

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: September 16, 2020

SUBJECT: REPORT OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE (FERC) MEETING ON FRIDAY, JULY 24, 2020

A meeting of the Finance and Economic Resiliency Committee was held on Friday, July 24, 2020 at 9:00 a.m. via Zoom. Attendance: Mayor Dan Gelber, Commissioners Ricky Arriola, Mark Samuelian, David Richardson, Steven Meiner, Micky Steinberg, and Michael Góngora. Members from the Administration and the public were also attendance.

MEETING OPENED AT 9:00 A.M.

BUDGET BRIEFING

1. FINALIZE FISCAL YEAR 2021 PROPOSED BUDGET

Office of Management and Budget

ACTION

John Woodruff, Chief Financial Officer, presented the item. He explained this was the 3rd of 3 budget briefing meetings, the 1st was held on June 16th with a primary focus on the capital budget, the 2nd was last week on July 17th with a primary focus on the operating budget, and today's goal is to finalize the budget for the upcoming 2 public hearings in September. He summarized where we landed to date. He began with the capital budget. He spoke about the Commission choosing option 2a to fully fund the North Beach Oceanside Park project and how 4 projects will be deferred and if we see the bids come in lower and we have money leftover we can start funding the deferred projects and then continue to fund them the following year. He then went into the operating budget and spoke about the Non-COVID-19 gap. He mentioned one of the 2 things that happened from last week was that we received a reimbursement from Miami-Dade County Public Schools for Police Officers in the schools of \$281,000. At the last meeting \$10,000 was added for the Cat program, \$22,000 was added for the Living Wage, then we took the difference of \$293,000 and added it to the General Fund Contingency, then we took the \$2 million that was left over and reduced the use of the general fund reserves. The following was discussed:

- Commissioner Richardson said that one of the things that came up at the Commission meeting last week about the Economic Development and Community Development team and the potential new hire. He said he had some reservations about how the department would be structured. He feels strongly that the community development and the economic development functions are different. He would like to propose we have two positions one dedicated to economic development and one for community development. One can run the department and one can be solely dedicated for economic development.
- Jimmy L. Morales, City Manager, said based conversations with some of the Commissioners it seems that they would like someone who would be sort of a business recruiter to focus on the attraction and retention of businesses. The director of the department would play a role in that aspect, but also have other responsibilities. This kind of position would be a useful position to the department portfolio. Commissioner Arriola asked if there is someone on staff that could be repurposed for this. Jimmy L. Morales said he doesn't think we have someone on staff that has that

skillset. We could reclassify a frozen position for this role. Discussion continued. Commissioner Samuelian said the idea of focusing on business recruitment is smart. He could see that this is a role we may need; he does share concerns of adding headcount. He is not sure if he is ready today to pull the trigger on a new position.

- Discussion was held on what the commissioners would like to see in the Economic Development Director position. Commissioner Steinberg asked for some clarification because we have Kevin Pulido and he is the community liaison; she would like to know what the difference between his position is the one we are looking for is. Jimmy L. Morales said his job and the positions under him is more of a community information officer and they are more for organizing public meetings. This role of economic development has involved a lot of community outreach. The position will be working with the community with the CRA, etc. We want someone who will be having meetings with business recruiters and talk to prospective businesses. Kevin Pulido's team is more working with community outreach and homeowners associations. Commissioner Góngora said it is an interesting idea to have a business recruitment person, but he doesn't think this is the right time to create a new position. It sends the wrong message to add another high-level position with all of the cuts on the table. He said it may make more sense for this position to be created when we come out of COVID-19 and he also mentioned he prefers when the Administration recommends we create positions rather than the Commission. He prefers to look at this next fiscal year and define the description better.
- Eric Carpenter said he just wanted to clarify a little bit what we are looking for in this position. It is really someone who wakes up every day recruiting new businesses to Miami Beach. In this COVID-19 time we are going to have a significant number of open spaces of businesses in the City, we are going to be competing with other places to bring in these businesses. We are also going to have a number of new projects coming online that would provide opportunities to recruit additional target sectors. He read aloud some of the duties he feels the position would have. This would be similar to what we did with the beach management function. This will be someone who wakes up every day and thinks about how we get these targeted businesses and rebound from COVID-19.
- Commissioner Richardson said economic development and community development are different concepts. He appreciates the comments from his colleagues, but he publicly said the only exception he would make to the hiring freeze was for the Economic Development Department because it is so important. He had some hesitation about the candidate last week because he thinks her resume leans more towards community development, even though she is a fine candidate. He continued to explain why we need 2 different positions.
- Commissioner Samuelian said he would see the businesses recruitment under Economic Development. He asked if the Economic Development Director under the current structure has any direct reports. Jimmy L. Morales said yes, there are a few people in the department, but none of them have the skill set to take on the role as the business recruiter, but have been staffing the committees and been working on the creation of the CRA. It is a small staff. Commissioner Samuelian's preference is to figure out what we want from the position and get ourselves in a posture so we can try to fill it hopefully sooner rather than later, but he is not a place where he wants to mandate the position to report to the Economic Development Director, he would rather get that one straight first and revisit it once that person had hit the ground and running.
- Commissioner Arriola said he would like them to provide direction on the job description that they believe this candidate to have because next week they will be voting on the candidate before them.
- Lyle Stern, resident and business owner, provided some comments. He said not to hire anyone since the role hasn't been defined. He said Miami Beach doesn't have a targeted brand image. He also mentioned businesses need help getting open. We need to address what we need to accomplish. He said we need to invite the private sector to help with this. He said he will put together a thought document and send to everyone. The first thing to do is to determine how we will market ourselves.
- Matis Cohen, business owner, said he agreed with everything that Mr. Stern mentioned. He said North Beach has a lot of issues. We are at a crucial time in the economy and his comments were wise.

- Mitch Novick, resident and business owner, said he agreed with Mr. Stern. He said regarding the GMCVB he thinks it is time to move on. He said to look at severing the relationship when discussed later on.
- Wayne Roberts, resident, said recruiting businesses is about creating the environment for the workers and industry to do well. He said the environment needs to be better for the businesses to succeed. We need to do a bottom up review for the entire process that drove us to this place. Miami Beach is a beautiful place, but it is becoming less beautiful every day. The goals of the City need to be reviewed.
- Jimmy L. Morales responded to Mr. Stern's comment, he said we have 2 active bids, the Ocean Drive Association and the efforts going on there, we have an active 41st Street Committee, now have a CRA initiative in North Beach. We do need a director in that role. We need someone to spearhead the CRA. We need to move forward with those roles whether or not we think the business recruiter is needed or this is the right time. We need to work with the BIDs, the Committees, to get to the next level of approvals with plans.
- Commissioner Richardson agreed with what the City Manager mentioned about getting a person in here now. He is happy we are having the conversation. We need to have the conversation about community development versus economic development. He said it doesn't sound like there's an appetite to have 2 different positions, but he doesn't think the one person can wear both hats. He doesn't know exactly what they will do next week. They need to have consensus on what the duties and responsibilities are.
- Commissioner Arriola said he is very concerned about growing government when we are cutting lower level employees. He wants to make sure we are tightening our belts, if we are going to grow this department we need to cut in other areas.
- Commissioner Samuelian said this is an important conversation. The semantics get tricky, he thinks there is a distinction between economic development and community development, but there is also a close working relationship. He said he is hearing the gap is business recruitment. He thinks we need to sooner rather than later get the right candidate into the director position. We need someone to worry about the CRA and someone to give some thought to the MXE. He really hopes that we fill the position soon to address these things with urgency.
- Commissioner Richardson reiterated that he thinks this is an important role and he is not in the mindset of bloating government.
- Commissioner Arriola said the role of economic development in his mind even pre-COVID-19, he fears massive vacancies throughout the commercial corridors and if we don't intelligently attract businesses, what might get filled in the void are establishments we don't want to see. He referenced the MXE district and how we had shops there that are low level. If we don't proactively work with the business community to reimagine how we want Miami Beach to look, we are going to end up with the businesses we don't want. He wants to see the Economic Development Department create incentives, helping craft legislations to attract businesses to come, he wants someone who has the ability to talk to business and make it attractive to come to Miami Beach.
- Commissioner Arriola brought up an addition to the budget he wanted to talk about. The Botanical Garden have struggled to open back up since they are next to the COVID-19 testing site. They have asked for about \$50,000 to help them with their budget crisis.
- Commissioner Samuelian said he loves the Botanical Garden, he asked if they would qualify for the Cultural Grant money that was allocated.
- Heather Shaw, Tourism and Culture Assistant Director, said they are getting \$46,305 from the emergency grant program and also getting the CAC grant for 2021 at \$18,550. They can apply again as well for the \$2 million allocation.
- Commissioner Góngora asked if they could get the money from the cultural relief fund as well, that would be a better source of funding, he wouldn't oppose one time funding for them, but he thinks they need to provide a better explanation of what the money will be used for. He doesn't have an objection of putting a placeholder while they do that.
- Commissioner Steinberg said her comments are similar to Commissioner Góngora's and Commissioner Samuelian's about the cultural relief fund. She also mentioned they are unique in where they are located because they are outdoor, and most people are doing more things outdoors.

Maybe we can help with a marketing effort for them. She is okay with putting a placeholder but not certain she will vote yes for it.

- Commissioner Richardson said he feels bad that they are affected too, but most cultural organizations are shut down as well. He would be in favor of making it explicit that they go through the same process everyone else is going through.
- Commissioner Meiner said he agreed with the previous comments. He also brought up the item he sponsored about the citizens patrol that would be under the jurisdiction of the Police Department and would engage our citizens to do a volunteer patrol. It passed through the Neighborhood and Quality of Life Committee and it will be on the Commission agenda next Wednesday. There is about \$26,000 that we would need to account for once the program is rolled out.
- Commissioner Samuelian said he supports the \$26,000 as well.
- Commissioner Richardson asked what the \$26,000 would be for. He doesn't have any objection to putting this in the budget.
- Commissioner Meiner said for uniforms that the volunteers would wear, the radio dispatch system, and the potential of using golf carts. The City Administration is fully behind this program.
- Commissioner Góngora said we aren't starting this until after COVID-19, he looks forward to support this and the budget placeholder for \$26,000.

John Woodruff continued with the presentation. He summarized the use of the reserves. We started with using \$15 million, it was reduced to \$10 million, and it is now down to \$8 million. It leaves us in a strong position going into hurricane season and the next budget cycle. He also mentioned the items that came out of the last meeting including an addition \$1 million to Cultural Relief Fund for cultural organizations, we will appropriate \$500,000 as of October 1st and then the remaining \$500,000 later in the fiscal year. The second item included was the early childhood care program, because of timing we need to make the commitment now for the FY 2021-2022 school year, but the funding of \$250,000 will be in FY 2022 budget. He brought up the position that would be reduced in Organizational Development, but after it was discussed at length we felt that we need to back off of the elimination of that specific position so we can make sure all of the educational initiatives we have underway will be successful.

John Woodruff continued with the presentation and went into the Parking Balancing Plan. He said there has been a lot of discussion about Parking following the information that was provided at the last budget briefing and a lot of misinformation out there around the budget proposal. He expressed he wanted to walk through it again to make everything clear and also discuss the displaced full-time employees. We are not privatizing the Parking Department; we are only talking about a portion of parking enforcement. There is a lot of change happening in this department because it is a standalone enterprise fund, it is run like a business. 80% of our parking demand is from visitors. Currently they are getting slammed by COVID-19 and now we are proposing to right-size the operation to navigate COVID-19 and negative trend from ridesharing. Jimmy L. Morales said some of the discussions we are having about how we are reimagining our community; we are losing parking because we are pedestrianizing in certain areas. There are trends of how we are developing the community. John Woodruff said we also have bonds, we need to show we can afford that we can run this operation while still meeting our debt service requirements. He readdressed the slides we went through at the last meeting of the reductions. He also mentioned Saul Frances, Parking Director has decided to move up his retirement date to October, he has been in that position for many years and is at the top of that salary range, so the savings will be about \$40,000 a year once we get another person in that role. He continued talking about the need to right size the enforcement function because of the economic shocks and high impact events such as hurricanes, Zika, COVID-19, Super Bowl, Art Basel etc. We really need to make this change to a model where we are 50% in house and 50% contracted. He continued to show the slides from last meeting and said all of these things that are being proposed are how we balance the budget. At the last meeting there were some questions about how many of the positions are full time, filled, and are enforcement. He referenced the slide that showed the information. He spoke about how the Administration went through the vacancy list from the positions we have since the hiring freeze in March and feels we can offer alternative employment to the 40 filled full-time employees in another department. If we are able to place all of the full-time positions, the 16 filled part-time position would no longer need to be eliminated because they could form the core of the 50% in house enforcement. The following was discussed:

- Commissioner Samuelian thanked the Administration for bringing the update and he is happy to be able to help our employees. He is supportive of the direction. He wants to make sure whatever changes we are making in terms of enforcement are going to be fair to our residents and are not going to adversely be impacted in any way. He asked what we can share with our residents that they will be treated fairly under the new conditions. He also wants to make sure we do right by the long-term employees. He said if we do go through another party for the enforcement, he asked for at least a period of time that they will make our employees whole at least for a transition period. He wants to make sure we have been doing our due diligence with every possibility of how to save costs. He said he received an email from the CWA president with some suggestions regarding the pay stations. He just encourages us to be open to the good sources of ideas.
- Saul Frances, Parking Director, addressed the question. In contracted enforcement, they would go through a competitive process in Procurement and we would select the firm and have a professional services agreement. A key component of the agreement is performance standards. We would clearly outline in the RFP what the expectations and requirements are. The City will control all of that, the City will deploy, schedule, determine what levels of enforcement are needed. This is more of a labor contract. The contractor is providing employees and can do a number of activities related to parking enforcement, but the City will control the level of deployment and policy. Jimmy L. Morales also mentioned they will not be creating an incentivized program; they will be paid on an hourly basis.
- Jimmy L. Morales said we have done that in the past, as part of a competitive procurement when we do it, if the employee didn't want to take another position in the City and wanted to stay in parking enforcement we could build that into a procurement process as Commissioners Samuelian referenced.
- Saul Frances addressed the pay stations concern Commissioner Samuelian referenced. He said the pay stations currently are not functioning because we turned them off at the onset of the pandemic. The transition to the payment through the app has been very successful, we haven't received complaints about not being able to use the app. We have been reducing the number of pay stations over the past few years. The app provides the ability for people not having to touch any equipment, they can extend the time on the app, there are many advantages to the mobile app. That is where the technology and the industry is headed.
- Jimmy L. Morales added a comment about one of the slides and the 50% in house enforcement and 50% contracted enforcement assumes we are back to a level of revenue at 75%, until we get there, we will be under the current scenario of having a limited in house staff. The goal is trying to have this in place by October 1, but we are only at 30% revenue right now and given the way things are going with COVID-19 we may not be there by October 1.
- Commissioner Góngora said he was very sad to hear about Saul Frances's retirement and hopes his decision is not impacted by the difficult budget cuts or action of anyone else. He is very valuable employee and will be missed. He also asked how many lay-offs are hitting the Parking Department. John Woodruff said 48 full time positions, 40 of those are filled and the part time positions would increase from 35 to 42. Commissioner Góngora asked how many positions are being laid off throughout the entire City. John Woodruff said he will get the exact number in a few minutes.
- Commissioner Góngora's whole problem with this plan is that the majority are in the Parking Department. He knows these people, they are men and women that have worked for the City for years, most of them are Hispanic lower employees and he has a problem with it, it is hard to make the decision.
- John Woodruff reiterated that all of the employees that Commissioner Góngora is referring to will still have an opportunity to work for the City. We have gone through a lot of effort to ensure that any full-time position that is impacted in any City department will have an opportunity to continue their employment with the City. Commissioner Góngora said he appreciates all of that and he is not directing this at him. He said the words that are being used is important to him, there is no guarantees that any of these employees will get any other jobs. John Woodruff said that every single person that has a full-time position that is proposed to be eliminated or converted to part time is going to be offered a full-time position in the City of Miami Beach in a different department. What that position will be depends on their skills and ability. Depending on what those full-time positions

do will affect the part-time positions that are proposed to be eliminated. Our goal is to keep all of the employees who want to remain with the City.

- Jimmy L. Morales said that is exactly our goal, he cannot guarantee they will all want to take another job, some may want to be part-time, some may want to go to a private company or another City, but the benefit of having 200+ vacant positions is that we have the opportunity to find places for these employees. Our commitment is to have them continue with the City if they want to.
- Commissioner Góngora wanted to know what type of positions they will be offered. John Woodruff said we went through the list and determined which positions these employees would be qualified to do and struck sanitation off the list. We identified over 40 positions that these employees will be qualified to do such as permit clerks, code officers, etc. The salaries will at least remain the same unless they were moved into a higher classification. Even if the new position isn't ideal, there will be other opportunities to apply for in the next few years post-COVID-19.
- Commissioner Góngora asked what percentage of the positions that they move into will allow them to stay as part of the CWA. John Woodruff said we cannot guarantee that these positions will remain in the CWA union. About 20-25% of the positions we have to offer would be in CWA. Some positions are unclassified positions and some in other unions.
- John Woodruff said by eliminating the positions in the Parking Department and converting to part time, we are able to save money in the Parking Department, which is a stand-alone enterprise fund. As those employees transition to other departments funded by other funds, most are in the General Fund, those positions have already been budgeted there. The budget impact of that on a recurring basis is zero, in the short-term since we included vacancy savings as part of closing the COVID-19 budget gap. When we went back and reviewed what the assumptions that were made to meet the \$2.7 million amount, we realized we were very conservative, even with the addition of these 40 positions we are very confident we will hit the \$2.7 million to close the budget gap.
- Commissioner Góngora asked about the furloughed positions and if they will have jobs.
- John Woodruff said yes, the furloughed positions will come back at some point when we return to more normal business, we just don't know exactly when. The only positions being eliminated are the ones disclosed in the budget documents.
- John Woodruff said to answer Commissioner Góngora's question from earlier about how many positions are being eliminated, there are 68 proposed eliminated positions, 20 are from other departments.
- Commissioner Góngora expressed concern about services in the Parking Department will decrease if we outsource. He is not in favor of this plan to do so.
- John Woodruff said the model we are moving to is 50% in house employees and 50% outsourced, if at any time we want to back off the 50% outsourced employees we can and back fill with more in house part-time employees.
- Saul Frances explained the model. 50% are the part-time employees and that would be our base. When we have events and get to those levels, we can add resources through the contract and surgically apply additional positions and additional hours to help with the events. When we have issues like hurricanes and other issues, we are able to scale back the contracted employees and have the in-house base to still address enforcement throughout the City. We need to have an efficient enforcement model and he thinks this model provides that efficiency of not spending money when we don't need to be.
- Michael Smith, Human Resources Director, said that we have 46 full-time employees still on furlough and 71 part-time employees. We have not fired anyone; we have had employees resign to do other things or retired early. Those are the only permanent changes that have been made so far.
- Commissioner Meiner said he first learned of some of these details at last Friday's meeting. He is having a hard time understanding how we are saving money by hiring an outside firm. It seems to him that we can have inside people who have the expertise to pivot to when they are needed. He asked what other municipalities have used this model.
- John Woodruff said the reason why this proposal saves \$1.2 million per year is because currently there is a mix of full-time and part-time employees doing parking enforcement. Our proposal is to not have any full-time positions, by converting them to part-time that saves quite a bit of money and half of them instead of being in-house, would be contracted and there would be less cost for outside part-time positions than in house. As we try this model and have some experience with it, we can

make adjustments the following year. When we place the 40 full time employees, the current part-time employees will likely remain, and they will have the expertise in doing the job and they will make up the core of the 50% in house.

- Jimmy L. Morales said this is a department with declining revenues and COVID-19 exacerbated that, a department that gets hit with shocks and stressors, we need to restructure in a way that the revenue that is made can cover the costs of the department or we need to start writing checks from the General Fund to the Parking fund. The idea is we can give the full-time employees full-time employment elsewhere that is paid out of the General Fund.
- Discussion continued about the model.
- Saul Frances said not many other municipalities are doing the hybrid model, but we looked at the hybrid so we could provide existing employees a job within the City in the department on a part-time basis. If enforcement is contracted out it doesn't guarantee any of our employees a job there, we could encourage the contractor to interview employees, but it doesn't guarantee they will hire them on a full-time basis. It would likely be at a lower hourly rate as well with the contractor. The hybrid model will help address multiple concerns.
- Commissioner Meiner brought up an employee that reached out to him about an email they received from Human Resources that their employment will end starting October 1 and he is confused, since Michael Smith said no one was terminated.
- Jimmy L. Morales said we did not want any employee to find out through the meetings that their positions were being eliminated or changed to part-time.
- John Woodruff said if we can now move forward and commit to placing all of the full-time employees, we can send them a fresh email come Monday with a different message.
- Commissioner Meiner said he is not comfortable with what he views as an enforcement function being privatized.
- Michael Smith said that what we did the last couple of weeks is that we sent out an email to employees whose positions were proposed to be eliminated so they didn't hear it at a public meeting and the email did say if the budget is approved as presented. He also mentioned that employees who took a new full time position in another department could not also serve as parking employees, that would be difficult because then the current department they are in would be short staffed and if they worked after hours in parking enforcement we would be paying overtime, which would not be cost effective. He also noted the positions we are planning on moving employees into could offer an opportunity for growth and move up in the future. He also came from a city that had privatized parking and when we went to the outside parking vendor, we had less public complaints and it worked well. It can work if you set the level of service and the standards and the City has complete control over that and it is very beneficial.
- Commissioner Steinberg said she echoes her colleagues' comments and also said Saul Frances will be very missed at the City. She is also pleased to see staff's commitment to find the employees' new placement. She also shared Commissioner Meiner's concerns of privatization and wants to know why the part-time employees cannot be full time.
- Saul Frances said the transition from full-time to part-time is where the substantial savings are. It is related mostly to the benefits side to it, which becomes a substantial figure in the savings.
- Public comment was provided.
- Ozzy Garcia, CWA president, provided comments. He said they were notified 4 days prior to the last meeting and didn't have a chance to meet with the City Administration. The parking fees were changed last year in October and most of the parking fees have increased and if you bring a private company in by default it will show an increase in revenues. It is the same thing our parking officers would be doing. The level of expertise of our officers have is great. He is asking for the City to have one year post-COVID-19 to show them.
- Alfredo Perez, Parking Department employee, spoke. He provided some ideas as to how to increase revenue. He also spoke about allowing them to do their job without hidden agendas will help bring revenue.
- Wayne Roberts, resident, said this is a revenue problem not an enforcement problem. He said we give away spots to valet. Enforcement leads to higher self-compliance with the meters. He asked if we did a study on meters today. We need to use that as a base line. We need to hire Miami Beach

employees that are residents of this City. By adding people to other department does nothing to our budget. He thinks we need to holistically look at this and do a better job.

- Daniel Ciraldo, resident, spoke. He wanted to reiterate the MXE district and an issue with litter. He said sanitation does a great job in making it nice and clean. He wants to make sure the service levels can stay the same.
- Monique Coney, CWA Vice-President, spoke. She said when you demote full-time employees that is called privatization. She also said the union needs to be involved in this discussion. We are talking about jobs, benefits, labor relations. These are things that need to be discussed at the table because there is a contract. This is a large percentage of the union members. She also mentioned the probation period and Florida is an at will State and the employees can be laid off at any time. She said to give the opportunity for the union to sit at the table to discuss this.
- Xavier Mare, Parking Department employee, spoke. He asked why before the pandemic they were told to not enforce. He also talked about the scan system and that no one fixed the problem. He said the payments also do not appear in the app.
- Kristen Rosen Gonzalez, former Commissioner, spoke. She said that when you demote 40 people, they are going from a secure position to an insecure position like Monique Coney pointed out. They were only told about this, 4 days prior to this being discussed at last Fridays' meeting. The new fees have not taken effect, yet which could keep the Parking Department moving forward. She said it doesn't seem fair to violate the employment contract and is not sure if there is a loophole during a pandemic. She said she would love for everyone to sit down at the table. She is concerned for these employees.
- Manuel Lago, parking enforcement officer, spoke. He said he has been with the City for 18 years. Based on his experience, he did work for a private company and one of the reasons he left the company is being it was causing a lot of problems. There are a lot of issues that have not been brought up. He would like them to give the department a chance to discuss these issues.
- Mario Suarez, parking enforcement officer, spoke. He said he has worked for a private company before as well. He said to take their time because once it is privatized the residents will be affected.
- City of Miami Beach employee spoke. He said he has been with the City many years and said this needs to be discussed further. The Parking Department has bailed out the City for many years. The price on the citations were the same for 24 years. He thinks they should reconsider, over 40 families are being affected.
- Delroy Ireland, parking enforcement employee, spoke. He said he has been with the City 27 years and has been with every employee that is being affected by this. All of these employees need to provide for their families.
- Commissioner Arriola asked for someone to address asked how the furloughs and then the potential full-time job eliminations would come down. He asked if it is based on seniority or last in first out. He would not want to see a 28-year employee be the first cut.
- Michael Smith said the collective bargaining agreement with the CWA and GSA contain information on how reductions are handled, which talk about individuals' track record with the City, their ability, their performance, if all things are equal then seniority becomes a factor. There are many factors that are included, seniority is one of them but not the determining factor.
- Commissioner Richardson said we are having a very difficult conversation. He said someone mentioned employees living in Miami Beach, he doesn't care whether they do or not, we need to be fair to people no matter where they live. We have a problem here and that is the industry has changed. He spoke about the ride services that have been created and more people are walking and using bicycles. He mentioned since the Parking Department is an enterprise fund, it should be self-sustaining. We have a department that because of changes in the industry it is no longer profitable. By offering all of the employees a position with the City and their benefits is something that is admirable. He said if we don't right size the enterprise fund, we are going to have to cut from other departments to help this fund. He also touched on the part-time employees and understands why the Administration is making these changes. He is going to support the recommendation because we are offering these employees other jobs with the same pay and benefits. He also mentioned how he was outspoken in April when we were furloughing employees. The department is being right sized at all levels. The only thing he would say to the Administration to consider is maybe to phase the changes over perhaps a 6-month period. Rather than moving the full-time

people to other departments on October to phase it over 6 months and maybe there are a few full time employees we want to retain there.

- Commissioner Góngora said this is a difficult item we are dealing with people's livelihood. This is a department that was historically a money maker and provided money to a bunch of different departments over the years. He doesn't think it is fair to shut them down just because they are having a tough year. He thinks it would be fairer to defer this for one year. He also thinks we should give the department an opportunity to implement the new citation prices. We were stuck at \$18 tickets for 20 years and they just got raised by the County and we weren't able to implement the new rate because of COVID-19. He doesn't want to do this move, he would urge his colleagues to defer this for a year to give the opportunity to either know this is coming up soon and they can apply for other jobs or see if the department becomes self-sustaining. He moved to defer this for one year.
- Commissioner Arriola said they all feel the same way about our employees. This is a very difficult conversation because we this will be affecting their lives and families. He agreed with a lot of what Commissioner Richardson said and trying to take the politics out of this, we are moving towards a less car-centric society with Uber and other transportation alternatives. We do have to cut costs in that department and because of that labor will be affected. To the extent we can find these employees new positions that are at least as financially rewarding as their previous jobs, we will do that. We should sit with the union representatives and the employees that are affected by this between now and September when we finalize the budget, maybe we can come to a resolution that way. When we hear the CFO and the City Manager saying this is a necessary step it needs to be taken seriously. Even pre-COVID-19 this was going to be a challenging department. He is sad to see Saul Frances go, but he thinks he is leading by example. We do need to be looking at all of our departments the same way. Staff needs to try to be as creative and innovative in trying to find new homes for employees that are affected, but we still need to discharge our duty to balance budgets, protect tax-payer resources, etc. People need to understand that just because you work for the City of Miami Beach you are not guaranteed a job for life. Economic conditions change and people's jobs may change. We need to make decisions based on the long-term health of our City budget and tax-payer resources. We are going to have this more and more every budget year and have to prepare ourselves to make painful decisions.
- Commissioner Samuelian said this is terribly difficult. He wants to make sure of some things before they vote on the budget in September. He wants to ensure that the residents and community are treated fairly under the new operating model, that we meet with the CWA and vet every idea that they put forth, that we treat our employees as fairly as we can during this process. With these parameters he will support this to the next step in the discussion.
- Commissioner Góngora restated his motion to defer this for one year to allow a further study of the Parking Department during the ramp up time so they can prove they can be self-sustaining or start looking for other jobs.
- Commissioner Arriola said he wants between now and the August recess for the Administration to sit with the union and see if we can help folks feel better about the circumstances and this will be approved in September.
- Jimmy L. Morales said that this is not the final time that the Commission will be dealing with the budget, we try to get as much wrapped up as possible, but it is not uncommon for direction to be given to follow up on certain issues. There will be 2 public hearings in September to vote on the budget. He said they will also meet with CWA, they have a meeting scheduled next week. Also, talk to different individual employees as we go forward. He said this is a challenging time and things keep changing. There will be opportunity to have more dialogue.
- John Woodruff said if we are thinking about deferring taking action, he would like everyone be aware that there is a true financial need that is not going away over the course of a year and second we are able to place these employees in other full time positions because we have vacancies right now, he cannot guarantee in a year that we will still have as many vacancies and be able to place all of the impacted employees.
- Commissioner Arriola clarified we can move forward as a placeholder and the Administration will sit with the CWA and all of the affected employees and in September, we can finalize this issue of the budget. Jimmy L. Morales said that is correct.

- Commissioner Richardson asked as we are moving through this in the next few weeks if we can try and phase this over a 6 month period and during that we can look at whether there a handful of slots and an opportunity to make keep a few of the full time employees.
- Jimmy L. Morales aid we can look at transition issues. We are still at only 30% revenue and this assumed a 75% recovery, so the transition could be a long one depending on how impacted we continue to be, but we will look at that.

John Woodruff continued with the presentation and spoke about the trolley. If we did implement a fare it would need to be consistent with Miami-Dade County policy and it could only be \$0.25. It doesn't look like it would be economically viable to charge a fare. Due to our use of PTP funding we are not allowed to charge only non-residents and based on a recent survey the percentage of riders that are visitors is only 19%. Verification of residency could also be problematic. For all of these reasons we are not recommending implementing a fare at this point. The following was discussed:

- Commissioner Samuelian is comfortable with this right now, however, he would like us to monitor this going forward.

John Woodruff continued with the presentation and spoke about the Convention Center Fund. Concerns was raised at the last meeting. He explained we met with Spectra who is the operator of the Convention Center and came up with 2 contingency plans for the first quarter and second quarter. He explained the contingency plans as displayed in the presentation. He said we feel comfortable with the plan in place. The following was discussed:

- Commissioner Samuelian asked what the balance of reserves would be under contingency 2. John Woodruff said If we use \$8.8 million of reserves that would take us to \$4.1 million, an additional \$1.5 million would leave us \$2.6 million in place. He would like to think this is the worst-case scenario. Commissioner Samuelian said he is comfortable with this. He would like us to keep our eyes closely on this and if we need to talk about more contingency plans to bring it to their attention.

John Woodruff explained the next steps. He said we have the maximum millage rate that needs to be adopted at the end of July. There are the 2 public hearings we can do the homework between now and then and report at the September 16th meeting to explain where we are.

DIRECTION: Meet with CWA and other employees affected to see if there are any other options before the September 16th Public Hearing of the budget.

2. **FISCAL YEAR 2021 PROPOSED BUDGET: BISCAYNE POINT, ALLISON ISLAND, AND BISCAYNE BEACH SPECIAL TAXING DISTRICTS**

Office of Management and Budget

ACTION

John Woodruff, Chief Financial Officer, presented the item. He said that we have 3 special taxing districts that are really security guard gate houses that are transitioning to the City. Biscayne Point transitioned a few years ago, Allison Island and Biscayne Beach are just now transitioning as of October 1st. As part of the process we meet with representatives of each of the special taxing districts and work on a budget with them and come up with a calculation of what the assessment would be. For Allison Island we worked with Jonathan Belloff, for Biscayne Beach we worked with Carolina Jones, and Biscayne Point Ronnie Eisenberg. He walked through the budget impacts for each one. For Allison Island we are recommending is \$53,000 or 19% less than the one last year from Miami-Dade County. For Biscay Beach we are recommending \$61,000 or 22% less from the budget they had with the County. For Biscayne Point, their budget is down slightly, almost 1% of \$2,000. The following was discussed:

- Paula King, resident of Biscayne Beach, spoke. She said Carolina Jones lives in Stillwater and asked how she can represent her neighborhood. John Woodruff said the way the County defines it is Biscayne Beach, but for Miami Beach it is known as Stillwater Drive. Paula King said she wants to be a representative for her neighborhood as well.

- Commissioner Samuelian moved the item as presented. Commissioner Arriola seconded. All in favor.
- Commissioner Richardson said he supports the item.

MOTION: Commissioner Samuelian moved the item as presented. Commissioner Arriola seconded. All in favor.

REGULAR AGENDA: OLD BUSINESS

3. G.O BOND PROGRAM UPDATE & G.O. #30 SKATE PARK PROJECT

January 17, 2018 – R9 J

Office of the City Manager

ACTION

John Woodruff, Chief Financial Officer, explained we are about a year and a half into the G.O. Program and wanted to provide an update and we will also discuss moving the skate park project up into an earlier tranche as requested.

Maria Hernandez, G.O. Bond Program Director, went through a presentation. She explained that the team is always in pursuit of efficiency and transparency. Everything is posted on the website to keep the public up to date. Before COVID-19 we showed different homeowners associations the website in person and then COVID-19 hit and caused us to stop. Communication continues via the G.O. Bond blogs. The structure of the program has the different departments executing their own projects. She also said the construction market will be in our favor as some of the larger projects launch. From her conversations with some of the contractors the pricing is better now, and we will be able to get more for our money. She said we are always striving not to waste money. She explained of the program schedule and program finances. She also explained the projects in tranche 1 that include 38 projects and the future tranches that include 19 projects. She also explained the timeline as of today, this is a 12-year program. She also explained the project activity and project expenditures included in the presentation. In addition, she explained the subproject activity and the subproject expenditures. When you include the subprojects that are in tranche 1 we have 71 projects instead of 38. She spoke about the quick wins and how we only have 5 left we have really done well with them. She also mentioned the savings we have by department. She urged everyone to always go to the website for information and it is always in real time.

Commissioner Samuelian thanked everyone for their work on this, especially the savings. He mentioned the Inspector General does a quarterly review and the last report was quite favorable. He asked if there are any open issue or comments made that have not been addressed.

Maria Hernandez said their office attends all of the G.O. Bond Oversight Committee meetings. She said they speak to the team about not wasting as much as possible. The next report we should be getting momentarily will cover all the way to June.

Karen Rivo, Chair of the G.O. Bond Oversight Committee, spoke. She said we should be very proud of the way these projects have been executed and the Committee continues to hold staff accountable in making sure these projects are done within budget and on time. We have maintained the transparency. She commended staff for their diligence.

Matis Cohen, business owner, spoke. He said the G.O. Bond website is the most comprehensive review of anything going on in the City. He commended the transparency, the status of projects, and progress the City is making. He also commented on the skate park and how it has been 10.5 years of discussions. It is time to build on the success of the skate park, he wants it brought to fruition quickly.

Wayne Roberts, resident spoke. He complimented Maria Hernandez's presentation and how well she speaks. He also said he has not been a fan of the G.O. Bond since the beginning and said the 72nd Street project is 80% a parking garage. He said Maria Hernandez is amazing.

Maria Hernandez explained that the Committee had requested the discussion of the skate park project being moved up into an earlier tranche. In the memorandum it explains 2 options of how the project can be advanced. She spoke about the 2 options. In the first option we could use the savings for the project, however, the Administration doesn't recommend that and would want to keep the savings for use for other projects if needed. The second option is to do a type of a swap. She said the North Shore Park and fields is a subproject, it is in the same category at the skate park, but it needs to be moved into tranche 2 and the reason is that it needs to be built after the 72nd street project is built. This money is already in tranche 1, which can cover a portion of what the \$3.7 million is right now and move the North Shore Park and fields to tranche 2. This is the option we recommend, and she would like to take it back to the G.O. Bond Oversight Committee for their review. It would require this Committee's approval and a budget amendment.

Commissioner Richardson asked about the projects that were put on hold in order to provide money for the North Beach Oceanside project and he said Maria Hernandez mentioned other money could be available if we do this swap. He asked if that money that is available could be used for the other 4 projects.

John Woodruff said we don't recommend funding non-G.O. Bond project from G.O. Bond projects because we anticipate as we move forward in time some of the G.O. Bond projects could be short of funding.

Commissioner Samuelian said he is comfortable with the recommendation and he moved the item as presented. Commissioner Richardson seconded.

Commissioner Arriola is also comfortable.

MOTION: Commissioner Samuelian moved the item as presented. Commissioner Richardson seconded. All in favor.

4. DISCUSS FUNDING THE DESIGN WORK FOR THE NORTH BEACH SKATEPARK EXPANSION

February 12, 2020 – C4 D

Sponsored by Commissioner Arriola
Parks and Recreation

ACTION

Item was discussed as part of item #3.

5. DISCUSSION REGARDING THE APPRAISAL REPORTS IN CONNECTION WITH THE MARINA PARK PROJECT (PROJECT), PROVIDED BY CBRE, INC. (CBRE) AND WALTER DUKE + PARTNERS, INC. (WALTER DUKE), REGARDING THE FAIR MARKET VALUE OF THE DEVELOPMENT RIGHTS OF THE UPLAND RESIDENTIAL PARCEL AND THE FAIR MARKET RENTAL VALUE OF THE MARINA AND ASSOCIATED COMMERCIAL SPACE

March 18, 2020 – C4 Q

Sponsored by Commissioner Arriola
Office of the City Manager/Office of the City Attorney

ACTION

Eric Carpenter, Assistant City Manager, presented the item. He explained this is a subset of the discussion of the Marina project. The project was presented on June 24th at the Commission meeting for 1st reading. The direction was to go back and look at the specific appraisals for the transaction. We initially hired 2 independent appraisals and they came back with appraisals for \$70 million and \$80 million for the residential component of the overall transaction. The original proposals were for the initial concept plan for a shorter, wider building that met some resistance from the community. The developer changed to a taller narrower building. In an abundance of caution, we wanted the appraisers to go back and look at the specific project that was being proposed. Following the updates, the appraiser that was at \$80 million increased the appraised value to \$87 million and the appraiser that was at \$70 million came back with an appraisal at \$70 million. We just learned that the appraiser at \$70 million has an adjustment that they would

like to make to take it to \$71.5 million. The cash and capital considerations that we are getting for the project of \$55 million, \$22.5 million is guaranteed capital investment and the city owned capital improvements in the project lands us at \$77.5 million, which is right in between those 2 appraisals. In addition, the appraisals don't take into account, the \$40 million in capital investment we are getting on the marina side as well as the initial cost of the base line park or the value of the overall park being contributed to the City. The City has gained control over the 1 acre park and have it carved out of the marina lease and allowing the marina to use it for 12 special events a year and the rest of the time it would be completely the City's park. We believe all in, this is an extremely beneficial deal for the City.

Discussion was held.

Commissioner Meiner said procedurally he thinks it is important for the appraisals to give a presentation, because that is what was discussed.

Eric Carpenter said both of the appraisers are present in the meeting and can speak to any questions that the Committee has, they are Walter Duke and Stuart Lieberman.

Commissioner Meiner said as discussed at the Commission meeting, he would just like to know if the monetary value of the air rights would be modified because of the new design. He asked that the new appraisals be done and Commissioner Samuelian asked for a presentation to be given with the new design because the July 29th Commission meeting.

Walter Duke explained they work with many municipalities and he can honestly say the team at Miami Beach are at the top of the pack. Overall, this is a world class marina and is an excellent location for the condominium. In regard to the air rights, he will provide the new draft after the meeting. They did adjust the value from \$70 million to \$71.5 million, the reason was because of the additional sellable square feet. He would rate this site as a class A site. It is one of the best remaining sites available. One of the factors they did consider is the state of the global economy. There is a bit of a pause in the market. If you look at the 2 appraisals, one is at 19% of sell out and the other at 16% sell out. He would argue that it is a fairly tight range.

Stuart Lieberman explained 2 appraisals were done, the first being a mid-rise building and the second request coming back with a taller tower, the 2 main changes in the process is mid-rise versus high rise and 5,000 square feet of additional sellable area. The high rise has better views and units can sell at a higher price. They do consider this a class A site and on the upper floors you can have flow through units. The pricing for the upper floors goes up. The average sell out also moves north and becomes a very desirable high quality property. They did consider the times we are in, development doesn't even really occur within 36 months so that time can clear out the current issues. The developer has the only high-rise site South of Fifth, they see a lot of value in that. They see it from a developer's point of view. They did go back and thought the value increase was warranted.

Commissioner Meiner asked if Mr. Liberman believes the City is receiving fair value for the air rights.

Mr. Liberman said the market value assumes cash or cash equivalent, if there are other considerations like Eric Carpenter mentioned, if those in Commissioner Meiner's mind add up to the value that we published, then it is a fair market value. If the Commission is comfortable with all of the pieces adding up to the \$87 million or a number between this amount of the Walter Duke amount.

Walter Duke also responded to Commissioner Meiner's questions, the extent of the value of those components are really a business decision. He does feel comfortable opining on the evaluation of the air rights and real estate component.

Discussion continued on the difference in the appraisals.

Eric Carpenter said some of the challenge around this appraisal is how this property will interact with the marina, so he thinks the 2 appraisers looked at it differently.

Mayor Gelber thanked Eric Carpenter for the great job he has done on this. This is a formidable project. A lot of what we have in that area is not current and best of class. He thinks his colleagues should think about in the middle of a pandemic the City Attorney's Office and Eric Carpenter have been able to negotiate a complex plan. The building will be slender and tall, and you will also be able to see the water when you walk by there. He appreciates the work from the appraisers. The developer still carries risk in this project, this is a very substantial reformation of this area at a time when it is difficult to do other things. He thinks the residents will be very happy with this project.

Wayne Roberts, resident, spoke. He said he reviewed the appraisals; he is not understanding the appraisals and believes they are based on data that is incorrect. He said there has been no community involvement with this, until yesterday when David Martin visited the Murano Grande and hundreds of residents are upset.

Discussion continued on the differences the usable square footage.

Eric Carpenter said that the first concept is FAR, FAR is the actual under air-conditioned space. We know we restricted the FAR on the property, the maximum that can be used because that is all that is available. That is the cap that was put in the development agreement. From the 275,000 square feet you have to remove common areas. The fact that they are expecting a \$2,000 per square foot sellable means there needs to be certain amenities to go along with this property. You are deducting the common areas to get to the number of square feet sellable.

Eric Carpenter explained this is just an advisory item, this will be heard again next Wednesday, July 29th.

DIRECTION: Bring the item to the July 29th Commission meeting for discussion and a vote.

REGULAR AGENDA: OLD BUSINESS

6. REVIEW OF ALL CITY DEPARTMENTS FOR JUSTIFICATION AND EFFICIENCY

October 16, 2019 – C4 U

Sponsored by Commissioner Góngora
Office of Management and Budget

ACTION

John Woodruff, Chief Financial Officer, presented the item. He explained Commissioner Góngora requested an analysis of how the budget has changed and grown over time. He apologized for not getting this done before the budget season. He will commit to updating this thoroughly for the next budget cycle to have it on the front end of the budget process. He went through a presentation and explained that this analysis focuses on the General Fund. One of the main takeaways is how the budget has grown since 2014. The budget has grown an average of 4.1% a year. He went through the major cost drivers that include health insurance, pension, COLAs, merit increases, and step increases. As far as positions, we have had only about 0.5% growth annually. He went through the major variances and showed that by department as displayed in the presentation. He also showed the position count trend and explained we have followed through based on direction from the Commission with reducing head count substantially.

Commissioner Góngora said he appreciates this coming before the Committee and doing some initial work, but this isn't what he originally envisioned when he referred the item. He would like to leave it pending for the next fiscal year. He thinks we need to look into where the money has gone up a little deeper because there is a variance. He said he would like an in-depth analysis from all departments. He would like to take a look at every department to see where they have grown.

Commissioner Arriola agreed with Commissioner Góngora's comments. He spearheaded the zero-based budget exercise. He would like to go through every department in the City to instill more discipline. We need to streamline costs even more.

DIRECTION: Leave this item pending for the next fiscal year to do a deeper dive into each department to streamline.

7. **DISCUSSION OF A PROPOSED AMENDMENT TO THE CURRENT AGREEMENT BETWEEN THE CITY AND THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB); SAID AMENDMENT RESTRUCTURING THE FINANCIAL TERMS OF THE AGREEMENT, AND EXTENDING THE INITIAL TERM OF THE AGREEMENT FOR AN ADDITIONAL ONE (1) YEAR PERIOD, COMMENCING ON OCTOBER 1, 2020, AND EXPIRING ON SEPTEMBER 30, 2021**

July 17, 2020 – C4 A
Tourism and Culture

ACTION

John Woodruff, Chief Financial Officer, presented the item. He mentioned during the second budget briefing meeting where we showed a \$2.6 million savings from the GMCVB contract. We reached out to them quickly after we started to see the impact from COVID-19 because we knew in the coming year, we were going to need some help in sharing some of the financial burden of this crisis. As part of the COVID-19 gap we were able to negotiate a 1-year agreement with them. Our normal agreement includes \$5.2 million of a base fee and almost a \$2 million incentive fee for a total of \$7.1 million. Their agreement was set to expire at the end of this fiscal year. The Administration is recommending a special 1-year extension that looks different than the structure of their normal contract. He gave them a lot of credit for working with us. We are guaranteed a \$2.6 million savings and then the remaining amount they are going to get, we converted it to a percentage of resort tax revenue, so we have protection if revenues decrease. They also elected to contribute \$75,000 for a branding identity consulting project.

Marcia Monserrat, City Manager's Chief of Staff, said Tonya Daniels and Heather Shaw are leading this project.

Tonya Daniels, Marketing and Communications Director, said the Commission placed as part of the goals and objectives going into the City Manager's contract as promoting Miami Beach as a world class art, culture, and entertainment destination. Because of that she worked with our former Tourism and Culture Director and Procurement to put out an RFI received a bunch of responses to have a consultant come in to do a thorough analysis of the brand of Miami Beach and developing a brand that would in fact promote Miami Beach as the world class art, culture, and entertainment destination. The organization we elected to work with is Lewis and Lois and Bond, they are a global agency. They are charged with doing focus groups. They will meet with each Commissioner individually and local business and hotel associations and from there we would present the findings to the Commission and work on a new brand identity for the City.

Roderick Fraser, from the consulting company, spoke. He said their research will bring in the residents, hotels and business, and Commissioners in order not to spend a lot of money on research projects. They feel the focus groups will help a lot with coming up the brand.

Discussion was held.

Commissioner Samuelian asked about the primary deliverables and the timing.

Mr. Fraser said the timing is still being determined because of the pandemic being an additive to the exercise. They will look at the qualitative and quantitative data and send the surveys and synthesize the data into a presentation. He continued to explain how they will craft the data. There will be a magic phase, and everything will be done in a phased approach.

Commissioner Samuelian said he is excited to learn about the magic phase but would also like to see a case study of similar clients and municipalities.

Mr. Fraser said they will be sending all of that out for everyone to read.

Public comment was provided.

Wayne Roberts, resident, spoke. He said he understands marketing and what this gentleman spoke about. We need a statement of work. We need a marketing automation platform that creates a fan base. He also mentioned business activation and that it needs to be part of the work.

Matis Cohen, business owner, spoke. He said the fact we are having this discussion is good, but one of the things we have missed here is diversifying our economy. We cannot just talk about the tourism as it reinforces our dependency.

Mitch Novick, resident and business owner, spoke. He was impressed by the presentation from the consultant. He said the message that needs to be sent out is kids should find another city to destroy. He thinks the City should sever its relationship with the GMCVB. He thinks they are wasting our money and time.

Wendy Kallergis, President of the Greater Miami Beach Hotel Association, spoke. She said the board and directors and members are behind the GMCVB. They are working very closely with them right now with the designation pledge. They are in full support to the Administration's recommendation to extend the contract.

Commissioner Richardson said he thanked everyone for the briefing and the comments and thinks the Administration did a great job here of getting some concessions from the organization. He moved the 1year extension.

Commissioner Arriola said that his feeling on this personally is that he wants us to reach out to do the best work we can. He suggested using this as an opportunity to see what firms would like to represent Miami Beach and go out to bid. He thinks we would be better served to initiate the RFP process and the GMCVB can bid on it and they may win it. He would like to engage the market. He will not be seconding the motion.

Commissioner Meiner agreed with Commissioner Arriola's comments, we want to see what the marketplace has to offer.

Commissioner Samuelian said he wants to hear from our City Team about going out to the market and what would happen in the interim. He is open to the concept but would need to hear some mechanics.

John Woodruff said we are in a crisis right now and locking in savings we can count on in an uncertain environment is pretty big in terms of how we are balancing the budget. The ideas that are being discussed now can all be part of the long-term plan. This contract extension is on the July 29th agenda and if we choose to do something else, we will not have something in place by the time this contract runs out September 30th. We may not have our best voice out there at a critical time.

Marcia Monserrat said she wanted to talk about the GMCVB's most important function is, they sell the Convention Center, that is the incentive piece that John Woodruff mentioned. Their role in promoting us as a destination is in addition to their role at selling the Convention Center. She thinks that it is an important piece is something we cannot let go of; we need them on board to continue to do that for the vitality of the Convention Center post pandemic.

Commissioner Samuelian asked about a reasonable time frame of putting this out in the marketplace, getting all of the bids back, and getting a partner in place.

John Woodruff said it is a several month process.

Marica Monserrat said the procurement process alone would not be quick, we wouldn't be able to get it started before the end of the year, it would be a long-term thing.

Commissioner Samuelian said he thinks we need a partner doing this critical time. He is prepared to

support what it is in front of us. It sounds like what everyone else has interest in is going to take a while. He suggested approving this and then tee up the planning for the future.

Marcia Monserrat said we are not pushing Miami Beach as a destination because there is no travel and tourism going on now. We can take advantage of the branding firm that we engaged, we can let the reimagining of Ocean Drive and MXE take its course and see what we want to be moving forward. Once we know how we want to be we can then engage the firm that we want to promote us a destination. Right now, she doesn't think we know who we want to be, and we are not at that point we can engage someone to promote us.

Commissioner Arriola said he would like to hear from the City Manager on this.

Raul Aguila, City Attorney, wanted to clarify the action being requested. Right now, the initial 5-year term of contract with the GMCVB expires on September 30th, under the agreement they have an additional 5-year term which is exercisable at our discretion. Rather than exercise that term now, we are asking for a 1-year extension of the agreement, which we would then negotiate the 5-year term and bring it to the Commissioner, or in the alternative go out to competitive bidding for a new agreement. There is not a waiver of competitive bidding.

Commissioner Richardson said the only reason he moved the item is because it is only 1 year. He totally agrees with his colleagues we need to look at other options. He also believes we should look at other options and have a competitive process. If it were more than 1 year, he would not have moved the item.

Jimmy L. Morales, City Manager, said one aspect is the marketing of the destination and the other is booking of the Convention Center. He asked if there is a desire to include both of those when we go out to bid.

Commissioner Richardson said that is something the City Manager should bring back to the Commission with his recommendation, to see if we should look at 2 different firms or the work is best done by 1 firm.

Mayor Gelber said everyone hit it right. We need to be aware of fact how we manage going forward, we may have a different kind of destination and need different things. Flexibility makes sense to him; this gives us a year to get our act together.

MOTION: Commissioner Richardson moved the 1-year extension of the contract and also for the Administration to start the competitive bidding process to engage new firms. Commissioner Samuelian seconded. All in favor.

DEFERRED ITEMS

8. DISCUSSION REGARDING THE REVIEW OF THE JULIA TUTTLE BUS RAPID TRANSIT DEMONSTRATION PROJECT

May 16, 2018 – C4 R

Sponsored by Commissioner Samuelian
Transportation & Mobility

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

9. REVIEW THE ECONOMIC IMPACT OF SUPER BOWL 2020 AND THE MIAMI HERALD ARTICLE REGARDING TALKS OF A FREE CONCERT

February 12, 2020 – R9 R

Sponsored by Commissioner Meiner and Co-sponsored by Commissioner Góngora
Tourism and Culture/Finance

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

10. UPDATE ON THE CITY'S BLUEWAYS MASTER PLAN

July 17, 2019 – C4 K

Sponsored by Commissioner Arriola
Parks and Recreation

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

11. DISCUSSION REGARDING MIAMI BEACH COMMUNITY DEVELOPMENT CORPORATION AND ITS FINANCIAL CONDITION

April 10, 2019 – C4 D

Sponsored by Commissioner Richardson
Office of Housing and Community Services

ACTION

DIRECTION: Update to be provided at the July 28, 2020 FERC meeting.

12. DISCUSSION REGARDING STORMWATER CONNECTION FEES FOR COMMERCIAL PROPERTIES

July 17, 2019 – C4 E

Sponsored by Commissioner Arriola and Commissioner Samuelian
Public Works

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

13. UPDATE ON BYRON CARLYLE RFP NEGOTIATIONS

October 16, 2019 – R7D

Economic Development

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

14. DISCUSSION REGARDING SPONSORSHIP OF THE AMERICAN BLACK FILM FESTIVAL

September 11, 2019 – C4 E

Sponsored by Commissioner Arriola
Tourism and Culture

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

15. DISCUSS PROGRAMMING THE NORMANDY FOUNTAIN PLAZA

June 24, 2020 – C4 E

Sponsored by Commissioner Arriola and Co-Sponsored by Commissioners Góngora, Richardson, & Mayor Gelber
Tourism and Culture

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

16. DISCUSS FUNDING A NEW YEAR'S EVE FIREWORKS SHOW AT COLLINS PARK

June 24, 2020 – C4 F

Sponsored by Commissioner Arriola
Tourism and Culture

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

17. DISCUSS THE 2015 BIKE PEDESTRIAN MASTER PLAN

June 24, 2020 – C4 G

Sponsored by Commissioner Arriola
Transportation

ACTION

DIRECTION: Defer to the July 28, 2020 FERC meeting.

18. DISCUSS INVESTING IN PLAYGROUNDS IN LUMMUS PARK

February 12, 2020 – C4 E

Sponsored by Commissioner Arriola
Parks and Recreation

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

19. DISCUSSION ON THE CITY'S DEPENDENCE ON TOURISM REVENUES AND HOW TO MITIGATE

June 24, 2020 – C4 I

Sponsored by Commissioner Samuelian
Office of Management and Budget

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

20. REVIEW THE POSSIBILITY OF APPROPRIATING AND AUTHORIZING UP TO \$700,000 FROM THE CITY GENERAL RESERVE FUNDS TO SUPPORT RENT, MORTGAGE, AND UTILITIES PROGRAM(S) FOR QUALIFIED CITY RESIDENTS DUE THE ECONOMIC CRISIS

May 28, 2020 – C4 A

Sponsored by Commissioner Richardson and Co-Sponsored by Commissioner Góngora
Office of Housing and Community Services

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

21. UPDATE FROM THE ECONOMIC DEVELOPMENT DEPARTMENT REGARDING STEPS TAKEN TO STREAMLINE THE BUSINESS PERMITTING PROCESS, IMPROVE BUSINESS RETENTION, AND ATTRACT NEW BUSINESSES

December 12, 2018 – C4 E

Sponsored by Commissioner Arriola
Economic Development

ACTION

DIRECTION: Update to be provided at the September 18, 2020 FERC meeting.

22. DISCUSSION REGARDING CITY'S HOMELESS WALK-IN CENTER

September 11, 2019 – R9 O

Sponsored by Commissioner Samuelian

Office of Housing and Community Services

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

23. DISCUSSION REGARDING A FINANCIAL PLAN FOR THE WATER AND SEWER SYSTEM MASTER PLAN

January 15, 2020 – C4 A

Public Works

ACTION

DIRECTION: Update to be provided at the September 18, 2020 FERC meeting.

24. DISCUSSION REGARDING ESTABLISHING A HISTORIC PRESERVATION FUND

April 11, 2018 – C4 O

Sponsored by Commissioner Arriola

Planning

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

25. DISCUSSION REGARDING NEGOTIATIONS PURSUANT TO ITN 2019-099-KB COLLINS PARK ARTIST WORKFORCE HOUSING PROJECT

March 18, 2020 – C4 B

Economic Development

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

26. DISCUSS MODIFYING COMPONENTS OF THE COLLABORATION, FUNDING, AND MANAGEMENT AGREEMENT BETWEEN THE CITY AND THE SABRINA COHEN FOUNDATION, INC. FOR AN ADAPTIVE RECREATION CENTER

October 16, 2019 – C4 I

Sponsored by Commissioner Arriola

Parks and Recreation

ACTION

DIRECTION: Defer to the September 18, 2020 FERC meeting.

27. DISCUSSION REGARDING THE ANIMAL WELFARE COMMITTEE'S RECOMMENDATION TO FUND A PET ADOPTION FACILITY

July 17, 2019 – C4 N

Sponsored by Commissioner Arriola and Co-Sponsored by Commissioner Samuelian

ACTION

DIRECTION: Defer to the October 23, 2020 FERC meeting.

28. DISCUSSION REGARDING THE ANNEXATION OF NORTH BAY VILLAGE, AND TO REVIEW PROPERTY TAXES, ECONOMIC IMPACT, AND VALUE

September 12, 2018 – R9 E

Sponsored by Commissioner Arriola

Office of the City Manager

ACTION

DIRECTION: Defer to the October 23, 2020 FERC meeting, due to COVID-19.

29. DISCUSSION REGARDING THE ANNEXATION OF THE WESTERNMOST ISLANDS OF THE VENETIAN ISLANDS AND MAKING THEM A PART OF MIAMI BEACH, AND TO REVIEW PROPERTY TAXES, ECONOMIC IMPACT, AND VALUE

September 12, 2018 – R9 F

Sponsored by Commissioner Góngora

Office of the City Manager

ACTION

DIRECTION: Defer to the October 23, 2020 FERC meeting, due to COVID-19.

30. AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING CHAPTER 6 OF THE CODE OF THE CITY OF MIAMI BEACH, FLORIDA, ENTITLED "ALCOHOLIC BEVERAGES," BY AMENDING ARTICLE I, ENTITLED "IN GENERAL," BY AMENDING SECTION 6-3 THEREOF, ENTITLED "HOURS OF SALE/VIOLATIONS," BY REQUIRING THOSE ALCOHOLIC BEVERAGE ESTABLISHMENTS LOCATED ON OCEAN DRIVE, BETWEEN 5TH STREET AND 15TH STREET, POSSESSING A 5 A.M. ALCOHOL LICENSE AND SELLING OR SERVING ALCOHOLIC BEVERAGE(S) LATER THAN 12 A.M., TO RETAIN THE SERVICES OF AN OFF-DUTY POLICE OFFICER, FROM 12 A.M. UNTIL THIRTY (30) MINUTES PAST THE CLOSING TIME OF THE ALCOHOLIC BEVERAGE ESTABLISHMENT, FOR ALL SATURDAYS AND SUNDAYS (AND ALL SATURDAYS, SUNDAYS AND MONDAYS FOR THOSE HOLIDAY WEEKENDS OR CITY-SPONSORED EVENTS) DURING WHICH ALCOHOLIC BEVERAGES ARE SOLD OR SERVED BEYOND 12 A.M.; ESTABLISHING EXCEPTIONS; AND PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE

December 11, 2019 – R5 J

Sponsored by Mayor Gelber

Office of the City Attorney

ACTION

DIRECTION: Update to be provided at the October 23, 2020 FERC meeting.

31. DISCUSSION REGARDING THE LGBTQ ADVISORY COMMITTEE MOTION REGARDING FUNDING FOR LGBTQ COMMUNITY INITIATIVES

April 22, 2020 -C4 A

Sponsored by Commissioner Góngora

Office of Management and Budget

ACTION

DIRECTION: Defer to the December 18, 2020 FERC meeting.

32. DISCUSSION REGARDING THE BIGBELLY PROGRAM

October 16, 2019 – R7 H

Public Works

ACTION

DIRECTION: Defer indefinitely.