability insurance for non-profit organizations. This incentive will assist non-profit organizations that are providing affordable housing in conjunction to regulating utility costs. (8/12/20; Adopted by ERTF 8/27/20)

Recommendation #15: Support the Adult Day Healthcare Proposed Protocols for Reopening plan that was presented to the Mayor’s office and the Board of County Commissioner. If the recovery is not possible to be safely implemented under the Mayor’s executive order, it is recommended that the industry fund be set aside at the County level using Cares Act funds to keep the basic infrastructure of the industry alive for full recovery. (8/17/20; Adopted by ERTF 8/27/20)

South Florida Anchor Alliance (SFAA) Proposed Recommendations

RECOMMEND AND SUPPORT THE IMPLEMENTATION OF THE FOLLOWING SFAA CAPACITY BUILDING STRATEGIES FOR SMALL AND MINORITY-OWNED BUSINESSES WHILE ENSURING SFAA PARTNERS WITH EXISTING ORGANIZATIONS THAT ARE PROVIDING THESE SERVICES (Recommendations 16-20)

Evaluate and identify needs of small and minority-owned businesses. Based upon this assessment, SFAA anchors, other local governments and participating technical assistance partners will:

Recommendation #16: Develop a course/program(s)/forums on how to do business with participating anchor organizations. (8/24/20; Adopted by ERTF 8/27/20)

(South Florida Anchor Alliance (SFAA) Recommendations Continued)

Recommendation #17: Engage with a working group of participating anchors and external support organizations to coach small and minority-owned businesses on how to do business with participating anchors. Considerations need to be made for scaling of strategy. (8/24/20; Adopted by ERTF 8/27/20)

Recommendation #18: Assess current bonding capacity, financial grant programs, and financing opportunities to support the growth of local, small and/or minority-owned businesses. Identify key local best practices and highlight important stakeholder partners to collaborate in the development of new financial support strategies. Expand current local best practices and/or develop innovative new approaches to investing in the growth of small and minority owned businesses. (8/24/20; Adopted by ERTF 8/27/20)

Recommendation #19: Establish a business networking program inclusive of networking among local, small and/or minority-owned businesses based upon industry; coordinate match making opportunities with larger businesses based upon partnering opportunities by industry. (8/24/20; Adopted by ERTF 8/27/20)

Recommendation #20: Prioritize the development and implementation of mentor protégé programs, to encourage matchmaking with inexperienced and experienced firms to compete together for government contracts reserved for small businesses. In turn, this will help small businesses to grow and South Florida Anchor Alliance (SFAA) to determine how to proceed in increasing the prioritization of these mentor protégé programs. (8/24/20; Adopted by ERTF 8/27/20)

COVID-19 ERTF New Normal Guidelines/Needs Assessment Working Group

Recommendations
(as of August 27, 2020)

Recommendation #1 Restructure Miami Dade County's "Moving to a New Normal" webpage in order to draw attention to the Dashboard on the landing page rather than a link under the resources section. This will help enhance the centralized online source of New Normal and COVID-19-related guidance and resources. The webpage should also be available in various languages and provide real time updates to subscribers and through social media. In conjunction with the online portal, establish a dedicated phone number as well as create hard copies and PDF-type downloadable materials for those who cannot or do not access information online. (7/9/20; Revised 7/23/20; Adopted by ERTF 7/23/20; Revised 8/20/20; Adopted by ERTF 8/27/20)

Recommendation #6: Adopt the "Miami Safely Together" guidelines for Special Events permits to become part of the New Normal Guidelines. This should be produced in various languages, such as English, Spanish, and Creole. The information will be forwarded directly to the Mayor's office for an expedited review process and moved forward to the Board of County Commissioners. (7/30/20; Adopted by ERTF 8/27/20)

Recommendation #7: Provide an ongoing analysis of the impacts of actions taken/regulations adopted by the County, to determine if a correlation exists between each action taken/regulation adopted and the mitigation of infection rates in the community. (08/04/20; Adopted by ERTF 8/27/20)

Recommendation #8: (Top Priority) Have BCC direct Miami-Dade County to advocate at the State, and Federal level for an extension of the relief funds including but not limited to the Cares Act funding such as PPP loans, the \$600 (six hundred dollar) monthly payment through the Federal Unemployment Insurance Relief Program. These efforts should also advocate expanding social service programs through local and state government budgeting (e.g. providing aide and protections to landlords and tenants through the Emergency Rental Assistance Program (ERAP)). These social service programs should be publicized from an economic development perspective to promote economic stabilization and enhance job retention. Social service programs include but are not limited to rental and food assistance and should be extended until all funds are expended, rather than to a set date. (8/20/20; Adopted by ERTF 8/27/20)

Recommendation #9: Support the "Adult Day Healthcare Proposed Protocols for Reopening" plan that was presented to the Mayor's office and the Board of County Commissioner. If the recovery is not possible to be safely implemented under the Mayor's executive order, it is recommended that the industry fund be set aside at the County level using Cares Act funds to keep the basic infrastructure of the industry alive for full recovery. (8/20/20; Adopted by ERTF 8/27/20)

COVID-19 ERTF Marketing/Outreach Working Group Recommendations (as of August 27, 2020)

Recommendation #7: Conduct a marketing campaign to inform the public that payment deferral, repayment plans, or other assistance may be available from utilities, mortgage companies, banks, and others, but they need to reach out and request assistance. (7/29/20; Adopted by ERTF 8/27/20)

Recommendation #8: Expand the membership of the COVID-19 ERTF to include an appointment from the faith-based community and educational sector, so that those institutions are represented on the taskforce and they can provide the perspective of those entities to assist with the development of effective strategies for increasing awareness amongst these organizations about the threat of COVID-19. (8/26/20; Adopted by ERTF 8/27/20)

Recommendation #9: Ensure that information regarding housing programs and resources related to COVID-19 are promoted and disseminated through the County's communications effort. (8/26/20; Adopted by ERTF 8/27/20)

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

The Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group has developed a series of recommendations that have been presented to the full Task Force. The overarching goal of these recommendations is to develop clear and consistent communication to all segments of Miami-Dade County regarding COVID-19 public health and safety information.

The recommendations were reviewed by the County's Communications staff to ensure that the recommendations are not in conflict with current County efforts. The County has also provided the Working Group with the list of "Media Buys" which identifies all the outlets that the County uses for the placement of advertisements. This list is dynamic, and the Working Group will request updated lists as the work of the Task Force progresses. The recommendations have been expanded to create a plan that can be used to organize the activities of the working group by organizing recommendations and actions taken. The Plan can also expand as new issues are identified. The Plan is as follows:

Recommendation	Suggested Next Steps	Plan	Lead Agency/Member	Status
<p><u>Recommendation #1:</u> Develop a social media campaign with local celebrities and industry partners to promote the standard guidelines (wash hands, cover face, social distance) and send the message that Miami-Dade County is open for business, within the current guidelines. (7/8/20; rev. 7/23/20; Adopted by ERTF 7/23/20)</p>	<ul style="list-style-type: none"> Work with the County's Communications staff to develop a public information campaign including a logo and tag line that will promote the message of "Mask Up to Open Up" Use the campaign to brand the County's work relative to COVID-19 Develop a messaging campaign for all 34 Mayors in Miami-Dade County 	<ul style="list-style-type: none"> Confirm that "Mask Up to Open Up" will be an additional tag line use for economic recovery. Compile a suggested list of local celebrities and determine who is best suited to reach out to the celebrity: <ul style="list-style-type: none"> Harry Wayne Casey, aka KC from KC and the Sunshine Band (Lawyer: David Bercuson (305) 670-0019 Michael Bay, director of Bad Boys and other films (Publicist: Gabriella Gutag GGUTE1@aol.com) Gloria & Emilio Estefan (Manager: Frank Amadeo famadeo@estefan.com) Barry Jenkins, Oscar-winning director of "Moonlight" and other 	<p>County will use tag line "Mask Up to Open Up" with business oriented social media content</p> <p>Greater Miami Convention & Visitors Bureau (GMCVB) will translate scripts</p>	<ul style="list-style-type: none"> Recommendation has been accepted by the Full Task Force Local celebrities including DJ Khaled and Flo Rida have recorded service announcements advising the public to follow COVID-19 safety procedures Additional celebrities will be identified.

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

<ul style="list-style-type: none"> Identify other local celebrities including local athletes that may be amenable to participate in the public information campaign 	<ul style="list-style-type: none"> Identify which media outlets are used. Create a link to municipal websites in the County COVID-19 web site. Send COVID-19 resource information to all business organizations, non-profits and CBO's who do business with Miami-Dade. Already started by ISD. Need to identify representatives from the faith-based and education communities for appointment to the Working Group. 	<p>acclaimed films (PR rep: Jewel Ross jross@silentrllit.com)</p> <ul style="list-style-type: none"> Robert Battle, Creative Director of the Alvin Ailey American Dance Theatre (Agent: Mr. Lucci 646-708-4098) Contact all 34 mayors to coordinate receipt of photos of mayor wearing a mask County will determine format. 	<p>Working Group has reached out to the League of Cities.</p> <p>County/Working Group</p> <p>Myrna Sonora will reach out to the Beacon Councils One Community One Goal and Education committee</p>	<ul style="list-style-type: none"> Recommendation has been accepted by the Full Task Force County will determine feasibility. County SBD is contacting CBO and local business organizations.
<p><u>Recommendation #2:</u> Develop a grassroots outreach campaign in conjunction with community and faith-based organizations to educate and inform underserved and high-risk populations about COVID-19, utilizing various media channels in various languages, including social media, radio, community newspapers, and non-cable news. (7/10/20; Revised 7/17/20; Revised 7/23/20; Adopted by ERTF 7/23/20)</p>	<ul style="list-style-type: none"> Ensure that the media campaign utilizes all culturally appropriate means to reach the many subsets of the community, especially the underserved and high-risk populations Ensure that the County's message is coordinated with the 34 municipalities Connect the campaign with the broad network of Community-Based Organizations (CBO) that exist in the County 			

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

<p><u>Recommendation #3:</u> Use Surge Teams and community and faith-based organizations to distribute guidance and resources, in various languages, to communities with no or limited access to online sources of information. (7/10/20; Revised 7/17/20; Adopted by ERTF 7/23/20)</p>	<ul style="list-style-type: none"> • Ensure that the materials developed as part of the public outreach campaign are distributed through the County's surge teams that are working directly with targeted community groups 	<ul style="list-style-type: none"> • Identify Surge Teams contact person to ensure that information is going out. 	<p>Gail Love, Dept. of Solid Waste Management, is the communications liaison for surge teams.</p>	<ul style="list-style-type: none"> • Recommendation has been accepted by the Full Task Force • Request update from Gail Love
<p><u>Recommendation #4:</u> Develop a method to maximize social media impact by sponsoring ads and developing appropriate tagging to target messaging and provide current and real-time information to younger demographics and those in high surge areas. (7/10/20; Adopted by ERTF 7/23/20)</p>	<ul style="list-style-type: none"> • Use all appropriate social media techniques to disseminate the message. 	<ul style="list-style-type: none"> • Identify all social media that the County can use. • Review county's "Media Buys" periodically to see how media campaigns are being implemented. 	<p>County</p>	<ul style="list-style-type: none"> • Recommendation has been accepted by the Full Task Force • County is using Facebook, Twitter, Instagram, LinkedIn, and NextDoor
<p><u>Recommendation #5:</u> Incorporate in messaging in various languages that everyone should be a community advocate; it's not just about doing your part but helping your neighbor and holding them accountable as well. (7/10/20; Revised 7/23/20; Adopted by ERTF 7/23/20)</p>	<ul style="list-style-type: none"> • Ensure that all media campaigns stress the individual's responsibility to serve as community proponents of the county's COVID-19 message. 	<ul style="list-style-type: none"> • Follow and share social media messages. 	<p>County</p>	<ul style="list-style-type: none"> • Recommendation has been accepted by the Full Task Force

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

<p><u>Recommendation #6:</u> Expand the membership of the COVID-19 ERTF to include an appointment from the Miami-Dade Millennial Task Force that can provide the perspective of the younger generation and assist with the development of effective strategies for increasing awareness amongst youth about the threat of COVID-19. (7/17/20; Adopted by ERTF 7/23/20)</p>	<ul style="list-style-type: none"> To date, representatives from the County's official boards/committees representing millennials and younger members of the community have been added to the Marketing/Outreach Working Group It may be necessary to identify and appoint representatives from other subsets of the community 	<ul style="list-style-type: none"> While this recommendation has been fulfilled, perhaps there are other population groups that should be appointed. 	Working Group/County	<ul style="list-style-type: none"> Recommendation has been accepted by the Full Task Force
<p><u>Recommendation #7</u> Conduct a marketing campaign to inform the public that payment deferral, repayment plans, or other assistance may be available for utilities, mortgage companies, banks and others, but they need to reach out and request assistance. (7/29/20)</p>		<ul style="list-style-type: none"> In progress 	County	<ul style="list-style-type: none"> Recommendation will be sent to the Full Task Force

Coronavirus 2019 (COVID-19) Economic Recovery Task Force Marketing/Outreach Working Group Plan

<p>Recommendation #8 Expand the membership of the COVID-19 ERTF to include an appointment from the faith-based community and educational sector, so that those institutions are represented on the taskforce and they can provide the perspective of those entities to assist with the development of effective strategies for increasing awareness amongst these organizations about the threat of COVID-19. (8/26/20)</p>	<p>This recommendation is tied to recommendation #2.</p>	<ul style="list-style-type: none"> 	<p>Myrna Sonora reached out to the Beacon Council to identify an appointment from the education sector</p>	<p>Recommendation will be sent to the Full Task Force</p>
<p>Recommendation #9 Ensure that information regarding housing programs and resources related to COVID are promoted and disseminated through the County's communications effort. (08/26/20)</p>	<p>Review Florida Housing Coalition and State Housing Initiatives Partnership Program campaign to determine how to link information to County communications program</p>	<ul style="list-style-type: none"> Incorporate State information in County website. 	<p>Task Force/County</p>	<p>Recommendation will be sent to the Full Task Force.</p>