

RESOLUTION NO. 2013-23-1819

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, APPROVING CERTAIN EVENTS RELATING TO THE CITY OF MIAMI GARDENS' TEN (10) YEAR ANNIVERSARY; PROVIDING FOR AUTHORIZATION TO THE CITY MANAGER; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, in May 2013, the City will recognize its' ten (10) year anniversary,
and

WHEREAS, to celebrate the City's accomplishments, a committee of councilmembers and City staff were assembled to plan events for the ten (10) year anniversary, and

WHEREAS, the committee is recommending that the City Council highlight the City's ten (10) year anniversary, with the State of the City, an Employee Appreciation Event, the Mayor's Ball and the Grand Opening of City Hall, and

WHEREAS, in addition to those main events, the theme for the ten (10) year anniversary will be incorporated in all other City-sponsored events in the City; in addition, there will be a comprehensive sponsorship package prepared to support the anniversary activities, pole banners will be installed along major throughfares, the City will undertake a social media blitz, and a commemorative booklet will be prepared, and

WHEREAS, the Committee recommends to City Council that the City Council authorize the City Manager to take any and all steps that may be necessary for the ten (10) year anniversary events,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA AS FOLLOWS:

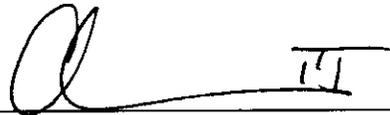
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Section 1: ADOPTION OF REPRESENTATIONS: The foregoing Whereas paragraphs are hereby ratified and confirmed as being true, and the same are hereby made a specific part of this Resolution.

Section 2: AUTHORIZATION: The City Council of the City of Miami Gardens hereby approves certain events relating to the City of Miami Gardens' ten (10) year anniversary as outlined herein. The City Council also authorizes waiver of bid procedures for purchases made in connection with the event and authorizes the City Manager to exceed his purchasing authority as may be necessary.

Section 3: EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS AT ITS REGULAR MEETING HELD ON JANUARY 23, 2013.



OLIVER GILBERT, III, MAYOR

ATTEST:



RONETTA TAYLOR, MMC, CITY CLERK

PREPARED BY: SONJA KNIGHTON DICKENS, ESQ., CITY ATTORNEY

SPONSORED BY: VICE MAYOR LISA DAVIS AND
COUNCILWOMAN LILLIE Q. ODOM

Moved by: Councilwoman Odom
Second by: Councilman Harris

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VOTE: 7-0

Mayor Oliver Gilbert, III	<u>X</u> (Yes)	_____ (No)
Vice Mayor Lisa Davis	<u>X</u> (Yes)	_____ (No)
Councilwoman Lillie Q. Odom	<u>X</u> (Yes)	_____ (No)
Councilman David Williams Jr	<u>X</u> (Yes)	_____ (No)
Councilwoman Felicia Robinson	<u>X</u> (Yes)	_____ (No)
Councilman Rodney Harris	<u>X</u> (Yes)	_____ (No)
Councilman Erhabor Ighodaro, Ph.D.	<u>X</u> (Yes)	_____ (No)



City of Miami Gardens Agenda Cover Memo

Council Meeting Date:	January 23, 2013		Item Type: <i>(Enter X in box)</i>	Resolution	Ordinance	Other	
				X			
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>	1st Reading		2nd Reading	
	X			Public Hearing: <i>(Enter X in box)</i>	Yes	No	Yes
						X	
Funding Source:	General Fund, Sponsorships, CIP Bond		Advertising Requirement: <i>(Enter X in box)</i>	Yes		No	
						X	
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	RFP/RFQ/Bid #:	NA			
	X						
Strategic Plan Related <i>(Enter X in box)</i>	Yes	No	Strategic Plan Priority Area: Enhance Organizational <input type="checkbox"/> Bus. & Economic Dev <input type="checkbox"/> Public Safety <input type="checkbox"/> Quality of Education <input type="checkbox"/> Qual. of Life & City Image <input checked="" type="checkbox"/> Communications <input type="checkbox"/>	Strategic Plan Obj./Strategy: <i>(list the specific objective/strategy this item will address)</i>			
	X						
Sponsor Name	Dr. Danny Crew, City Manager		Department:	Mayor & Council / City Manager			

Short Title:

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, APPROVING CERTAIN EVENTS RELATING TO THE CITY OF MIAMI GARDENS' TEN (10) YEAR ANNIVERSARY; PROVIDING FOR AUTHORIZATION TO THE CITY MANAGER; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING FOR AN EFFECTIVE DATE.

Staff Summary:

In May 2013 the City of Miami Gardens will officially have ten years of growth and experience under its belt. To celebrate the City's accomplishments, a committee of councilmembers and city staff were assembled to plan 10th Anniversary Celebration initiatives.

With input from Mayor Gilbert, the committee is recommending highlighting the City's 10th Anniversary thru a themed approach at following events:

- State of the City
- Employee Appreciation Event

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RESOLUTION
City 10th Year Anniversary**

- Mayor's Ball
- Grand Opening of City Hall

It is important to note, that each City-sponsored event that takes place during 2013 will incorporate 10th Anniversary branding elements.

In addition, supplemental branding efforts will include:

- Incorporating the 10th Anniversary logo and branding theme in all publications, City website, and City sponsored events
- Develop a comprehensive sponsorship package in support of all anniversary activities
- Pole Banners installed along major streets and bus benches
- Strategic placement of TV, print, and radio ads
- Celebrity Salutes and Editorials
- Social Media
- Commemorative Booklet

Several Public Relations, Graphic Designers and Event Production contractors who will assist staff with the implementations of these initiatives.

Proposed Action:

It is recommended that City Council authorizes the City Manager to negotiate and execute contracts as may be necessary and appropriate for the production of 10th Anniversary Celebration events and initiatives; allowing a waiver of bid procedures, for purchases made in connection with the event, and authorizes the City Manager to exceed his purchasing authority, as may be necessary.

Attachment:

None.