

MEMORANDUM

Agenda Item No. 11(A)(8)

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

DATE: October 6, 2022

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the
County Mayor to design and
manufacture a "Biscayne Bay
Friendly" decal, develop a
program for entities to apply
to purchase or receive decals,
incorporate the promotion of
such decal in the Biscayne
Bay public awareness
campaign and educational
outreach program, and
collaborate with local
nonprofit organizations

Resolution No. R-954-22

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Rebeca Sosa and Co-Sponsor Senator Javier D. Souto.



Geri Bonzon-Keenan
County Attorney

GBK/ks



MEMORANDUM

(Revised)

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

DATE: October 6, 2022

FROM: 
Gen Bonzon-Keenan
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)
10-6-22

RESOLUTION NO. _____ R-954-22

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO DESIGN AND MANUFACTURE A "BISCAYNE BAY FRIENDLY" DECAL, DEVELOP A PROGRAM FOR ENTITIES TO APPLY TO PURCHASE OR RECEIVE DECALS, INCORPORATE THE PROMOTION OF SUCH DECAL IN THE BISCAYNE BAY PUBLIC AWARENESS CAMPAIGN AND EDUCATIONAL OUTREACH PROGRAM, AND COLLABORATE WITH LOCAL NONPROFIT ORGANIZATIONS

WHEREAS, the health and well-being of Biscayne Bay are inextricably linked to Miami-Dade County's economic and environmental well-being; and

WHEREAS, this Board has previously recognized the importance of protecting and restoring Biscayne Bay, such as in Resolution No. R-165-19, which created the Biscayne Bay Task Force to address issues that affect the health of Biscayne Bay; and

WHEREAS, the display of "Biscayne Bay Friendly" decals would be a way for businesses, organizations, municipalities, and other entities to indicate that they support initiatives and implement practices that enhance the health of Biscayne Bay; and

WHEREAS, the display of such decals can raise awareness regarding Biscayne Bay and assist the public in selecting goods and services that contribute to the conservation of Biscayne Bay; and

WHEREAS, as recommended by the Biscayne Bay Task Force, this Board adopted Resolution No. R-474-21, directing the County Mayor or County Mayor's designee to develop and implement a multilingual, multimedia public awareness campaign and educational outreach program to promote and improve awareness regarding Biscayne Bay; and

WHEREAS, the public awareness campaign and educational outreach program may include messaging to encourage the display of “Biscayne Bay Friendly” decals; and

WHEREAS, this Board wishes for the County Mayor or County Mayor’s designee to design and manufacture a “Biscayne Bay Friendly” decal, develop a program for entities to apply to purchase or receive decals, and incorporate the promotion of the decal in the County’s Biscayne Bay public awareness campaign and educational outreach program,

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

Section 1. Directs the County Mayor or County Mayor’s designee to design a “Biscayne Bay Friendly” decal that businesses, organizations, municipalities, and other entities may display to indicate that they support initiatives and implement practices that enhance the health of Biscayne Bay. The County Mayor or County Mayor’s designee shall manufacture decals for distribution, subject to the availability of funding.

Section 2. Directs the County Mayor or County Mayor’s designee to develop and implement a program for entities to apply to purchase or receive “Biscayne Bay Friendly” decals from the County. The County Mayor or County Mayor’s designee shall, in consultation with the Chief Bay Officer or other appropriate designee, develop criteria for the approval of applications. The criteria shall, at a minimum, include the following practices: reduction or elimination of the use of single-use plastics, toxic cleaning products, or chemical pesticides; composting and proper disposal of yard clippings; placement of garbage containers away from storm drains and surface waters; regular maintenance of storm drain openings and basins; use of recycled or remanufactured products; implementation of best practices in fertilizer application; planting of native, salt-tolerant,

and drought-tolerant trees; and training of personnel in measures to prevent leaks, spills, and pollution. The program should provide for the first 1,000 applicants to receive decals at no cost, subject to available funding, and for subsequent applicants to purchase decals at a price not to exceed the reasonable direct costs of developing and producing such decals.

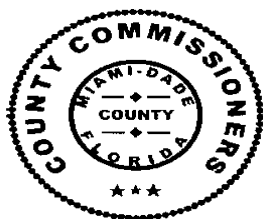
Section 3. Directs the County Mayor or County Mayor’s designee to incorporate the promotion of the “Biscayne Bay Friendly” decal in the Biscayne Bay public awareness campaign and educational outreach program developed pursuant to Resolution No. R-474-21.

Section 4. Directs the County Mayor or County Mayor’s designee to collaborate, where feasible, with local nonprofit organizations in the development, implementation, and promotion of the “Biscayne Bay Friendly” decal program.

The Prime Sponsor of the foregoing resolution is Commissioner Rebeca Sosa and the Co-Sponsor is Senator Javier D. Souto. It was offered by Commissioner **Sally A. Heyman** , who moved its adoption. The motion was seconded by Commissioner **Keon Hardemon** and upon being put to a vote, the vote was as follows:

	Jose “Pepe” Diaz, Chairman	aye	
	Oliver G. Gilbert, III, Vice-Chairman	absent	
Sen. René García	aye	Keon Hardemon	aye
Sally A. Heyman	aye	Danielle Cohen Higgins	aye
Eileen Higgins	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 6th day of October, 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.

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

Cristina M. Rabionet