



Finance & Operations Committee Meeting

Thursday, July 5, 2018
The Children's Trust
3150 S.W. 3rd Avenue, 8th Floor
Conference Room A
9:30 a.m. – 11:00 a.m.

Board of Directors

Laurie Weiss Nuell
Chair
Lily de Moya
Vice Chair
Kenneth C. Hoffman
Treasurer
Karen Weller
Secretary

Magaly Abrahante, Ph.D.
Daniel Bagner, Ph.D.
Miguel Balsera, Ph.D.
Rodester Brandon
Mary Donworth
Rep. Nicholas Duran
Dr. Antonia Eyssallenne
Gilda Ferradaz
Mindy Grimes-Festge
Nelson Hincapie
Pamela Hollingsworth
Steve Hope
Esther Jacobo
Tiombe Bisa Kendrick-Dunn
Inson Kim
Nancy Lawther, Ph.D.
Marissa Leichter
Frank Manning
Susan Neimand, Ph.D.
Marta Pérez, Ph.D.
Judge Orlando Prescott
Hon. Isaac Salver
Com. Xavier L. Suarez
Mark Trowbridge
Rita Vega

David Lawrence Jr.
Founding Chair

James R. Haj
President & CEO

County Attorney's Office
Legal Counsel

AGENDA

- 9:30 a.m. **Welcome and opening remarks**
Steve Hope
Committee Vice Chair
- 9:35 a.m. **Public Comments**
Steve Hope
Committee Vice Chair
- 9:45 a.m. **Approval of June 7, 2018 Finance & Operations Committee minutes summary**
(Addl. Items packet, Pg. 4)
Steve Hope
Committee Vice Chair
- 9:50 a.m. **Presentation of the 2018-19 preliminary budget**
James R. Haj
President/CEO
William Kirtland
Chief Financial Officer
- 10:15 a.m. **Resolutions**
Steve Hope
Committee Vice Chair
- Resolution 2018-A:** Authorization to negotiate and execute a contract with Marcum LLP for financial auditing services of The Children's Trust, in a total amount not to exceed \$26,250.00, commencing August 1, 2018 and ending July 31, 2019, with four possible 12-month renewals. *(Pgs. 5-6)*
- Resolution 2018-B:** Authorization for the expenditure of up to \$8,000.00, in addition to the \$23,000.00 that has already been expended, in a total amount not to exceed \$31,000.00 in FY 2017-18, with Konica Minolta Business Solutions U.S.A., Inc. for comprehensive management of print services. *(Pgs. 7-8)*
- Resolution 2018-C:** Authorization to retroactively ratify the agreement with TM Telcomm Corp. for voice over IP (VoIP) telephone and internet services pursuant to a service order agreement and to authorize fiscal year 2018-19 expenditures, subject to available funding, in a total amount not to exceed \$95,000.00 for a term of 12 months, commencing October 1, 2018 and ending September 30, 2019. *(Pgs. 9-10)*

The public is allowed to comment before presentation of resolutions but must register with the Clerk of the Board prior to being allowed to comment.

10:30 a.m. **Presentation of the 2017 Public Opinion Survey Results**

Robert Lagner, Ph.D.
Behavioral Science Research Corporation

Resolution 2018-D: Authorization to enter into a third and final-year agreement with Wow Factor Marketing Group, Inc., an agency selected from the 2016-2019 vendor pool for media buying services and market research, in a total amount not to exceed \$1,131,000.00, inclusive of \$961,350.00 to purchase media, and \$169,650.00 in agency fees and market research for a term of 12 months, commencing, October 1, 2018, and ending September 30, 2019. *(Pgs. 11-12)*

Resolution 2018-E: Authorization to enter into a third and final-year agreement with Imaginart Media Productions, LLC, an agency selected from the 2016-2019 vendor pool for community outreach and media buying targeting the Creole-speaking Haitian community in Miami-Dade County; administration and oversight of The Children's Trust's leased Yellow Box displays; and English-Creole translation services, in a total amount not to exceed \$156,215.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019. *(Pgs. 13-14)*

Resolution 2018-F: Authorization to enter into a third and final-year agreement with Armstrong Creative Consulting Inc., an agency selected from the 2016-2019 vendor pool for urban media buying and community outreach targeting the African-American, faith-based community in Miami-Dade County, in a total amount not to exceed \$148,785.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019. *(Pgs. 15-16)*

Resolution 2018-G: Authorization to enter into a third and final-year agreement with Madison South, LLC, an agency selected from the 2016-2019 vendor pool for the purpose of providing graphic design services, in a total amount not to exceed \$40,000.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019. *(Pgs. 17-18)*

Resolution 2018-H: Authorization to enter into a third and final-year agreement with the M Network Inc., an agency selected from the 2016-2019 vendor pool for creative advertising production services, off-site Miami Heart Gallery project management, and select public relations projects, in a total amount not to exceed \$268,000.00 for a term of 12 months, commencing October 1, 2018, and ending on September 30, 2019. *(Pgs. 19-20)*

Resolution 2018-I: Authorization for a procurement waiver from a formal competitive solicitation to expend monies paid to the Miami Herald Publishing Co. for The Children's Trust's advertisements related to funding announcements, activities, initiatives, events and programs, and 2019 Silver Knight sponsorship, in a total amount not to exceed \$100,000.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019. *(Pgs. 21-22)*

Resolution 2018-J: Authorization to enter into a third and final-year agreement with Palley Promotes Inc., an agency selected from the 2016-2019 vendor pool for public relations services, in a total amount not to exceed \$36,000.00 for a term of 12 months commencing, October 1, 2018 and ending September 30, 2019. *(Pgs. 23-24)*

Resolution 2018-K: Authorization to retroactively ratify the purchase agreement with Linda S. Weston dba Ahead Advertising Specialties to add \$2,100.00 to the \$50,000.00 that has already been allocated, for a new total amount not to exceed \$52,100.00 in FY 2017-18 for Trust-branded promotional items. *(Pgs. 25-26)*

The public is allowed to comment before presentation of resolutions but must register with the Clerk of the Board prior to being allowed to comment.

10:25 a.m. **CEO Report**

James R. Haj
President/CEO

- *Family Expo – September 8, 2018*
- *#Read30*
- *TRIM dates:*
 - *1st TRIM: Tuesday, September 4, 2018*
 - *2nd TRIM: Monday, September 17, 2018*

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

Reminder:

Next Committee Meeting: Thursday, August 2, 2018



Finance & Operations Committee Meeting Summary
June 7, 2018
9:32 a.m. – 10:14 a.m.

These actions were taken by the Finance & Operations Committee on June 7, 2018:

Motion to approve the May 17, 2018 Finance & Operations Committee meeting minutes was made by Esther Jacobo and seconded by Steve Hope. Motion passed unanimously, 4-0.

Motion to approve the recommendation from the Audit Review Committee for the selection of an auditor was made by Steve Hope and seconded by Rep. Nicholas Duran.

Resolution 2018-A: Motion to recommend the resolution to the Board of Directors on June 18, 2018 was made by Esther Jacobo and seconded by Steve Hope. Authorization to retroactively ratify the agreement with SHI International Corporation and The Children's Trust and, to renew licenses with multiple IT vendors for software and hardware maintenance and support, in a total amount not to exceed \$108,347.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019. **Motion passed unanimously, 4-0.**

Resolution 2018-B: Motion to recommend the resolution to the Board of Directors on June 18, 2018 was made by Esther Jacobo and seconded by Steve Hope. Authorization to renew software services with multiple IT vendors in a total amount not to exceed \$ 789,094.00 for a term of 12 months, commencing October 1, 2018 and ending September 30, 2019. **Motion passed unanimously, 4-0.**

Meeting adjourned at 10:24 a.m.

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-A

Strategic Plan Priority Investment Area: Administrative/Operations

Recommended Action: Authorization to negotiate and execute a contract with Marcum LLP for financial auditing services of The Children's Trust, in a total amount not to exceed \$26,250.00, commencing August 1, 2018 and ending July 31, 2019, with four possible 12-month renewals.

Budget Impact: Funding in the amount of \$26,250.00 for this resolution is allocated for FY 2017-18 and is projected to be available in FY 2018-19.

Background: Section 218.39, Florida Statutes, requires The Children's Trust to have completed an annual financial audit of its accounts and records by an independent certified public accountant within nine months after the end of its fiscal year. Also, the bylaws of The Children's Trust require that The Children's Trust not use the same external auditor for more than five consecutive years. Section 218.391, Florida Statutes, requires that an audit committee assist the governing body in selecting an auditor to conduct the annual financial audit.

On March 12, 2018, the board approved resolution #2018-43 to issue a request for qualifications (RFQ) #2018-09 to obtain an independent certified public accounting firm to perform future annual audits of The Children's Trust to comply with statutory mandates and The Children's Trust's bylaws. This RFQ was released on April 16, 2018.

The Finance and Operations Committee oversaw the selection of the auditors by working with the audit committee (comprised of two staff and three community representatives having an accounting/financial background) to establish factors to use for the evaluation of audit services proposals submitted in response to the RFQ.

Three proposals met the mandatory technical review requirements of the RFQ. The technical review included The Children's Trust bylaws and governmental auditing/reporting requirements. Two other responses were received but did not pass the technical review requirements. The audit committee ranked the responses and recommended to the Finance and Operations Committee the firm to provide financial auditing services. This recommendation was made, in order of preference, for no fewer than three firms deemed to be the most highly qualified to perform the required services. The respondents and the respective scores of the qualifying responses were as follows:

Respondent	Score
Marcum LLP	94.0
Keefe, McCullough & Co., LLP	88.8
Mauldin & Jenkins, LLC	88.2

Based on the qualifications and merits of the firm, the audit committee recommended to the Finance and Operations Committee that Marcum LLP provide financial auditing services of The Children's Trust. The Finance and Operations Committee accepted that recommendation and favorably recommends the board accept the nomination of Marcum LLP.

Description of Services: As required by Florida Statutes, an external independent financial audit of The Children's Trust financial statements must be performed within nine months after the end of the fiscal year. Based on the recommendation of the audit committee as well as the Finance and Operations Committee's review, Marcum LLP was selected to conduct the financial auditing services of The Trust. Services provided by Marcum LLP will include but are not limited to the following:

- Perform a financial audit in accordance with auditing standards
- Review and make recommendations for required note disclosures for The Children's Trust Comprehensive Annual Financial Report (CAFR)
- Issue reports and schedules following the completion of the financial audit
- Provide guidance on governmental accounting standards

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-B

Strategic Plan Priority Investment Area: Administrative/Operations

Recommended Action: Authorization for the expenditure of up to \$8,000.00, in addition to the \$23,000.00 that has already been expended, in a total amount not to exceed \$31,000.00 in FY 2017-18, with Konica Minolta Business Solutions U.S.A., Inc. for comprehensive management of print services.

Budget Impact: Funding in the amount of up to \$8,000.00 for this resolution is allocated to FY 2017-18.

Background: Printing services are essential to The Children's Trust's daily business activities and operations. Over the past year, Konica Minolta Business Solutions U.S.A., Inc., has provided comprehensive management print services to The Children's Trust. The copier and print management services are provided under a three-year lease that began on August 18, 2016. The initial projected expenditure for the 2017-18 fiscal year was \$23,000.00, which is below the threshold for board approval under section 2000 of the procurement policy. However, during the 2017-18 fiscal year, The Children's Trust print projects increased a measurable amount above its normal level due to the processing of a high amount of funding solicitation requests within a short period. The additional projects have resulted in an augmented use of printers, toner, machine parts and associated maintenance and management services by the vendor. As such, there was an \$8,000.00 increase in expenditures for this budgeted item.

Description of Services: This request, once approved, will authorize payment of additional funds for Konica Minolta Business Solutions U.S.A., Inc. to continue providing comprehensive management of print services for the remainder of the fiscal year. Services include supplying toner, printing machine parts, and maintenance, as needed. This vendor is reliable and provides excellent customer service with a prompt response and turnaround time.

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-C

Strategic Plan Priority Investment Area: Administrative/Operations

Recommended Action: Authorization to retroactively ratify the agreement with TM Telcomm Corp. for voice over IP (VoIP) telephone and internet services pursuant to a service order agreement and to authorize fiscal year 2018-19 expenditures, subject to available funding, in a total amount not to exceed \$95,000.00 for a term of 12 months, commencing October 1, 2018 and ending September 30, 2019.

Budget Impact: Funding in the amount of \$95,000.00 for this resolution is projected to be available for FY 2018-19.

Description of Services: This resolution authorizes payment for The Children's Trust's utilization of voice over IP (VoIP) hosted telephone service for local and long-distance calls. It also approves the purchase of internet connection services with dedicated managed circuits between The Children's Trust's offices and the internet.

Background: The Children's Trust contracts with TM Telcomm Corp., for two services: (1) Voice over IP hosted telephone services, and, (2) dedicated managed circuits. These two services facilitate The Children's Trust's communications with the world. VoIP provides telephone services while the dedicated managed circuits ensure connectivity from The Children's Trust's offices to the Infrastructure as a Service solution hosted by Tribridge Holdings, LLC.

On November 2, 2017, The Children's Trust entered into a new three-year agreement with TM Telcomm Corp. for the period of November 2, 2017, to November 1, 2020. The board approved the expenditures for this agreement in resolution #2018-01 on October 16, 2017. However, with the approval of the expenditure, the board did not approve the three-year agreement. Staff is requesting that through this resolution the board retroactively ratify the agreement between TM Telcomm Corp. and The Children's Trust. Board approval is also being sought to pay for FY 2018-2019. Payments due for the remaining contractual period will be subject to annual appropriation.

This resolution represents the fourth year that The Children's Trust purchased these combined services from TM Telcomm Corp.

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-D

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to enter into a third and final-year agreement with Wow Factor Marketing Group, Inc., an agency selected from the 2016-2019 vendor pool for media buying services and market research, in a total amount not to exceed \$1,131,000.00, inclusive of \$961,350.00 to purchase media, and \$169,650.00 in agency fees and market research for a term of 12 months, commencing, October 1, 2018, and ending September 30, 2019.

Budget Impact: Funding in the amount of \$1,131,000.00 for this resolution is projected to be available in FY 2018-19.

Background: Wow Factor Marketing Group, Inc. (WOW) is a member of the existing three-year vendor pool approved by the board through resolution #2017-01 on October 19, 2016. WOW was initially selected for these services in 2016 because it promised the greatest return for our media buying investment, backed by the largest media buying portfolio on which to leverage our investment.

This agreement would represent WOW's third consecutive year providing such services to The Children's Trust during the current vendor pool term. WOW buys more local media than almost any other agency in Miami-Dade County. Because of that, WOW demands better bulk rates and more quality added value from local, major general market media than virtually any other agency in its industry. This renewal is in accordance with the procurement policy, section 2005 Vendor Pools, indicating the renewal of vendor agreements is contingent upon satisfactory performance during the life of the vendor pool.

Description of Services: Wow Factor Marketing Group, Inc. will purchase discounted media buys with television and radio broadcasting stations, print and/or digital media, and owners of outdoor media (including transit). The media buys include: (1) obtaining and analyzing data and research to develop a comprehensive media schedule best suited to reach target markets on multiple media platforms, which will reflect messages or programs being promoted; (2) negotiating best rates and desirable added value, such as free additional spots in desirable time slots; (3) paying media; and, (4) reconciling each buy to determine if contractual obligations were delivered, while obtaining appropriate "make goods," i.e., additional advertising given to us at no cost, to "make good" on an unfulfilled media commitment, such as placement or frequency, on a case-by-case basis.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-E

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to enter into a third and final-year agreement with Imaginart Media Productions, LLC, an agency selected from the 2016-2019 vendor pool for community outreach and media buying targeting the Creole-speaking Haitian community in Miami-Dade County; administration and oversight of The Children's Trust's leased Yellow Box displays; and English-Creole translation services, in a total amount not to exceed \$156,215.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019.

Budget Impact: Funding in the amount of \$156,215.00 for this resolution is projected to be available in FY 2018-19.

Background: Imaginart Media Productions, LLC (Imaginart) is a member of the existing three-year vendor pool approved by the board through Resolution #2017-01 on October 19, 2016. Imaginart was initially selected to provide these services because it is the most qualified vendor to: 1) conduct outreach efforts in the Haitian community; 2) obtain optimal rates from the Haitian-Creole media whose audience we would like to access; and 3) provide English-Creole translation services.

This agreement would represent Imaginart's third and final consecutive year providing such services to The Children's Trust during the current vendor pool term. In its nearly two years with The Children's Trust, Imaginart has proved to be creative, reliable, knowledgeable and effective. The principal, Elizabeth Guerin, is a well-known and well-respected figure both in Haiti and within the local Haitian community. Ms. Guerin's status in the community and beyond, paired with her impressive broadcasting skills, makes her an ideal voice in Haitian-Creole for The Children's Trust. This renewal is in accordance with the procurement policy, section 2005 Vendor Pools, indicating the renewal of vendor agreements is contingent upon satisfactory performance during the life of the vendor pool.

Description of Services: Imaginart will: 1) negotiate discounted media buys with targeted Haitian-Creole television and radio broadcasting stations and other Creole media as needed; 2) provide community outreach specific to the Haitian-Creole community; 3) administer and oversee The Children's Trust's Yellow Box lease, which displays printed Creole outreach materials; and, 4) provide English-Creole translation services for the monthly parenting newsletter, press releases, program brochures and other materials.

Yellow Box, owned by Yellow Box Inc., is a unique and proprietary product that is growing in popularity and visibility in Miami-Dade County. The Children's Trust rents 10 complete boxes, partially rent an additional five, has access to five more at no extra cost, and also utilizes five simplified Yellow Box kiosks/community boards, for a total of 25 locations throughout the

Miami-Dade Haitian-Creole community. Yellow Box has proven to be a highly visual and useful tool to disseminate information about Trust-funded programs throughout the Haitian community.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-F

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to enter into a third and final-year agreement with Armstrong Creative Consulting Inc., an agency selected from the 2016-2019 vendor pool for urban media buying and community outreach targeting the African-American, faith-based community in Miami-Dade County, in a total amount not to exceed \$148,785.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019.

Budget Impact: Funding in the amount of \$148,785.00 for this resolution is projected to be available in FY 2018-19.

Background: Armstrong Creative Consulting Inc. (Armstrong) is a member of the existing three-year vendor pool approved by the board through Resolution #2017-01 on October 19, 2016. Armstrong was selected for these services because it is the only agency in the pool qualified to provide faith-based outreach in the African-American community in Miami-Dade County. Additionally, Armstrong has the best relationships and ability to obtain optimal rates from the three selected urban media outlets whose audiences The Children's Trust would like to access.

This agreement would represent Armstrong's third and final consecutive year providing such services to The Children's Trust during the current vendor pool term. Armstrong has demonstrated a proven knowledge of African-American faith-based and grass-roots community outreach and has consistently delivered excellent results. During FY 2016-17, Armstrong more than doubled The Children's Trust's media investment through steep unit cost discounts and other added value and has thus far exhibited similar results in FY 2017-18. This renewal is in accordance with the procurement policy, section 2005 Vendor Pools, indicating the renewal of vendor agreements is contingent upon satisfactory performance during the life of the vendor pool.

Description of Services: Armstrong will execute: 1) a multilayered faith-based community outreach strategy in Miami-Dade County involving approximately 100 churches; 2) conduct targeted media buying for distinct urban media outlets primarily tied to the faith-based community, and; 3) perform other outreach specific to the African-American community.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-G

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to enter into a third and final-year agreement with Madison South, LLC, an agency selected from the 2016-2019 vendor pool for the purpose of providing graphic design services, in a total amount not to exceed \$40,000.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019.

Budget Impact: Funding in the amount of \$40,000.00 for this resolution is projected to be available in FY 2018-19.

Background: Madison South, LLC (Madison South) is a member of the existing three-year vendor pool approved by the board through resolution #2017-01 on October 19, 2016. Madison South was selected for graphic design services because it proposed the lowest prices.

This agreement would represent Madison South LLC's third and final consecutive year providing such services to The Children's Trust during the current vendor pool term. The agency has consistently provided exemplary creative services in a timely fashion, while delivering enhanced services beyond its contract scope, including additional work hours and revisions. This renewal is in accordance with the procurement policy, section 2005 Vendor Pools, indicating the renewal of vendor agreements is contingent upon satisfactory performance during the life of the vendor pool.

Description of Services: Madison South LLC will provide graphic design services, including, but not limited to, designing: 1) The Children's Trust's monthly trilingual (English, Spanish, Creole) parenting newsletter; 2) trilingual program brochures for various initiatives and funded areas, such as HealthConnect, FamilyStrong, Book Club, etc.; 3) annual reports; 4) funding solicitation advertisements; and, 5) web and printed collateral materials for Read to Learn, Young Talent Big Dreams, Champions for Children, and Family Expo.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-H

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to enter into a third and final-year agreement with the M Network Inc., an agency selected from the 2016-2019 vendor pool for creative advertising production services, off-site Miami Heart Gallery project management, and select public relations projects, in a total amount not to exceed \$268,000.00. for a term of 12 months, commencing October 1, 2018, and ending on September 30, 2019.

Budget Impact: Funding in the amount of \$268,000.00 for this resolution is projected to be available in FY 2018-19.

Background: The M Network, Inc. (M Network) is a member of the existing three-year vendor pool approved by the board through resolution #2017-01 on October 19, 2016. M Network was initially selected in 2016 to provide these services because it is the only agency in the vendor pool that meets The Children's Trust's standards for creative advertising services in English and Spanish. Additionally, the agency offers competitive pricing and has overwhelming experience working on campaigns promoting foster care and adoption.

This agreement would represent M Network's third and final consecutive year providing such services to The Children's Trust during the current vendor pool term. In prior years, M Network has provided The Children's Trust with exemplary creative services in a consistently timely fashion, while gratuitously delivering additional services beyond its agreement scope. M Network has consistently created highly effective professional and award-winning ads that 1) promote the value of early childhood investments; 2) identify factors influencing grade-level reading; 3) promote enrollment in quality child care; 4) encourage adoption of children in foster care; and, 5) promote The Children's Trust's website, funded after-school and summer camp programs, Family Expo and more. This renewal is in accordance with the procurement policy, section 2005 Vendor Pools, indicating the renewal of vendor agreements is contingent upon satisfactory performance during the life of the vendor pool.

Description of Services: M Network will provide advertising services, including, but not limited to, writing; video and still photography; recording audio tracks; video and audio editing; animation and graphics creation; consulting with outside professionals to ensure maximum effectiveness in executing effective multilingual, multilayered advertising campaigns that include broadcast, print, outdoor and digital media; the production/event planning of up to two Miami Heart Gallery shoots per year; and, yearlong publicity efforts on behalf of our adoption initiative.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-I

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization for a procurement waiver from a formal competitive solicitation to expend monies paid to the Miami Herald Publishing Co. for The Children's Trust's advertisements related to funding announcements, activities, initiatives, events and programs, and 2019 Silver Knight sponsorship, in a total amount not to exceed \$100,000.00 for a term of 12 months commencing, October 1, 2018, and ending September 30, 2019.

Budget Impact: Funding in the amount of \$100,000.00 for this resolution is projected to be available in FY 2018-19.

Background: The Miami Herald Publishing Co. (Miami Herald) has published print and online advertisements for The Children's Trust since 2003. The Children's Trust wishes to continue its relationship with the Miami Herald. Additionally, it has proven to be a valuable and effective advertising partner that offers a significant return on The Children's Trust's actual dollar investment.

Request for Procurement Waiver (requires approval of a 2/3 vote of board members present): This resolution requests a procurement waiver from a formal competitive solicitation to expend monies to advertise The Children's Trust's funding announcements, activities, initiatives, events and programs, and participate as a 2019 Silver Knight sponsor, with the Miami Herald Publishing Co. A waiver is being sought because the use of a formal competitive process is impractical where the Miami Herald is the only major newspaper company in Miami-Dade County that publishes daily and in two languages.

Description of Services: The Children's Trust will publish advertisements in the Miami Herald's printed newspaper and on its website. The Miami Herald is the only major newspaper company in Miami-Dade County that publishes daily, always extends its nonprofit rate to The Children's Trust, and typically doubles The Children's Trust's investment in free added value through advertising campaign sponsorships. In light of the above, The Children's Trust selected the Miami Herald as its primary print advertisement vehicle.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA
BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-J

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to enter into a third and final-year agreement with Palley Promotes Inc., an agency selected from the 2016-2019 vendor pool for public relations services, in a total amount not to exceed \$36,000.00 for a term of 12 months commencing, October 1, 2018 and ending September 30, 2019.

Budget Impact: Funding in the amount of \$36,000.00 for this resolution is projected to be available in FY 2018-19.

Background: Palley Promotes Inc. (Palley) is a member of the existing three-year vendor pool approved by the board through resolution #2017-01 on October 19, 2016. Palley was selected to provide public relations services because it showed the most insightful understanding of The Children's Trust's expectations for the expressed scope of work and how to achieve it. Additionally, out of the four public relations agencies we have engaged from the vendor pool in the past two years, Palley has consistently been the most effective.

This agreement would represent Palley's third and final consecutive year providing such services to The Children's Trust during the current vendor pool term. Through Palley's efforts we have enjoyed a significant uptick of feature stories about The Children's Trust on broadcast news TV and print media, e.g., our twice monthly staff-bylined feature in the *Miami Herald* Neighbors section. This year, The Children's Trust expanded its services with Palley due to the consolidation of smaller public relations projects and Palley's successful track record with The Children's Trust. This renewal is in accordance with the procurement policy, section 2005 Vendor Pools, indicating the renewal of vendor agreements is contingent upon satisfactory performance during the life of the vendor pool.

Description of Services: Palley will: 1) continue building relationships with our staff and grantees to find hidden stories to promote The Children's Trust, through earned media on traditional and digital platforms, and negotiate editorial placement even when not directly tied to a specific event (as outlined in 3 and 4); 2) maintain previously negotiated free editorial placement agreements and arrange new placements, if any are cancelled; 3) seek media attention during seasonal periods such as the start of summer and back-to-school, our annual report release, funding announcements, Champions for Children and Young Talent Big Dreams; and, 4) leverage breaking news when it intersects with subject matter tied to our mission that creates opportunities for subject experts from among our service providers and staff.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: July 9, 2018

Resolution: 2018-K

Strategic Plan Priority Investment Area: Community Awareness and Advocacy/Public Policy & Community Engagement

Strategic Plan Headline Community Result(s): Public Awareness and Program Promotion

Recommended Action: Authorization to retroactively ratify the purchase agreement with Linda S. Weston dba Ahead Advertising Specialties to add \$2,100.00 to the \$50,000.00 that has already been allocated, for a new total amount not to exceed \$52,100.00 in FY 2017-18 for Trust-branded promotional items.

Budget Impact: Funding in the amount of \$2,100.00 for this resolution is allocated for FY 2017-18.

Background: On April 16, 2018 the board authorized The Children's Trust communications department to enter into a purchase agreement with Ahead Advertising Specialties for Trust-branded promotional items through resolution #2018-52. After the board approval, it was noted that an order of 350 clear book bags was made by the public policy and community engagement department for gun violence prevention efforts for students at Brownsville Middle School also utilizing Ahead Advertising Specialties. The purchase of the clear book bags resulted in expenditures with this vendor to exceed the \$50,000.00 approved by the board. Staff is requesting that through this resolution the board retroactively ratify the \$2,100.00 purchase agreement to include the expenditure made by the public policy and community engagement department.

Description of Services: This request, once approved, will cover the totality of expenditures to Linda S. Weston dba Ahead Advertising Specialties for Trust-funded promotional items for FY 2017-18.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. 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 9th day of July, 2018.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____