

MEMORANDUM

Agenda Item No. 8(C)(1)

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

DATE: May 3, 2022

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution approving the
reappointment of Olga Ramudo to
the Tourist Development Council

Resolution No. R-405-22

The accompanying resolution was prepared by the Cultural Affairs Department and placed on the agenda at the request of Prime Sponsor Commissioner Keon Hardemon.


Geri Bonzon-Keenan
County Attorney

GBK/jp

Memorandum



Date: May 3, 2022

To: Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners

From: Daniella Levine Cava 
Mayor

Subject: Recommendation of Tourist Development Council Board Appointment

RECOMMENDATION

It is recommended that the Board of County Commissioners (Board) adopt the attached resolution approving the reappointment of the following nominee to the Tourist Development Council: Olga Ramudo.

DELEGATION OF AUTHORITY

There is no delegated authority for this Tourist Development Council item.

BACKGROUND

On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28 pursuant to State Statute No. 125.0104, establishing the Tourist Development Council (TDC). The Ordinance and Statute specify that the TDC is a nine (9) member volunteer board that includes: one (1) County Commissioner, who is appointed by the chair of the governing Board of the County; two (2) elected municipal officials, at least one of whom must be from the most populous municipality in the County; three (3) owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tourist development tax; and three (3) persons involved in the tourist industry and have verifiably demonstrated interest in the tourist development of Miami-Dade County but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and are subject to the tourist development tax.

Further, all members of the TDC must be electors of the County and shall serve staggered terms of four years as determined in the appointing resolution. As a result of three (3) anticipated vacancies on the TDC Board due to the expiration of current terms, a public nominations process was implemented to fill these positions. These positions require: one (1) elected municipal official; and two (2) persons who are owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tax. Two (2) of these three (3) vacancies were reviewed by the TDC in 2021.

In response to the advertisement for nominations, credentials of eligible candidates for the remaining one (1) TDC vacancy were submitted and reviewed by the Tourist Development Council Nominating Committee on February 22, 2022. Present at the meeting were: William Perry, III, President, Airport Parking Association; David Whitaker, President & CEO, Greater Miami Convention and Visitors Bureau; Connie Kinnard, President, Multicultural Tourism - Greater Miami Convention and Visitors Bureau; and Hemant Patel, General Manager, Kings Motel. Based on a thorough review of qualifications, the Tourist Development Council Nominating Committee unanimously voted to recommend the following candidate to the Board of County Commissioners to fill the vacancy on the TDC Board: Olga Ramudo.

Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners
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On February 22, 2022, the Tourist Development Council approved this recommendation to be forwarded to the Board of County Commissioners.

Attached is the biography summarizing the extensive experience of this nominee in the tourism industry and a chart specifically identifying their professional or civic affiliations and their designated terms.



Morris Copeland
Chief Community Service Officer

Olga M. Ramudo

Express Travel

President & CEO

After years of being a stay at home mother, Olga Ramudo decided to venture into the travel business by becoming an independent contractor for a small travel agency. Partnering with her sister and a best friend, that part time job took them further when they decided to start their own business in 1989.

Specializing in the Hispanic market and with a strong commitment to community involvement and customer service, Express Travel became one of the top ten travel agencies in Miami, later expanding its reach to the State of Florida as well as offering services all over the world.

Olga Ramudo has conspicuously pioneered and led the charge to not only promote and grow the South Florida tourism industry, but also has provided an outstanding public role model as a successful woman owned business who has always found the time to serve the South Florida community and her industry through leadership appointments on numerous local, state and international organizations. She has been a prominent tourism community leader for over 25 years and has volunteered for leadership positions on hundreds of local events, which have resulted in millions of dollars of economic impact and new jobs for South Florida's local and State tourism. Additionally, Olga has donated her time and experience to many organizations serving on committees to promote bilingual education in order to maintain the "Gateway of the Americas" designation for South Florida.

Express Travel has received numerous awards and recognitions throughout the years. Some of these are: ranked among the largest Hispanic companies in the nation and one of the 100 fastest growing Hispanic Companies as reported by Hispanic Business Magazine; included as one of the largest minority businesses in Dade County by the Greater Miami Chamber of Commerce and listed among the largest women owned business in South Florida by the South Florida Business Journal. Express Travel ranked number sixth fastest growing Hispanic company in the nation in 2007 as reported by Hispanic Trends Magazine and one of the fastest growing companies in South Florida in 2011 as listed by the South Florida Business Journal. The Academy of Hospitality and Tourism recognized Express Travel in the Meetings and Business Tourism category. In May of 2018, the Commonwealth Institute ranked Express Travel as the number 8th woman owned business in Florida and in September the South Florida Business Journal will be recognizing Olga as one of the Ultimate CEO's.

Olga Ramudo has also been recognized as one of the top influential women business leaders in Miami Dade County by Camacol (Latin Chamber of Commerce and listed as one of the "Best of Miami 2007" by Miami Today in recognition for promoting international trade. Owit of Florida bestowed her with the 2008 International Business Woman of the Year award and most recently the American Society of Travel Agents paid tribute to Olga at their annual gala dinner by bestowing her with the

national advocacy award in recognition of her significant contribution on behalf of the travel agency community before federal state and local governments as well as recognizing her as travel agent of the year for 2011 . In 2015 Olga received the Executive of the Year Award from the Greater Miami Chamber of Commerce. The South Florida Business Journal recognized Olga as an ‘Ultimate CEO’ in 2019.

The Secretary of Commerce has appointed Olga Ramudo to the U. S. Travel and Tourism Board where she is currently serving her third term. This board advises the Secretary of Commerce on matters relating to the travel and tourism industry in the United States.

Olga Ramudo sits on the Executive Board of Directors of the Greater Miami Chamber of Commerce and Chairs their International Committee; is a member of the board of the World Trade Center and an Executive Committee member of the Beacon Council. Additionally, she is a member of the national board of directors of ASTA – American Society of Travel Agents.

Express Travel is comprised of corporate, leisure, groups and meetings, cruise and study abroad departments.

Olga studied in Puerto Rico and has two grown sons, and two granddaughters.

www.expresstravelus.com



FY 2021-2022 Miami-Dade County Tourist Development Council

MEMBERS	AFFILIATION	TITLE	Term
Chairperson			
Keon Hardemon	Miami-Dade County Commissioner	Chairman	03/21 – 03/22
Elected Municipal Officials			
Alex Diaz de la Portilla	City of Miami	Commissioner	09/20 – 09/24
Robert Stephens, III	City of Miami Gardens	Commissioner	09/21 – 09/25
Owners/Operators of Hotels or other Tourist Accommodations			
Hemant Patel	Kings Motel	General Manager	09/21 – 09/25
Danielle Torres	Marriott Courtyard Hampton Inn – Homestead	Director of Sales	09/21 – 09/25
T. Gene Prescott	Biltmore Coral Gables	President	09/20 – 09/24
Involved in Tourist Industry			
Wendy Kallergis	Greater Miami & The Beaches Hotel Association	President/CEO	09/20 – 09/24
William Perry, III	Airport Parking Associates	Partner/Owner	09/20 – 09/24
Olga Ramudo*	Express Travel of Miami, Inc.	President/CEO	09/20 – 09/25

**Recommended*



MEMORANDUM

(Revised)

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

DATE: May 3, 2022

FROM: 
Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 8(C)(1)

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. 8(C)(1)
5-3-22

RESOLUTION NO. R-405-22

RESOLUTION APPROVING THE REAPPOINTMENT OF
OLGA RAMUDO TO THE TOURIST DEVELOPMENT
COUNCIL

WHEREAS, on April 4, 1978, the Board of County Commissioners (“Board”) adopted Ordinance No. 78-28 (the “Ordinance”), establishing the Tourist Development Council (the “Council”); and

WHEREAS, the Ordinance directs that each member shall be appointed by resolution of the Board; and

WHEREAS, the Ordinance and Section 125.0104, Florida Statutes, specify that the Tourist Development Council shall be composed of nine members, including a County Commissioner, who is appointed by the chair of the Board, two elected municipal officials, three owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tourist development tax, and three persons involved in the tourist industry but who are not owners or operators of motels, hotels or other tourist accommodations in the County subject to the tourist development tax; and

WHEREAS, the Ordinance specifies that all members of the Council must be electors of the County; and

WHEREAS, the Ordinance and section 125.0104, Florida Statutes, specify that Council members shall serve staggered terms of four years as determined in the appointing resolution; and

WHEREAS, section 125.0104, Florida Statutes, specifies that there shall be two elected municipal officials where at least one such official is from the most populous municipality in the County and the Board shall fill this seat thereby by appointment; and

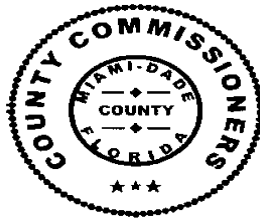
WHEREAS, the Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Board approves the reappointment of the following member to the Tourist Development Council for a four-year term commencing September, 2021 and ending September, 2025: Olga Ramudo, who is involved in the tourist industry but who is not an owner or operator of motels, hotels or other tourist accommodations.

The foregoing resolution was offered by Commissioner **Rebeca Sosa**, who moved its adoption. The motion was seconded by Commissioner **Raquel A. Regalado** 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 3rd day of May, 2022. 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: Basia Pruna
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

MRP

Monica Rizo Perez