

MEMORANDUM

Agenda Item No. 11(A)(4)

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

DATE: June 3, 2025

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County
Mayor to provide a report
detailing expenditures by each
County department on marketing
materials and to identify
opportunities for savings

Resolution No. R-560-25

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator René García and Co-Sponsor Chairman Anthony Rodriguez.



Geri Bonzon-Keenan
County Attorney

GBK/uw



MEMORANDUM

(Revised)

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

DATE: June 3, 2025

FROM: 
Gen 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)
6-3-25

RESOLUTION NO. _____ R-560-25

RESOLUTION DIRECTING THE COUNTY MAYOR OR
COUNTY MAYOR'S DESIGNEE TO PROVIDE A REPORT
DETAILING EXPENDITURES BY EACH COUNTY
DEPARTMENT ON MARKETING MATERIALS AND TO
IDENTIFY OPPORTUNITIES FOR SAVINGS

WHEREAS, with approximately 2.8 million residents, Miami-Dade County (the
"County") continues to grow, as does the demand for County services; and

WHEREAS, the County is committed to delivering high-quality services while
safeguarding taxpayer dollars; and

WHEREAS, the five year forecast for the Countywide and Unincorporated Municipal
Service Area budgets anticipates revenue shortfalls; and

WHEREAS, there is uncertainty regarding the impact of the newly established
constitutional offices on the County budget; and

WHEREAS, as part of their marketing efforts, County departments use funds for
marketing materials and merchandise; and

WHEREAS, such marketing materials and merchandise are likely to end up in County
residents' garbage and, ultimately, landfills; and

WHEREAS, in anticipation of the impending financial concerns and the uncertainty about
the full fiscal impacts of the County's transition to constitutional officers, this Board wishes to
identify potential opportunities for savings from County funds currently used by departments for
marketing materials,

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

Section 1. Incorporates the recitals above in this resolution.

Section 2. Directs the County Mayor or County Mayor's designee within 30 days of the effective date of this resolution to provide a report to this Board detailing expenditures by each County department on such marketing materials and identifying opportunities for savings, and to place the completed report on an agenda of this Board without committee review pursuant to rule 5.06(j) of the Board's Rules of Procedure.

The Prime Sponsor of the foregoing resolution is Senator René García and the Co-Sponsor is Chairman Anthony Rodriguez. It was offered by Commissioner **Raquel A. Regalado** , who moved its adoption. The motion was seconded by Commissioner **Oliver G. Gilbert, III** , 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
Sen. René García	aye	Oliver G. Gilbert, III	aye
Roberto J. Gonzalez	aye	Keon Hardemon	aye
Danielle Cohen Higgins	aye	Eileen Higgins	aye
Natalie Milian Orbis	aye	Raquel A. Regalado	aye
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 3rd day of June, 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 dark ink, appearing to be "JO", is written over a horizontal line.

Jose I. Ortega