

## **MEMORANDUM**

Amended  
Agenda Item No. 11(A)(1)

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

**DATE:** April 1, 2025

**FROM:** Geri Bonzon-Keenan  
County Attorney

**SUBJECT:** Resolution nominating Robin  
Libby Jacobs for membership in  
the Tourist Development Council

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**Resolution No. R-361-25**

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator René García.

  
Geri Bonzon-Keenan  
County Attorney

GBK/jp



## MEMORANDUM (Revised)

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

**DATE:** April 1, 2025

**FROM:**   
Glen Bonzon-Keenan  
County Attorney

Amended  
**SUBJECT:** Agenda Item No. 11(A)(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 \_\_\_\_, 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 \_\_\_\_\_

Amended  
Agenda Item No. 11(A)(1)  
4-1-25

**RESOLUTION NO. R-361-25**

**RESOLUTION NOMINATING ROBIN LIBBY JACOBS FOR  
MEMBERSHIP IN THE TOURIST DEVELOPMENT COUNCIL**

**WHEREAS**, section 125.0104(4)(e), Florida Statutes, requires that the governing board of each county which levies and imposes a tourist development tax (“TDT”) shall create and appoint an advisory council to continuously review expenditures of revenues of the TDT, perform such other duties as prescribed by the governing board, and shall make recommendations to the county on the use of or for the effective operations of projects funded by TDT revenues; and

**WHEREAS**, accordingly, on April 4, 1978, the Board of County Commissioners (“Board”) adopted Ordinance No. 78-28 (the “Ordinance”), establishing the Miami-Dade County 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 specifies that all members of the Council must be electors of the County; and

**WHEREAS**, the Ordinance and section 125.0104(4)(e), Florida Statutes, specify that the Council shall be composed of nine members and Council members shall serve staggered terms of four years as determined in the appointing resolution; and

**WHEREAS**, the Ordinance and section 125.0104(4)(e), Florida Statutes, specify that the Tourist Development Council shall be composed of nine members, including a County Commissioner appointed by the chair of the Board of County Commissioners, 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**, Robin Libby Jacobs is involved in the tourist industry and has demonstrated an interest in tourist development; and

**WHEREAS**, Robin Libby Jacobs is a local businesswoman who serves as Chair of the Miami Beach Convention Center Advisory Committee, as a member of the City of Miami Beach 41<sup>st</sup> Street Revitalization Committee, dedicated to revitalizing the 41<sup>st</sup> Street corridor in Miami Beach, and previously served as the Chair of the Miami Beach Chamber of Commerce; and

**WHEREAS**, Robin Libby Jacobs' resume and application is attached hereto as Attachment 1; and

**WHEREAS**, the term of Tourist Development Council member Wendy Kallergis, a person who is involved in the tourist industry but who is not an owner or operator of motels, hotels, or other tourist accommodations, expired in 2024; and

**WHEREAS**, this Board desires to nominate Robin Libby Jacobs for membership in the Tourist Development Council,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that the Board hereby nominates Robin Libby Jacobs, who is involved in the tourist industry but who is not an owner or operator of motels, hotels, or other tourist accommodations, for consideration by the Tourist Development Council for membership in the Tourist Development Council. Appointment of Robin Libby Jacobs as a member of the Tourist Development Council shall require Board approval by resolution.

The Prime Sponsor of the foregoing resolution is Senator René García. It was offered by  
Commissioner **Sen. René García**, who moved its adoption. The motion was seconded by  
Commissioner **Micky Steinberg** and upon being put to a vote, the vote was as follows:

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

The Chairperson thereupon declared this resolution duly passed and adopted this 1<sup>st</sup> 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.

SMG

Sophia Guzzo

# Attachment 1



## Senator René

### Advisory Board Application

For a list of County Boards, please visit District 13 website at [www.miamidade.gov/district13/](http://www.miamidade.gov/district13/) and click on "Inside District 13." Please **complete** the application below, attach a **copy of your resume** and send it to [Aylen.Ginoris@miamidade.gov](mailto:Aylen.Ginoris@miamidade.gov) and [David.Marin@miamidade.gov](mailto:David.Marin@miamidade.gov)

FULL NAME: Robin Libby Jacobs

HOME ADDRESS: 5025 Collins Ave PH2

CITY: Miami Beach STATE: FL ZIP: 33140

PHONE NUMBER: 305-992-2007 EMAIL ADDRESS: robinlibbyjacobs@gmail.com

OCCUPATION (current or most recent)

Chief Operating Officer Miami Beach Cosmetic and Plastic Surgery Center  
Owner 305 Candles and Perfume

DO YOU LIVE OR WORK IN MIAMI DADE COUNTY? BOTH or NEITHER?

BOTH

HAVE YOU EVER SERVED ON A COUNTY OR MUNICIPAL BOARD? If so, please list board and tenure: See enclosed list

PLEASE RANK, IN ORDER OF PREFERENCE, THE BOARDS FOR WHICH YOU WOULD LIKE YOUR APPLICATION TO BE SUBMITTED.

Tourist Developement Council

DESCRIBE YOUR PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE OR BACKGROUND THAT WOULD BEST QUALIFY YOU FOR AN APPOINTMENT TO THE BOARD(S) YOU HAVE SELECTED? See enclosed list

**CERTIFICATION** *I certify under oath and penalty of perjury, that all information shown above is true and correct, I do understand that any appointment to a board, committee, commission obtained on a misrepresentation of a material fact shall be null and void.*

APPLICANT SIGNATURE: Robin Jacobs APPLICATION DATE: 11/11/24

## ROBIN LIBBY JACOBS

### County/Municipal Boards

**Mayor's 41st Street Committee**Vice Chair: 2018 – 2022 | Member: 2022 – Present  
**Miami Beach Convention Center Advisory Board**COBChair: 2023 – Present  
**Transportation, Parking, and Bicycle Committee**Member: 2022  
**Miami Beach Hall of Fame Committee**Chair: 2023 | Member: 2021

DESCRIBE YOUR PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE OR BACKGROUND THAT WOULD BEST QUALIFY YOU FOR AN APPOINTMENT TO THE BOARD(S) YOU HAVE SELECTED.

As an experienced leader, having served on multiple city committees and boards and as a past chair of the Miami Beach Chamber of Commerce, with a deep understanding of economic development and local business dynamics, I am seeking an appointment to the Tourist Development Council. With a proven track record in promoting community growth and engaging diverse stakeholders, I am committed to enhancing the county's tourism sector. I am enthusiastic about leveraging my skills and insights to support the committee's goals and advance the county's reputation as a vibrant, visitor-friendly community.

As a past chair of the Miami Beach Chamber of Commerce board, I bring a wealth of experience in community leadership and a unique understanding of the local economy and tourism landscape. My background has equipped me with the skills needed to foster collaborations, drive community engagement, and create initiatives that support economic growth. Additionally, as a woman and only the fourth woman in one hundred years to chair the Chamber, I bring a diverse perspective to the table, recognizing the importance of inclusivity and representation in our tourism efforts.

As chair of our Chamber of Commerce board, I was entrusted by the then-mayor to co-chair the city's COVID-19 reopening task forces, guiding our business community and faith-based community through one of its most challenging times. In this role, I worked hand-in-hand with local businesses, the city, and community leaders to ensure a safe, strategic reopening within county and state guidelines.

This is just one example that demonstrates my experience and commitment—qualities that align with the responsibilities of a board appointment. My background in fostering community connections and spiritual support showcases my ability to bring people together and create a positive impact.

I currently sit on several boards, including nonprofits, academic institutions, and the Miami Beach Chamber of Commerce as Chair of the Education Foundation. These are my current municipal board appointments: I serve as Chair of the Miami Beach Convention Center Advisory Committee, and as a member of the Mayor's 41st Street Committee.

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## ROBIN LIBBY JACOBS

5025 Collins Avenue, PH2, Miami Beach, FL 33140 | 305.992.2007 | robinlibbyjacobs@gmail.com

Dedicated community advocate, entrepreneur, and business owner with extensive experience in civic engagement and public service. Seeking an appointment to the Tourist Development Council to contribute to the betterment of the county and support Miami-Dade County's goals in promoting its appeal as a top tourist destination.

### Experience

#### **Miami Beach Cosmetic Plastic Surgery Center**

*Chief Operating Officer / 1990 - present*

- Oversee daily operations, strategic planning, and patient satisfaction for a premier cosmetic surgery center.
- Lead a team to deliver high-quality care and service, ensuring regulatory compliance and operational efficiency.
- Develop and implement marketing strategies to enhance brand visibility and attract new clients.

#### **305 Candles & Perfume**

*Owner / 2018 - present*

- Founded a candle business focused on high-quality, locally made products that promote the 305 brand and embody the spirit of Miami.
- Manage all aspects of the business, including product development, marketing, and sales.

### Municipal Boards and Committees

**Mayor's 41st Street Committee** Vice Chair: 2018 – 2022 | Member: 2022 – Present

**Miami Beach Convention Center Advisory Board** Chair: 2023 – Present

**Transportation, Parking, and Bicycle Committee** Member: 2022

**Miami Beach Hall of Fame Committee** Chair: 2023 | Member: 2021

### Board Positions

**Touro University** Member, Board of Governors: 2015 – Present

**Miami Beach Chamber of Commerce** Chair, Education Foundation: 2024 – Present

Member, Board of Governors: 2008 – Present Vice Chair, Board of Governors: 2016,

2017 Chair of the Board: 2019 – 2021

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**Greater Miami Jewish Federation (GMJF)** Secretary, Board of Directors: 2015 – 2016  
Associate Treasurer, Board of Directors: 2017 – 2020 Chair, Mishkan Miami: 2022 – Present  
Chair, Jewish Volunteer Center: 2007 – 2010 Member, Planning and Distribution Committee: 2018 – Present Member, Jewish Community Relations Council (JCRC): 2018 – Present  
**American Friends of Bar-Ilan University** Chair: 2023 – Present  
**Gleanings** Member, Board of Directors: 2006 – Present  
**Miami Beach Jewish Community Center (JCC)** President: 2006 – 2009

## **Event Leadership and Fundraising**

**Gift of Life Miami Gala** Co-Chair: 2022, 2023, 2024  
**C-Note Miami Beach Dinner to Benefit the American Cancer Society** Co-Chair: 2022, 2023, 2024  
**Greater Miami Jewish Federation** Co-Chair: 2016 Women's Day Event: 2017  
**Friends of United Hatzalah Miami Gala Event** Co-Chair, Dinner: 2022 | Featured Speaker: 2021 (Event Headlined by Andrea Bocelli)  
**Miami Beach Chamber of Commerce Gala** Co-Chair: 2014, 2015, 2016  
**Miami Beach JCC 10-Year Anniversary Gala** Co-Chair: 2022

## **Innovative Programs & Initiatives**

### **Miami Beach Chamber of Commerce**

- **Chamber Chat with the Mayor of Miami Beach**
  - Co-founded during COVID-19; conducted over 60 virtual Chamber Chats.
- **Between the Business Book Covers**
  - Co-Founder
- **Cafecito with a Cop: A Take with a 305 Infusion**
  - Co-Founder

## **Publications**

Co-Author, *Be Aware: A Guide to Personal Safety and Security* Published: 2021

## **Honors & Awards**

- **Proclamation from the City of Miami Beach**
  - Robin Jacobs Day | November 2, 2021
- **Proclamation from the City of Miami Beach**
  - Robin Jacobs Day | October 3, 2019
- **Miami Beach Chamber of Commerce**
  - Outstanding Board Member of the Year Award, James McDonald Award: 2018

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- **South Florida Luxury Magazine**
    - Woman of Style & Substance: 2015
  - **Women of Distinction and Caring – Bessie Award**
    - 2016
  - **Certificate of Appreciation**
    - Miami-Dade County Office, Mayor, and Board of County Commissioners: 2011
  - **Tribute from the Florida House of Representatives**
    - 2009
  - **Miami Beach JCC**
    - Honored as Past President: 2015

## **Education**

### ***Bachelor of Science in Nursing (B.S.N.)***

*Boston University School of Nursing, Boston, MA | January 1983*

### ***Master of Public Health (M.P.H.)***

*Boston University School of Medicine, Boston, MA | January 1986*