

MEMORANDUM

Agenda Item No. 11(A)(4)

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

DATE: April 1, 2025

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County
Mayor to incorporate a secret
shopper program for concessions
at Miami International Airport;
and directing the County Mayor
to designate a concessions
manager

Resolution No. R-364-25

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Danielle Cohen Higgins and Co-Sponsor Commissioner Kevin Marino Cabrera.



Geri Bonzon-Keenan
County Attorney

GBK/uw



MEMORANDUM

(Revised)

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

DATE: April 1, 2025

FROM: 
Glen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 11(A)(4)

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 ____, majority plus one ____, 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) ____, 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)(4)
4-1-25

RESOLUTION NO. _____ R-364-25

RESOLUTION DIRECTING THE COUNTY MAYOR OR
COUNTY MAYOR'S DESIGNEE TO INCORPORATE A
SECRET SHOPPER PROGRAM FOR CONCESSIONS AT
MIAMI INTERNATIONAL AIRPORT; AND DIRECTING THE
COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO
DESIGNATE A CONCESSIONS MANAGER

WHEREAS, Miami International Airport (MIA) is the first and last experience of Miami-Dade County for many visitors; and

WHEREAS, as the gateway to the Americas, MIA and its users deserve a world-class concession program; and

WHEREAS, airports such as Tampa International use a secret shopper program to track concessionaire performance; and

WHEREAS, such a program ensures that concessionaires, some of whom may have long-term contracts, continue to provide world-class service; and

WHEREAS, reporting of results of such secret shopper program on a periodic basis to this Board of County Commissioners allows this Board information to make decisions about concessions at MIA; and

WHEREAS, future contracts for concessions at MIA should incorporate secret shopper evaluations as a tool of contract compliance; and

WHEREAS, as alleged issues with concessions often drive social media or raise concerns among MIA stakeholders; and

WHEREAS, there should be an individual at MIA who is responsible for responding to concerns or issues regarding concessions; and

WHEREAS, the County should take all reasonable steps to ensure that concessions at MIA are best in class, and encourage travelers to make use of MIA,

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

Section 1. The County Mayor or County Mayor's designee is directed to institute a secret shopper program for concessions at MIA. The program shall be airport-wide, shall ensure that concessions are visited at least once per week, and shall at a minimum observe staffing, customer wait times, available merchandise, and customer service. This program shall be, to the extent possible, incorporated into concession agreements and the achievement of secret shopper benchmarks shall be made enforceable provisions of these agreements.

Section 2. The results of the secret shopper program shall be reported to the full Board of County Commissioners, without committee review, on a quarterly basis.

Section 3. The County Mayor or County Mayor's designee shall designate an employee to act as a concessions manager who shall be available to respond to concerns or questions regarding concessions operations at MIA.

The Prime Sponsor of the foregoing resolution is Commissioner Danielle Cohen Higgins and the Co-Sponsor is Commissioner Kevin Marino Cabrera. It was offered by Commissioner **Danielle Cohen Higgins** , who moved its adoption. The motion was seconded by Commissioner **Roberto J. Gonzalez** and upon being put to a vote, the vote was as follows:

Anthony Rodriguez, Chairman	aye		
Kionne L. McGhee, Vice Chairman	aye		
Marleine Bastien	aye	Juan Carlos Bermudez	aye
Kevin Marino Cabrera	aye	Sen. René García	aye
Oliver G. Gilbert, III	aye	Roberto J. Gonzalez	aye
Keon Hardemon	aye	Danielle Cohen Higgins	aye
Eileen Higgins	aye	Raquel A. Regalado	aye
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 1st day of April, 2025. 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

JUAN FERNANDEZ-BARQUIN, CLERK

By: Basia Pruna
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in blue ink, appearing to be "DM", is written over a horizontal line.

David M. Murray
Cynji A. Lee