

MEMORANDUM

Agenda Item No. 11(A)(8)

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 conduct an educational
outreach campaign to "Live Like
a Local" for tourists and visitors
related to Biscayne Bay and
provide a report

Resolution No. R-946-21

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



Geri Bonzon-Keenan
County Attorney

GBK/uw



MEMORANDUM

(Revised)

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

DATE: October 5, 2021

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County Attorney

SUBJECT: Agenda Item No. 11(A)(8)

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)(8)
10-5-21

RESOLUTION NO. _____ R-946-21

RESOLUTION DIRECTING THE COUNTY MAYOR OR
COUNTY MAYOR'S DESIGNEE TO CONDUCT AN
EDUCATIONAL OUTREACH CAMPAIGN TO "LIVE LIKE A
LOCAL" FOR TOURISTS AND VISITORS RELATED TO
BISCAYNE BAY AND PROVIDE A REPORT

WHEREAS, Biscayne Bay is a treasured natural resource in Miami-Dade County that provides beauty and recreational opportunities, and Biscayne Bay also supports numerous industries and creates jobs within the Miami-Dade community; and

WHEREAS, the protection of Biscayne Bay is of paramount importance in Miami-Dade County; and

WHEREAS, residents of Miami-Dade County, many of whom may be avid boaters and fishermen, or who may otherwise be actively engaged in Biscayne Bay issues, may already be aware of the importance of taking care of Biscayne Bay; and

WHEREAS, some tourists and visitors to Miami-Dade County may not yet be aware of the issues facing Biscayne Bay, or may not be aware of what practices or measures they can take to help protect Biscayne Bay; and

WHEREAS, an educational outreach campaign specifically focused on tourists and visitors to Miami-Dade County could build upon other actions that this Board has taken related to Biscayne Bay; and

WHEREAS, such an educational campaign could include, but would not be limited to, information about what tourists and visitors should and should not do while boating in Biscayne Bay, together with simple things that tourists and visitors could do, which collectively could have a significantly positive impact on the health of Biscayne Bay; and

WHEREAS, as such, this Board wishes to direct the County Mayor or County Mayor’s designee to conduct a “Live Like a Local” educational outreach campaign related to Biscayne Bay that is specifically focused on tourists and visitors to Miami-Dade County,

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

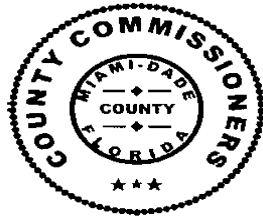
Section 1. This Board hereby directs the County Mayor or County Mayor’s designee to conduct a “Live Like a Local” educational outreach campaign related to Biscayne Bay that is specifically focused on tourists and visitors to Miami-Dade County. Such campaign may include, but is not limited to, information about what tourists and visitors should and should not do while boating in Miami-Dade County, as well as simple things that tourists and visitors could do, which collectively could have a significantly positive impact on Biscayne Bay.

Section 2. This Board hereby directs the County Mayor or County Mayor’s designee to prepare a written report about the “Live Like a Local” educational outreach campaign pursuant to section 1 of this resolution. The completed report shall be placed on an agenda of this Board pursuant to Ordinance No. 14-65 within 60 days of the effective date of this resolution.

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

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

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: Melissa Adames
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in dark ink, appearing to read "ASR", is written over a horizontal line.

Abbie Schwaderer-Raurell