



Finance and Operations Committee Meeting

Thursday, January 26, 2012

The Children's Trust
3150 SW 3rd Avenue, 8th Floor
Conference Room A
9:30 a.m. – 11:00 a.m.

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Modesto E. Abety-Gutierrez
President & CEO

County Attorney's Office
Legal Counsel

AGENDA (AMENDED)

9:30 a.m. **Welcome and opening remarks**
Hon. Isaac Salver
Chair

9:35 a.m. **Approval of October 5, 2011 Finance & Operations
Minutes Transcript**
(Additional Items packet) (Pg. 3)
Hon. Isaac Salver
Chair

9:40 a.m. **Contract Performance Review Process and Performance
Measurement (Pgs. 4-5)**
Modesto E. Abety-Gutierrez
President & CEO

10:30 a.m. **Resolutions**
Modesto E. Abety-Gutierrez
President/CEO

Resolution 2012-A (FO/01-26): Authorization for the President/CEO to issue a **Request For Qualifications (RFQ)** for consultant services to develop an annual editorial calendar; write or procure editorial content; recruit volunteer editorial contributors; coordinate articles and their translation; and supervise monthly layout, printing and distribution of The **Trust's Teach More Love More Newsletter** for an annual amount not to exceed \$30,000.00, with two possible contract renewals based on satisfactory performance as solely determined by The Children's Trust, subject to approval for legal sufficiency and form. *(Pgs. 6-8)*

Resolution 2012-B (FO/01-26): Authorization for the President/CEO to execute a contract amendment with **Armstrong Creative Consulting, Inc.** commencing February 1, 2012 through September 30, 2012 to provide additional grassroots **Community Outreach, Public Relations Services, and Urban Media Relations in the African-American Community** regarding programs and initiatives of The Children's Trust, by increasing the existing contract by \$20,000.00 for a new total contract amount not to exceed \$60,000.00, subject to approval for legal sufficiency and form. *(Pgs. 9-12)*

Resolution 2012-C (FO/01-26): Authorization for the President/CEO to negotiate and execute a twelve month contract with **Circle Of One Marketing, Inc.**, a provider selected from the communications vendor pool, in an amount not to exceed \$62,000.00 commencing February 1, 2012 through January 31, 2013 to plan, execute, coordinate and pay limited related costs for The Children's Trust Miami Heart Gallery, Annual Champions for children awards ceremony and other events as needed. *(Pgs. 13-15)*

Resolution 2012-D (FO/01-26): Authorization for the President/CEO to negotiate and execute contract with **Aboard Publishing Company, Inc.** to publish and distribute The Children's Trust 2012 summer programs resource guide, and The Children's Trust 2012 after-school programs resource guide, for a maximum of 150,000 copies for both guides, in an amount not to exceed \$111,000.00, subject to approval as to form and legal sufficiency. *(Pgs. 16-18)*

10:45 a.m. **CEO Report**

Modesto E. Abety-Gutierrez
President/CEO

- *Update on Read to Learn – Literacy Summit to be held on February 22, 2012.*
- *Announcement of Board Vacancies*
- *Board Members Attendance Record (Pgs. 19-20)*
- *CEO Report on contracts under \$25,000.00 (Pg. 21)*

11:00 a.m. **Adjourn**



Finance and Operations Committee Meeting Summary
October 5, 2011
9:09 a.m. – 9:22 a.m.

Committee members in attendance: Hon. Isaac Salver, Donald I. Bierman, and Carolyn Nelson-Goedert.

Legal counsel in attendance: None

Staff in attendance: Charles Auslander, Jolie Jerry, Loretta Duvall and Muriel Jeanty.

Guests in attendance: None

Meeting was called to order at 9:10 a.m. by Hon. Isaac Salver, Chair of the Finance & Operations Committee.

The following actions were taken at the Finance and Operations Committee meeting on October 5, 2011:

Motion to approve the July 7, 2011 Finance & Operations Committee minutes transcript were made by Don Bierman and seconded by Carolyn Nelson-Goedert. Motion passed unanimously, 3-0.

Resolution 2012-A (FO-10/05): Motion to recommend the resolution to the Board of Directors on July 11, 2011 was made by Don Bierman and seconded by Carolyn Nelson-Goedert. Authorization for the President/CEO to negotiate and execute a five-year lease with 3250 **Real Estate Holding, LLC** for administrative offices for The Children's Trust at the **United Way Office Complex** located at 3150 and 3250 SW 3rd Avenue, Miami, FL 33129, commencing March 1, 2012 through February 29, 2017 at a space cost not to exceed \$19.50 per square foot per year a total cost not to exceed \$466,752.00 per year for two years with the rent increased annually based on a fixed rate of 2% of the base rent per year, which shall commence on year three (3) of the lease agreement, subject to approval for legal sufficiency and form. **Motion passed unanimously, 3-0.**

Meeting was adjourned at 9:22 a.m.

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Solutions for Public Managers

Performance-based Funding Tools that Improve Accountability and Performance

Modesto E. Abety-Gutierrez,
Catherine Raymond

Contract compliance monitoring is a common contract management activity. Unfortunately, the manner in which contract performance tools are often used (solely for compliance auditing) fails to realize their potential for improving funding decisions, accountability and contract performance.

Recently, The Children's Trust (The Trust) in Miami-Dade County, Florida developed an innovative performance-based monitoring and funding process through a major revision of their contract monitoring procedures.

Working collaboratively with contracted service providers (contractors), Trust staff revised contract performance tools to reflect The Trust's emphasis on: delivering results for children and families, fiscal accountability, and partnership with contractors. With these revised tools, The Trust has been able to link funding decisions (including reductions necessitated by reduced revenue) more closely to contract performance in a manner that is both equitable and transparent.

In addition to improved decision-making, this performance-based contract monitoring and funding process has resulted in increased accountability and a focus on improved contract performance. This article provides information about the development and utilization of the tools as well as the benefits realized by The Trust and their contractors.

Background on The Children's Trust

The Children's Trust is the largest of Florida's eight independent Children's Services Councils (CSCs), or special taxing districts, created under Chapter 125 of the Florida Statutes, which authorizes counties to put a question on the ballot providing authority to tax property to fund programs for children and families.

While the services offered and age groups served vary depending on the needs of the community, the primary focus of all CSCs is to invest in prevention and early intervention programs that produce measurable results. Many CSCs contract with agencies through a competitive procurement process. The Trust procures services in three-year funding cycles, with annual contract renewals based upon successful contract per-

formance. The vast majority of contractors are 501(c)(3) nonprofit organizations but also include for-profit businesses and other government agencies.

The Trust's budget for fiscal year 2008 was \$162 million... The Trust's current 2011 budget is just under \$110 million, with about 300 contracts. This drastic reduction in revenues has required difficult decisions about how to reduce investments in direct services.

The Trust, located in Miami-Dade County, FL (population 2,500,625 in 2009), was established as a dependent CSC in 1988. In September 2002, by voter referendum, The Trust became an independent CSC. As a special taxing district, The Trust receives its revenue from a 0.5 mil property tax assessment.

Operating under the guidance of a 33-member board of appointed and ex-officio members, The Trust's mission is "to partner with the community to improve the lives of all children and families in Miami-Dade County by making and encouraging strategic investments in their futures." The Trust's budget for fiscal year 2008 was \$162 million during which The Trust funded and managed 460 contracts for programs including out-of-school programs, school health, youth development, parenting and early childhood development, as well as several other smaller funding categories.

With steep declines in property values over successive years, The Trust's current 2011 budget is just under \$110 million, with about 300 contracts. This drastic reduction in revenues has required difficult decisions about how to reduce investments in direct services.

See FUNDING TOOLS, pg. 21

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New Tools for Performance-based Funding Review Process

From FUNDING TOOLS, pg. 11

Development of the Tools

The initial impetus for revision of The Trust's contract performance review process, begun in 2009, included:

- the necessity to make difficult budget reductions in light of declining local property tax revenues;
- dissatisfaction with the inability of previous contract performance tools and processes to provide adequate data to guide equitable, transparent funding decisions and continuously improve contract performance; and
- the desire for one easily interpretable, integrated and standardized contract performance score that would be comparable across The Trust's different funded program areas.

With a directive from the Board and The Trust leadership, the Research and Evaluation department convened a cross-departmental work group to spearhead the development of the revised processes and tools. In keeping with The Trust's collaborative partnership approach to contracting, Trust staff also engaged contractors in the revision process. Throughout the redevelopment, piloting, and implementation phases of the revision, feedback was obtained from Trust staff and contractors through meetings, focus groups and surveys to ensure all perspectives were considered. A web-based system to record scores was developed by the Information Technology department and standard reports were developed to clearly share the results with funded providers.

Additionally, Trust staff conducted analyses of the revised tools to assess any systematic variations in contractor performance scores that could indicate scoring bias in relation to contractor characteristics such as agency size, service type, contract size, first year contract status, or poverty levels of geographic service areas. No meaningful differences that could be attributed to these characteristics were detected.

Description and Utilization of Contract Performance Tools

In their newly revised performance-based contract monitoring and funding process, The Trust utilizes three tools to conduct two formal contract performance reviews per contract year: a mid- and an end-of-year (EOY) review. The purpose of these reviews is threefold: monitoring contract implementation, guiding funding decisions, and assisting in continuous quality improvement efforts. For each review, Trust staff generate an overall performance score for each contract utilizing the results of

three contract performance tools. These tools are available to contractors (and the general public) on The Trust's website and are briefly described below.

- *On-site Monitoring Tool*, completed once per year approximately mid-way through the contract by the assigned contract manager, focuses on observation of service delivery and review of participant and administrative documentation.
- *Results and Accountability Tool*, completed twice per year by Trust research staff, focuses on contract performance measures including assessment of data collected by contractors on the quantity and quality of services delivered and participant outcomes achieved.
- *Fiscal Results Tool*, completed twice per year by Trust fiscal staff, focuses on compliance with contract fiscal requirements (e.g., invoicing, audits, fiscal viability).

The overall contract performance score generated from these tools has three elements: service quantity and quality reflecting the extent to which the contractor achieved the quantity of services and the performance measures as specified in the contract (50 percent of score), fiscal strength reflecting the extent to which the contractor met the fiscal requirements of the contract (25 percent), and contract compliance reflecting the extent to which the contractor met the administrative, safety standards and reporting requirements of the contract (25 percent).

Trust staff and board utilize the results from the mid-year reviews in making annual contract renewal decisions. Over the past two years, contracts scoring below 70 on the 100 point performance score were not renewed. For remaining contracts, renewal funding levels were reduced based on the performance score (i.e., scores of 70-79 had a 12 percent cut; 80-89 had an 8 percent cut; and 90-100 had a 4 percent cut).

Mid-year results also serve as a data-driven "early warning" system to identify potential problems and areas for improvement at the level of individual contracts or groupings of contracts (e.g., small contracts, first year contractors, or a newly launched initiative) so that Trust staff can address problems with contractors. Reflecting The Trust's partnership approach to contracting, contractors have the opportunity to meet with Trust staff to discuss and/or question their performance score. In some cases, this process may lead to a score adjustment.

Benefits

Trust staff report that implementation of this performance-based contract monitoring and funding process has resulted in a number of benefits to both The Trust and their contractors including:

- *Increased equity and transparency in decision-making*—funding decisions are made "in the sunshine" as scores are reviewed by the Board and publicly available upon request
- *Increased internal consistency*—all contractors across different funding initiatives are assessed using the same tools that now have less redundancy and duplication, and Trust staff are trained to complete each tool reliably
- *Increased fiscal accountability*—contract performance is assessed and results are utilized in funding decisions ensuring the effective use of public dollars
- *Improved contract performance*—contractors know the criteria by which they will be assessed and are incentivized to perform well knowing that performance is directly linked to future contract renewal and funding levels
- *Targeted capacity-building*—deficiencies in contract performance are identified by mid-year and standard guidelines were established for development of contract Program Improvement Plans (PIPs) that outline clear action steps when needed
- *Improved partnership between The Trust and contractors*—Trust staff openly shared the development process with contractors and actively sought their feedback on the tools and process; collaborative development facilitated acceptance and use of the revised tools by Trust staff and contractors
- *Improved planning and policy-making*—the revised tools provide additional data that enable data-driven planning and policy-making by The Trust's staff and board. For example, the staggered levels of performance-based funding reductions would not have been possible within previous contract review methods
- Additionally, in a survey of contractors, a majority of contractors reported the tools assisted them in assessing their contract performance and in many instances to make improvements in data collection and management

For more information about The Children's Trust's performance-based contract performance monitoring and funding process or for a copy of the contract performance tools, contact: Dalia Garcia at dalia@thechildrenstrust.org, or visit www.thechildrenstrust.org/forms

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Catherine Raymond is president of Raymond Consulting, Inc. Email: catherine@raymondconsulting.com

The Children's Trust Board Meeting

Date: February 6, 2012

Resolution: 2012-A (FO/01-26)

Action: Authorize the President/CEO to issue a Request for Qualifications (RFQ) for consultant services to develop an annual editorial calendar; write or procure editorial content; recruit volunteer editorial contributors; coordinate articles and their translation; and supervise monthly layout, printing and distribution of The Trust's Teach More Love More Newsletter for an annual amount not to exceed \$30,000.00, subject to legal sufficiency and form.

Budget Impact: Funding for these activities is available in the FY 11-12 budget.

RESOLUTION NO. 2012-A (FO/01-26)

AUTHORIZATION THE PRESIDENT/CEO TO ISSUE A REQUEST FOR QUALIFICATIONS (RFQ) FOR CONSULTANT SERVICES TO DEVELOP AN ANNUAL EDITORIAL CALENDAR; WRITE OR PROCURE EDITORIAL CONTENT; RECRUIT VOLUNTEER EDITORIAL CONTRIBUTORS; COORDINATE ARTICLES AND THEIR TRANSLATION; AND SUPERVISE MONTHLY LAYOUT, PRINTING AND DISTRIBUTION OF THE TRUST'S TEACH MORE LOVE MORE NEWSLETTER FOR AN ANNUAL AMOUNT NOT TO EXCEED \$30,000.00, WITH TWO POSSIBLE CONTRACT RENEWALS BASED ON SATISFACTORY PERFORMANCE AS SOLELY DETERMINED BY THE CHILDREN'S TRUST, SUBJECT TO APPROVAL FOR LEGAL SUFFICIENCY AND FORM.

WHEREAS, for eight years The Children's Trust contracted with The Early Childhood Initiative Foundation, Inc. as a signature sponsor of the monthly Teach More Love More Newsletter, an informative newsletter distributed monthly in English, Spanish and Creole to 45,000 parents; and

WHEREAS, the Early Childhood Initiative Foundation will have terminated production of this newsletter on January 31, 2012, and the balance of \$90,000.00 of an allocation of \$120,000.00 remains with The Children's Trust; and

WHEREAS, The Children's Trust desires to assume responsibility for the continued cost, management of production, and distribution of this informative newsletter; and

WHEREAS, The Trust desires to hire a consultant under the supervision of the Public Policy and Communications Department to manage production and distribution of the Teach More Love More Newsletter, to ensure quality of the newsletter; and

WHEREAS, by policy, The Children's Trust must advertise for a competitive solicitation for such services; and

WHEREAS, the President/CEO and staff recommend issuance of a Request for Qualifications to seek the best qualified consultant to ensure continued high quality and production of the monthly newsletter as more specifically set forth in the solicitation to be issued and;

WHEREAS the Board has been apprised of the areas addressed in the attached narrative incorporated herein and is in agreement with the goals to be described in the Request for Qualification;

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF THE CHILDREN'S TRUST, MIAMI-DADE COUNTY, FLORIDA that this Board authorizes the President/CEO issue a Request for Qualifications for consultant services to develop an annual editorial calendar; write or procure editorial content; recruit volunteer editorial contributors; coordinate articles and their translation; and supervise monthly layout, printing and distribution of The Children's Trust Teach More Love More Newsletter for an annual amount not to exceed \$30,000.00, with two possible contract renewals based on satisfactory performance as solely determined by The Children's Trust, subject to approval for legal sufficiency and form.

The foregoing resolution was offered by who moved its adoption. The motion was seconded by and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **6th day of February, 2012.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney as to form and legal sufficiency _____

Background:

Since 2005, The Children's Trust in collaboration with The Early Childhood Initiative Foundation has funded, co-branded and distributed the monthly Teach More Love More newsletter. This newsletter supports mission of The Children's Trust by informing parents and families on all topics related to child rearing, early care, after school services and education since 2005. The newsletter provides parents with up-to-date information on topics on the importance of reading, health, nutrition, development, etc.

The newsletter is distributed free-of-charge to the all parents upon request, child care centers and providers of the Trust. The newsletter is also used by parent training professionals in parent skill-building and by a variety of agencies throughout Miami-Dade County. The monthly newsletters are made available in English, Spanish and Creole. Additionally, the publication is free of paid advertisements from vendors.

Current Status:

The Early Childhood Initiative Foundation has overseen the development and distribution the more than 45,000 Teach More Love More newsletters produced monthly. By mutual agreement, The Trust has recently assumed the management of production and distribution of this newsletter.

The Trust has determined that the need to hire an expert to oversee the production since the time investment in this project is more than is currently available within existing staff resources. The Consultant shall work directly under supervision of the Senior Communication Manager with The Trust maintaining complete control of quality.

The Children's Trust Board Meeting

Date: February 6, 2012

Resolution: 2012-B (FO/01-26)

Action Requested: Authorization to amend the current contract with Armstrong Creative Consulting, Inc. to provide additional community outreach and public relations services in the African-American community and increase the contract amount by \$20,000.00 for a total contract amount not to exceed \$60,000.00.

Budget Impact: Sufficient funding is available in the approved operating budget for Communications for FY 11-12.

RESOLUTION NO. 2012-B (FO/01-26)

AUTHORIZATION FOR THE PRESIDENT/CEO TO EXECUTE A CONTRACT AMENDMENT WITH ARMSTRONG CREATIVE CONSULTING, INC. COMMENCING FEBRUARY 1, 2012 THROUGH SEPTEMBER 30, 2012 TO PROVIDE ADDITIONAL GRASSROOTS COMMUNITY OUTREACH, PUBLIC RELATIONS SERVICES, AND URBAN MEDIA RELATIONS IN THE AFRICAN-AMERICAN COMMUNITY REGARDING PROGRAMS AND INITIATIVES OF THE CHILDREN'S TRUST, BY INCREASING THE EXISTING CONTRACT BY \$20,000.00 FOR A NEW TOTAL CONTRACT AMOUNT NOT TO EXCEED \$60,000.00, SUBJECT TO APPROVAL FOR LEGAL SUFFICIENCY AND FORM.

WHEREAS, The Children's Trust presently requires community outreach services to execute its strategic community outreach plan in the African-American community previously been handled internally by The Trust; and

WHEREAS, The Children's Trust currently contracts with Armstrong Creative Consulting Inc., a minority-owned business selected from The Children's Trust's communications vendor pool, that specializes in urban media, and African-American faith-based and grassroots community outreach; and

WHEREAS, this provider currently meets contract requirements to the satisfaction of The Children's Trust and The Trust desires to expand services within the current scope of services rendered by this Provider for additional grassroots community outreach, public relations services, and urban media relations in the African-American community regarding programs and initiatives of The Children's Trust, and the cost of expanding such services will be \$20,000.00; and

WHEREAS, the President/CEO and staff recommend approval of this action, and the Board has been apprised of the areas to be addressed by this funding through the attached narrative incorporated herein, and the Board is in agreement with the goals described therein; and

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF THE CHILDREN'S TRUST, MIAMI-DADE COUNTY, FLORIDA authorizes the President/CEO to execute a contract amendment for \$20,000.00 to increase the existing twelve month contract with Armstrong Creative Consulting, Inc. effective February 1, 2012 through September 30, 2012 for a new total contract amount not to exceed \$60,000.00, for grassroots community outreach, public relations services and urban media relations in the African-American community regarding The Children's Trust's programs and initiatives, subject to approval for legal sufficiency and form.

The foregoing resolution was offered by _____ who moved its adoption. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly **this 6th day of February, 2012.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney as to form and legal sufficiency _____.

Background:

Contributing to almost every aspect of The Children's Trust, the role of the Communications Department is to create a brand identity for all of The Trust's signature initiatives to maximize public awareness about and connect families to programs and services beneficial to them and specifically their children. Accomplished through marketing campaigns, faith-based outreach, media interviews and news coverage, printed collateral materials, published articles, grassroots community and event sponsorship, these efforts educate the public throughout the year about everything The Children's Trust and this community have to offer.

To reach out to special populations The Trust contracts with various providers with the experience and ability to work effectively within the many communities of Miami-Dade County.

The Trust has and continues to contract with Armstrong Creative Consulting, Inc. (Armstrong Creative), a local full service marketing and relations company. Over the years, Armstrong Creative distributed news releases and securing news coverage in urban media outlets about Trust funded programs and initiatives. It is assisting The Children's Trust in the execution of events in the African-American community on an as-needed basis, and is executing limited urban media buys, to develop relationships with the Miami Times, South Florida Times, Gospel Truth and WMBM Radio that provide for significant editorial added value promoting all Trust-funded programs.

Armstrong Creative is a member of The Children's Trust communications vendor pool approved by The Board on June 7, 2010 by Resolution 2010-56. This agency was selected for this work from among the other vendors in our pool because of its specific expertise and track record in grassroots community outreach in the African-American community and its knowledge of urban media.

The performance of Armstrong Creative has been evaluated according to the terms of its contract with The Trust by the number of African-American calls annually received through the 211 Helpline, the number of contacts it makes in the faith-based community, the discounts and added value it negotiates with urban media and the amount of news coverage The Trust receives in urban media. They have met all terms of their contracts.

Current Status:

By this resolution, The Trust requests an increase to the current contract with Armstrong Creative beginning February 1, 2012 through September 30, 2012 to cover costs for additional staff time to assist The Children's Trust Public Relations and Communication Department with the continued execution of a community outreach plan. This work would supplement the efforts of staff in the Communications Department since a recent decision was made to shift internal resources from community outreach and redirect those resources within the department. A need exists for further community outreach, which can be met by this provider.

Additional resources are needed to better identify events in the African-American community that The Trust should be participating in so as to distribute materials about programs and services funded by The Children's Trust using street team members assigned to cover the events. They would recruit qualified street team members and help train them to communicate to the public on our behalf. Other duties would include observing street team members at events to insure quality control and working with them to improve their approach with the public; teaching them how to answer frequently asked questions; and maximizing the information being presented to families.

The principal of the company shall also serve as a Trust spokesperson, by speaking at events in the African-American community when presentations are requested; seeking to identify meetings and events in which a presentation would be beneficial and offering her expertise and assistance to The Children's Trust Youth Advisory Committee.

The Children's Trust Board Meeting

Date: February 6, 2012

Resolution: 2012-C (FO/01-26)

Action Requested: Authorize a twelve month contract with Circle of One Marketing, Inc., a provider from the approved vendor pool, in an amount not to exceed \$62,000.00 for event planning and graphic design services associated with the Miami Heart Gallery, the Champions for Children awards ceremony and other events, as needed.

Budget Impact: Sufficient funding is available in the Communications Division's operating budget FY 11-12.

RESOLUTION NO. 2012-C (FO/01-26)

AUTHORIZATION FOR THE PRESIDENT/CEO TO NEGOTIATE AND EXECUTE A TWELVE MONTH CONTRACT WITH CIRCLE OF ONE MARKETING, INC., A PROVIDER SELECTED FROM THE COMMUNICATIONS VENDOR POOL, IN AN AMOUNT NOT TO EXCEED \$62,000.00 COMMENCING FEBRUARY 1, 2012 THROUGH JANUARY 31, 2013 TO PLAN, EXECUTE, COORDINATE AND PAY LIMITED RELATED COSTS FOR THE CHILDREN'S TRUST MIAMI HEART GALLERY, ANNUAL CHAMPIONS FOR CHILDREN AWARDS CEREMONY AND OTHER EVENTS AS NEEDED.

WHEREAS, this Board desires to continue to dedicate The Children's Trust's available resources towards public awareness activities and events to further promote the strengthening of families and to seek ways for all children to achieve their fullest potential, particularly the most vulnerable children, which include hard-to-adopt foster children featured in The Children's Trust Miami Heart Gallery and the annual Champion for Children's Awards Luncheon; and

WHEREAS, Circle of One Marketing, Inc. has effectively and efficiently launched and managed the museum-quality Miami Heart Gallery since June 2008, resulting in more than half of the children featured in the Miami Heart Gallery having been adopted, or are in the process of being adopted; and

WHEREAS, The Children's Trust seeks to continue hosting an annual Champions for Children Awards Ceremony to honor individuals and programs that are making extraordinary efforts on behalf of our children and families to inspire others to follow in their footsteps; and

WHEREAS, The Children's Trust is occasionally in need of event planning support for events that support our mission and vision and pursuant to the Procurement Policy, professional services, such as the creation of advertisements and/or artistic services, do not have to be competitively procured; and

WHEREAS, Circle of One Marketing, Inc., a minority-owned business in The Children's Trust's communications vendor pool approved by Board Resolution #2010-56 on June 7, 2010, was selected because of its extensive event planning experience, and the success of its first three exhibitions of The Miami Heart Gallery as described in the attached narrative; and

WHEREAS, the President/CEO and staff recommend approving this action, and the Board has been apprised of the areas addressed by this funding in the attached narrative, incorporated herein and the Board is in agreement with the goals described therein; and

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF THE CHILDREN'S TRUST, MIAMI-DADE COUNTY, FLORIDA that this Board authorizes the President/CEO to negotiate and execute a contract with Circle of One Marketing, Inc. for a twelve month period commencing February 1, 2012 through January 31, 2013, in a amount not to exceed \$62,000.00, to provide event planning and graphic design services related to The Children's Trust Miami Heart Gallery, Champions for Children Awards Ceremony, and other events on an as needed basis, subject to approval for legal sufficiency and form.

The foregoing resolution was offered by _____who moved its adoption. The motion was seconded by _____and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution **this 6th day of February, 2012.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney as to form and legal sufficiency _____.

Resolution 2012-C (FO/01-26)
February 6, 2012

Background:

Circle of One Marketing, Inc., Inc. is an approved vendor in The Children's Trust's communications vendor pool per Board Resolution #2010-56 passed on June 7, 2010. This agency was selected for these two particular projects from among all the vendors in our pool because of its event planning experience for numerous other clients and the success of the Miami Heart Gallery exhibits. Circle of One Marketing, Inc. is a minority owned, African-American led agency.

Heart Galleries are designed to win hearts and homes for children languishing in foster care. Photographers volunteer their time and talent to create intimate, compelling portraits of foster children hoping to be adopted and the results will be exhibited in a traveling gallery format through June of 2012, then continue as a virtual exhibit on www.miamiheartgallery.org. The exhibit has been downsized due to the fewer number of children in foster care who remain available for adoption, but marketing and promotional efforts for the remaining children will continue vigorously under the new format, which will be more nimble and easier to update. Mobile pop-up displays will support the effort in area churches and other venues under the supervision of another community outreach consultant.

Since The Miami Heart Gallery launched in June 2008, 102 children in the exhibit have been matched for adoption. To date, 64 adoptions or permanent guardianships have been finalized; another 38 are in various stages of the adoption process.

The Champions for Children Awards Ceremony is now in its 8th year. It is among the most coveted events within the Miami-Dade County community of child advocates and serves to honor individuals and programs that have made extraordinary efforts on behalf of our children and families, while inspiring others to similarly strive for excellence. This event has been executed by two previous event planners in the past seven years and Circle of One is being recommended as the event planner for the 2012 event.

Current Status:

By this resolution, Circle of One Marketing, Inc. would continue to be responsible for the photo exhibit's execution and management from recruiting volunteer photographers, coordinating shoots with case managers and Our Kids, Inc., photo selection, designing necessary collateral materials, updating the Miami Heart Gallery web site with new 2012 photos and videos and moving the exhibit every 4-8 weeks through June 2012.

For the Champions for Children awards ceremony, Circle of One Marketing will assist The Children's Trust Communications Division with all related collateral material graphic design; execution of event décor; menu selection; coordination with outside vendors; ticket sales management; seating; and day-of-event supervision.

Circle of One Marketing, Inc. will continue to be evaluated according to the terms of the contract; the quality of its finished products; and whether or not the agency meets its detailed deliverables on time and within expectations.

The Children's Trust Board Meeting

Date: February 6, 2012

Resolution: 2012-D (FO/01-26)

Action Requested: Authorize negotiation and execution a contract with Aboard Publishing Company, Inc. for an amount not to exceed \$111,000.00 to produce and distribute a maximum of 150,000 copies of resource guides to promote awareness and access to summer and after-school programs funded by The Children's Trust.

Budget Impact: Funding is available in the Communications Division's approved budget for Fiscal Year 11-12.

Resolution: 2012-D (FO/01/26)

AUTHORIZATION FOR THE PRESIDENT/CEO TO NEGOTIATE AND EXECUTE CONTRACT WITH ABOARD PUBLISHING COMPANY, INC. TO PUBLISH AND DISTRIBUTE THE CHILDREN'S TRUST 2012 SUMMER PROGRAMS RESOURCE GUIDE, AND THE CHILDREN'S TRUST 2012 AFTER-SCHOOL PROGRAMS RESOURCE GUIDE, FOR A MAXIMUM OF 150,000 COPIES FOR BOTH GUIDES, IN AN AMOUNT NOT TO EXCEED \$111,000.00, SUBJECT TO APPROVAL AS TO FORM AND LEGAL SUFFICIENCY.

WHEREAS, there is a demonstrated need for parents to be advised of summer and after-school programs funded by The Children's Trust, as well as to be advised of other available summer and after-school programs for children; and

WHEREAS, an RFP for publishing services was issued to seek competitive bids for the summer and after school program guides and Aboard Publishing Company, Inc. was selected from among the respondents for its demonstrated ability to provide high quality editorial content; to research and edit program directory content; to design, print and distribute the guides; and

WHEREAS, The Children's Trust shall seek to maximize outreach by distributing 150,000 guides through community organizations serving distinct populations; community fairs and outreach activities sponsored by The Children's Trust; County Commission district offices; small neighborhood retail outlets; select public schools and a major retail partner; and

WHEREAS, the President/CEO, on the recommendation of staff, recommends that The Children's Trust enter into a contract with Aboard Publishing Company, Inc. in an amount not to exceed \$111,000.00 to publish and distribute the resource guides; and

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF THE CHILDREN'S TRUST, MIAMI-DADE COUNTY, FLORIDA that this Board authorizes the President/CEO to negotiate and execute a contract, with Aboard Publishing Company, Inc. in an amount not to exceed \$111,000.00 for the purpose of publishing and distributing 150,000 total copies of The Children's Trust 2012 Summer Programs Resource Guide and The Children's Trust 2012 After-School Programs Resource Guide, subject to legal sufficiency and form.

The foregoing resolution was offered by _____ who moved its adoption. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the motion was duly passed and adopted **this 6th day of February, 2012**

THE CHILDREN'S TRUST

MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney as to form and legal sufficiency. _____

Background:

Annually, The Children's Trust publishes resource guides for parents and caregivers. These are trilingual publications comprised of a comprehensive county-wide listing of programs available to school age children, in addition to a selection of relevant parenting articles. Programs funded by The Children's Trust will be specifically highlighted in the guides.

For the second year in a row, The Children's Trust will publish two guides – one featuring summer programs and second featuring after-school programs. This is necessary to keep the information current between April and August.

A total of 150,000 guides will be printed and divided into two distribution periods (in advance of summer and back-to-school time periods) and disseminated through community organizations serving distinct populations; community fairs and outreach activities sponsored by The Children's Trust; County Commission district offices; small neighborhood retail outlets; and a major retail partner.

Current Status:

An RFP # 2012-02 for publishing services was issued in January 2012. As a result, Aboard Publishing Company, Inc. was selected for its distinct in-house professional skills to write, edit and translate high quality articles as well as expertly design, print, and distribute the guides. Aboard Publishing is the custom publishing division of The Miami Herald Media Company, with an expertise in publishing magazines for airlines and travel destinations. It has published commemorative coffee table books, program guides and other publications customized to their clients needs. Aboard Publishing has previously published The Children's Trust summer and after-school program guides six times.

The Children's Trust - Board Members Attendance

Year 2011 (from January - December)



A = Absent; **AA** = Approved Absence; **X** = Present **Grey Shaded area** = Inactive

Qty	Board Member	Jan. 10	Feb. 7	Mar. 14	Apr. 11	May 9	Jun 13	July 11	Aug.	Sept. 12 (Trim I)	Sept. 19 (Trim II)	Oct. 17	Nov. 14	
1	Isabel Afanador	X							No Meeting					
2	Yvette Aleman	A	A	A	A	A	A	AA						
3	Maria Alonso	X	AA	X	X	X	X	X			X	X	X	X
4	Karen Aronowitz	X	X											
5	Dr. Miguel Balsera	A	X	A	A	X	A	AA			X	X	X	X
6	Donald I. Bierman	X	X	A	AA	X	AA	AA			X	X	X	X
7	Rep. Esteban L. "Steve" Bovo	A	AA	X										
8	George Burgess (Imran Ali as designee)	X	X	X										
9	Alberto Carvalho (designee Marie L. Izquierdo as of Sept. 2010)	X	X	A	A	X	X	X			A	AA	A	X
10	Jacqui Colyer	AA	X	AA	X	X	X	X						
11	Dr. Gina Cortes-Suarez	X	AA	X	X	X	X	AA			X	AA	AA	X
12	Lileana de Moya										X	X	X	X
13	Williams Diggs	X	AA	AA	X	A	X	X			X	AA	X	X
14	Carolyn Donaldson	X	X	X	X	X	X	AA			X	X	AA	AA
15	Com. Audrey M. Edmonson			AA	X	AA	X	X			X	X	X	AA
16	Terria Flakes						AA	X			AA	X	X	X
17	Thresia B. Gambon	X	X	X	X	X	X	AA			X	X	X	X
18	Luis Gazitua	AA	X	A	X	X	AA	X						
19	Benjamin F. Gilbert, Jr.	X	AA	X	AA	X	X	AA			X	AA	A	A
20	Dr. Josee Gregoire	X	X	X	X	X	X	X			X	X	X	X
21	Dr. Nora Hernandez-Hendrix	X	X	X	X	X	X	X			X	X	X	X
22	Antoinette JG Hill	AA	X	AA	A	X	X	X			X			
23	Nelson Hincapie										X	X	X	X

The Children's Trust - Board Members Attendance

Year 2011 (from January - December)



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Qty	Board Member	Jan. 10	Feb. 7	Mar. 14	Apr. 11	May 9	Jun 13	July 11	Aug.	Sept. 12 (Trim I)	Sept. 19 (Trim II)	Oct. 17	Nov. 14	
24	Alina T. Hudak (Imran Ali)				X	X	X	A	<i>No Meeting</i>	X	X	X	X	
25	Fedrick C. Ingram			AA	X	AA	X	AA		X	X	A	X	
26	Esther Jacobo									X	X	X	X	
27	Com. Barbara Jordan	AA	AA											
28	Rep. John Patrick Julien						X	AA		X	AA	AA	AA	
29	Dr. Martin Karp	AA	X	A	X	X	X	X		X	A	AA	X	
30	David Lawrence, Jr.	AA	AA	AA	X	AA	X	AA		AA	AA	AA	X	
31	Pamela Lillard	X	X	X	X	X	X	AA		X	X	X	X	
32	Dr. Rosa Martin	X	AA	X	AA	X	AA	AA		X	X	X	AA	
33	Roymi Membiela									AA	X	X	X	
34	Carolyn Y. Nelson-Goedert	X	X	X	X	X	AA	X		X	X	X	AA	
35	Dr. William E. Pelham	X	X	X	X	X	X	X		X	AA	A	X	
36	Sheila Plana	A	A	A	A	A	A							
37	Judge Orlando A. Prescott	X	A	A	X	A	X	A		A	A	A	AA	
38	Dr. Isaac Prilleltensky	AA	X	X	X	X	X	X		AA	X	X	X	
39	Rep. Julio Robaina													
40	Hon. Isaac Salver	X	X	X	X	X	X	X		AA	X	X	X	
41	Leah Sigillo							X		X	X	X	X	
42	Evelio C. Torres	AA	X	AA	AA	X	X	X		AA	X	X	X	
43	David Williams, Jr.	X	X	X	A	X								
44	Chet J. Zerlin	X	X	X	X	X	X	AA		AA	X	X	AA	
	QUORUM	19	18	16	20	23	22	17			23	22	21	22

THE CHILDREN'S TRUST
President/CEO
Listing of Provider Contracts - 2010/2011 <=/ \$25,000
October 1, 2011 through December 31, 2011

	Organization	# Served	Final Contract Amount	Description
Community Outreach, Public Awareness & Program Promotion				
1	5,000 Role Models of Excellence Project	6,000	\$10,000	For sponsorship of the 19th Annual Martin Luther King Jr. Unity Scholarship Breakfast. The breakfast provides the community with a meaningful way of raising scholarship funds for young minority boys.
2	Antioch MBC of Carol City	20,000	\$10,000	For sponsorship of the Family Fall Festival to provide a safer alternative to traditional Halloween activities that, over the years, have been plagued with violence and incidents against children with tainted candy and increased predator activity. With attendance of nearly 20,000, the Family Fall Festival brings families together to enjoy safe and fun seasonal activities and to obtain information about available social services in the community.
3	City of Miami Gardens	6,500	\$5,000	For sponsorship of the City of Miami Gardens MLK "Unity in the Community" contests. Activities will include oratorical contest, art contest, performances, service vendors, main performance stage, and children's area.
4	City of North Miami Police	1,000	\$5,000	For sponsorship of The F.A.C.T. Festival. This recognized local event is committed to provide social services, crime prevention, health and safety awareness to North Miami and the surrounding community.
5	Miami Book Fair International, Inc.	225,000	\$24,792	For sponsorship of Miami Book Fair International's Children's Alley. The Children's Alley provides an opportunity for children of all ages to exercise their imaginations with three days activities that promote the concept that "reading is fun."
6	New Visions for South Dade, Inc.	15,000	\$7,500	For sponsorship of the Martin Luther King Parade in Homestead and Florida City, followed by a community resource fair in which programs and initiatives funded by The Children's Trust are featured.
7	The Alhambra Orchestra	1,750	\$10,000	For sponsorship of "Spooky Symphony" a Halloween Collaboration Concert for youth and families at the Gusman Center in Miami on October 23, 2011. This event will expose a large number of youth and families to quality classical-music through a child-centered, exciting and popular music, and images will also be projected on a screen on stage.
8	Voice of Love Training and Development, Inc. AKA Voice of Love	500	\$5,000	For sponsorship of the 7th Annual Cross Country Classic 5K & Family Fun Event. The event is a 5K Run intended to reach out to the community and offer services, food, clothing, including counseling/support and educational resources to foster children, adoptive families, seniors, single/divorced parents and their children, and families in crisis.
9	WDNA-FM 88.9	120	\$10,000	For sponsorship of a series of monthly jam sessions among local jazz artists and young musicians, recommended by their music teachers, to serve as a mentoring opportunity for the students and to cultivate the next generation of jazz musicians. The public is invited to attend all jam sessions at WDNA. These concerts are accompanied by discussions about the historical and cultural context of the particular music being performed for the purpose of promoting music education.
		Total	\$87,292	

Program	Total Funded	# Contracts
Training or Capacity Building	\$0	0
Information System	\$0	0
Community Outreach, Public Awareness & Program Promotion	\$87,292	9
General Administration	\$0	0
TOTAL	\$87,292	9