



Finance & Operations Committee Meeting

Thursday, July 6, 2017
The Children's Trust
3150 S.W. 3rd Avenue, 8th Floor
Training Room
9:30 a.m. – 11:00 a.m.

Board of Directors

Laurie Weiss Nuell
Chair
Lily de Moya
Vice Chair
Kenneth C. Hoffman
Treasurer
Claudia Grillo
Secretary

Daniel Bagner, Ph.D.
Miguel Balsera, Ph.D.
Rodester Brandon
Anthony Cammisia
Alberto M. Carvalho
Rep. Nicholas Duran
Dr. Antonia Eyssallenne
Gilda Ferradaz
Alvin Gainey
Karla Hernandez-Mats
Nelson Hincapie
Pamela Hollingsworth
Steve Hope
Esther Jacobo
Tiombe Bisa Kendrick-Dunn
Inson Kim
Marissa Leichter
Frank Manning
Susan Neimand, Ph.D.
Marta Pérez, Ph.D.
Judge Orlando Prescott
Hon. Isaac Salver
Com. Xavier L. Suarez
Mark Trowbridge
Karen Weller

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** Kenneth C. Hoffman
Chair
- 9:35 a.m. **Public comments**
- 9:45 a.m. **Approval of June 8, 2017 Finance & Operations Committee minutes summary (Addl. Items packet, Pg. 3)** Kenneth C. Hoffman
Chair
- 9:50 a.m. **Presentation of the 2017-18 preliminary budget** James R. Haj
President/CEO
William Kirtland
Chief Financial Officer
- 10:00 a.m. **Communications Presentation** Emily Cardenas
Director of Communications
- 10:15 a.m. **Resolutions** Kenneth C. Hoffman
Chair

Resolution 2017-A: Authorization to negotiate and execute a contract with Imaginart Media Productions, 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, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$156,215.00. (Pgs. 4-5)

Resolution 2017-B: Authorization to negotiate and execute a second year contract 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, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$163,785.00. (Pgs. 6-7)

Resolution 2017-C: Authorization to negotiate and execute a second year contract with Madison South, an agency selected from the 2016-2019 vendor pool for the purpose of graphic design services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00. (Pgs. 8-9)

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.

Resolution 2017-D: Authorization to negotiate and execute a second year contract with the M Network, 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, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$276,000.00. *(Pgs. 10-11)*

Resolution 2017-E: Authorization to negotiate and execute a second year contract with WOW Marketing, an agency selected from the 2016-2019 vendor pool for media buying services and market research, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$1,031,000.00, inclusive of \$842,350.00 to purchase media and \$188,650.00 in agency fees and market research. *(Pgs. 12-13)*

Resolution 2017-F: Authorization to expend monies to advertise The Children's Trust's funding announcements, activities, initiatives, events and programs with the Miami Herald Publishing Co., for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$90,000.00. *(Pgs. 14-15)*

Resolution 2017-G: Authorization to issue monthly payments pursuant to a service order agreement with Rex 3 to print and prepare for distribution The Children's Trust's trilingual monthly parenting newsletter, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$56,000.00. *(Pgs. 16-17)*

Resolution 2017-H: Authorization to issue payments pursuant to a service order agreement with Actors' Playhouse at the Miracle Theater Inc., for co-production and presenting sponsorship of the Young Talent Big Dreams talent search, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00. *(Pgs. 18-19)*

Resolution 2017-I: Authorization to negotiate and execute a contract with Branger_Briz for Phase III of The Children's Trust digital footprint redesign as well as hosting and maintaining services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in a total amount not to exceed \$162,200.00. *(Pgs. 20-21)*

Resolution 2017-J: Authorization to renew The Children's Trust data center services with Quality Investment Properties Miami, LLC (QTS) for a term of seven months, in a total amount not to exceed \$62,500.00, commencing August 1, 2017 and ending February 28, 2018. *(Pgs. 22-23)*

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

James R. Haj
President/CEO

- *CEO authorization for contracts under 25K*

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

Reminder:
Next Committee Meeting: Thursday, August 3, 2017

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.



Finance & Operations Committee Meeting Summary
June 8, 2017
9:39 – 10:30 a.m.

These actions were taken by the Finance & Operations Committee on June 8, 2017:

Motion to approve the May 4, 2017 Finance & Operations Committee meeting minutes was made by Hon. Isaac Salver and seconded by Nelson Hincapie. Motion passed unanimously, 3-0.

Resolution 2017-A: Motion to recommend the resolution to the Board of Directors on June 19, 2017 was made by Isaac Salver and seconded by Nelson Hincapie. Authorization to negotiate and execute a contract with Alborni Caballero & Fierman, LLP in a total amount not to exceed \$25,500.00, for a term of up to 12 months commencing August 1, 2017 and ending July 31, 2018. Motion passed unanimously, 3-0.

Resolution 2017-B: Motion to recommend the resolution to the Board of Directors on June 19, 2017 was made by Nelson Hincapie and seconded by Isaac Salver. Authorization to negotiate and execute a contract with Tribridge, for a term of 16 months commencing June 20, 2017 and ending September 30, 2018, to provide Infrastructure as a Service (IaaS) for The Children's Trust in a total amount not to exceed \$215,000.00. Motion passed unanimously, 3-0.

Meeting adjourned at 10:30 a.m.

The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-A

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

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

Recommended Action: Authorization to negotiate and execute a contract with Imaginart Media Productions, 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, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$156,215.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: Imaginart is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. After a competitive mini solicitation released on May 24, 2017, Imaginart was selected for this contract because it was the most qualified vendor. Specifically, it: 1) conducts outreach efforts in the Haitian community; 2) obtains optimal rates from the Haitian-Creole media whose audience we would like to access; and 3) is the only agency in the vendor pool able to provide English-Creole translation services.

This contract would be Imaginart's second year contract with The Trust during the current vendor pool term. In its first year with The Children's Trust, the Imaginart 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.

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 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 Boxes, 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 rents 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 Boxes has proven to be a highly visual and effective 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 _____ **this 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-B

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

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

Recommended Action: Authorization to negotiate and execute a second year contract 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, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$163,785.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: Armstrong Creative Consulting Inc., (Armstrong) is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. Armstrong was selected for this contract 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, based on a competitive mini solicitation released on May 24, 2017, it was determined that of the five media buying agencies in the vendor pool, 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 contract would be Armstrong's second year contract with The Children's Trust during the current vendor pool term. Armstrong has demonstrated a proven knowledge of African-American faith-based and grassroots community outreach, and has consistently delivered exemplary results. During FY 2016-17, Armstrong more than doubled The Trust's media investment through steep unit cost discounts and other added value.

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 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 _____ **this 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-C

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

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

Recommended Action: Authorization to negotiate and execute a second year contract with Madison South, an agency selected from the 2016-2019 vendor pool for the purpose of graphic design services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: Madison South is a member of the existing three-year vendor pool authorized by the board in Resolution #2017-01 on October 19, 2016. The vendor pool included six graphic design firms, three of which responded to a mini solicitation that was issued on May 24, 2017. Madison South proposed the lowest prices and was selected for this contract.

This contract would be Madison South's second year contract 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.

Description of Services: Madison South 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 the 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 _____ **this 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-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 negotiate and execute a second year contract with the M Network, 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, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$276,000.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: The M Network is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. On May 24, 2017, The Children's Trust released a mini solicitation of public relations vendors. M Network was selected for this contract because it was the only agency in the vendor pool that met The Children's Trust's standards for creative advertising services in English and Spanish. Additionally, the agency offered competitive pricing and has overwhelming experience working on promotional campaigns within the foster care/adoption system. Further, its experience providing publicity services to an *American Idol* finalist from Miami makes M Network uniquely qualified to publicize our Young Talent Big Dreams talent search.

This contract would be M Network's second year contract with The Children's Trust during the current vendor pool term. M Network has provided The Children's Trust with exemplary creative services in a consistently timely fashion, while gratuitously delivering additional services beyond its contract scope. New public relations services in support of the Miami Heart Gallery begun by M Network during the current 2016-17 fiscal year have proven to be highly effective, resulting in the single greatest spike in visits to the Miami Heart Gallery website in 2016. 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, the Family Expo and more.

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 two Miami Heart Gallery shoots per year; and yearlong publicity efforts on behalf of our adoption initiative and Young Talent Big Dreams competition outcomes.

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 _____ **this 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-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 negotiate and execute a second year contract with WOW Marketing, an agency selected from the 2016-2019 vendor pool for media buying services and market research, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$1,031,000.00, inclusive of \$842,350.00 to purchase media and \$188,650.00 in agency fees and market research.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: Wow Marketing (Wow) is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. Wow was selected for this contract after a competitive mini solicitation released on May 24, 2017, determined that, because Wow buys more local media than almost any other agency in Miami-Dade County, Wow is able to demand better bulk rates and quality added value from major general market media than virtually any other company.

This contract would be Wow Marketing's second year contract with The Children's Trust during the current vendor pool term. This year, Wow Marketing leveraged The Children's Trust's television and outdoor media investments by an average of 125 percent, a result The Children's Trust has never before seen in our history of buying media. Wow's media buying prowess was recognized by the Black Owned Media Association, when it named Wow Marketing 2016 Advertising Agency of the Year. In addition, Wow Marketing's digital team can be credited with a marked increase in our Facebook "likes" - +6,848 as compared to +1,302 as a result of internal efforts, October 1, 2016 through May 31, 2017.

Description of Services: Wow Marketing 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 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-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 expend monies to advertise The Children's Trust's funding announcements, activities, initiatives, events and programs with the Miami Herald Publishing Co., for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$90,000.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

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

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 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-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 issue monthly payments pursuant to a service order agreement with Rex 3 to print and prepare for distribution The Children's Trust's trilingual monthly parenting newsletter, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$56,000.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: The printing and distribution of The Children's Trust's monthly parenting newsletter is a detail-driven, precisely timed project. It involves production and delivery of the newsletter to nearly 100 different locations, reaching more than 25,000 readers. In response to a competitive solicitation released on September 12, 2016, three qualified vendors provided similar quotes. Rex 3 was selected for this contract because of its experience in consistently and reliably fulfilling complex print work. Specifically, The Children's Trust regularly uses Rex 3 for print services; it has always performed with excellence and provides timely, reliable and professional service. Print Dynamics and Print Farm, the other competing vendors, were unable to provide appropriate documentation demonstrating their ability to complete this work on a monthly basis while adhering to the standards we require, i.e., Print Dynamics and Print Farm failed to provide samples and references for past print work and delivery produced and executed on a similar level.

Description of Services: Rex 3 will be responsible for printing, sorting, boxing, labeling and prepping for delivery of The Children's Trust monthly parenting newsletter, a trilingual publication (English, Spanish and Creole), distributed to nearly 100 locations throughout Miami-Dade County, including after-school programs, child care centers, faith-based institutions and others.

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 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-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 issue payments pursuant to a service order agreement with Actors' Playhouse at the Miracle Theater Inc., for co-production and presenting sponsorship of the Young Talent Big Dreams talent search, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: The Children's Trust Young Talent Big Dreams is an annual countywide performing arts competition, now entering its eighth year. It is open to children and youth ages 8-17 residing in Miami-Dade County. Actors' Playhouse is a 501 (c)(3) entity that operates a theater and has nearly 30 years' experience operating programs for children and youth. Our financial contribution to this annual event results in our having presenting sponsorship, which results in The Children's Trust and Actors' Playhouse jointly branding the competition together from a visual standpoint. It also makes us co-producers, which involves Trust staff in discussions around audition location selection, prizes, judges, media, competition rules, etc. Actor's Playhouse has attracted more than 500 children and youth to register for Young Talent Big Dreams auditions in each of the past seven years. Actors' Playhouse successfully achieved this past year's goals of increasing participation in the spoken word and dance categories, as well as attracting more ethnically and racially diverse contestants with greater talent from throughout the community. Additionally, many of the youth who have been involved in Young Talent Big Dreams have subsequently participated in other live and televised performances and pursued careers in the performing arts.

Description of Services: Actors' Playhouse closely collaborates with The Children's Trust for the purpose of planning, developing and executing all aspects of the Young Talent Big Dreams talent search. Participants compete in music, dance, voice, original composition and spoken word. The competition consists of seven auditions, which are held throughout Miami-Dade County, and semifinal and final competitions. Actor's Playhouse manages coordination of the competition's many moving parts, which include: 1) securing audition venues, either at a reduced cost or free; 2) overseeing all audition sessions; 3) recruiting dozens of volunteer professional judges; 4) producing the semifinal and final shows; 5) soliciting and securing the donation of masterclasses and other prizes for participants; and 6) promoting auditions and, the semifinal and final shows.

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 _____ **this 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-I

Strategic Plan Priority Investment Area: Public awareness & program promotion, program evaluation & community research, and Information Technology

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

Recommended Action: Authorization to negotiate and execute a second year contract with Branger_Briz for Phase III of The Children's Trust digital footprint redesign as well as hosting and maintaining services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in a total amount not to exceed \$162,200.00.

Budget Impact: Funding for this resolution is allocated for FY 2017-18.

Background: The Children's Trust released a request for qualifications (RFQ), #2017-05, on November 21, 2016. Of the six applicants who responded to the RFQ, Branger_Briz was selected for this contract, which initially commenced on March 1, 2017, ending September 30, 2017. Branger_Briz is recommended for a contract renewal because of its efficiency, professionalism and talent in executing Phases I and II of The Children Trust's digital footprint redesign with excellence.

The company is currently on target to complete Phases I and II of the digital footprint redesign before September 30, 2017, which include making thechildrenstrust.org mobile friendly in multiple languages; integrating our primary websites with social media platforms currently used by our target audiences; upgrading and improving functionality for grant-making and solicitations pages, the searchable program directory, Read to Learn Book Club registration, community calendar and interactive pages of interest to the general public; and developing companion staff and provider portals.

Description of Services: This contract will allow Branger_Briz the opportunity to create mobile-friendly digital solutions that easily integrate the various platforms used by The Children's Trust. This third phase of the digital footprint redesign will include, but not be limited to, the following:

- **Upgrading the features and functionality of the Miami Heart Gallery site** to make www.miamiheartgallery.org mobile friendly and able to easily integrate with social media platforms currently used by our target audiences. Upgrades will improve functionality to increase usage of the website with the goal of getting more children in the foster care system adopted, in a shorter amount of time.
- **Developing new and more advanced applications** to (1) help parents better access programs and information from wherever they are through their mobile

devices; register their children into programs directly through the app; calendar events; connect through social media; permit The Children’s Trust to push messages, notifications and information to those who have downloaded the app for direct two-way communication with end users of programs and services; and build our database of subscribers, and, (2) make providers more aware of and provide better access to grant opportunities, professional trainings, provider-targeted community events (such as professional conferences, workshops and symposiums) and career opportunities from wherever they are through their mobile devices; register for trainings directly through the app; calendar events; connect through social media; and permit The Children’s Trust to push messages, notifications and information to those who have downloaded the app for direct two-way communication.

- **Continued enhancements to Phases I and II, as more fully described above**
- **Hosting and maintenance of the digital product Branger_Briz has developed/is developing for The Children’s Trust digital footprint redesign.**

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 _____ **this 10th day of July, 2017.**

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 10, 2017

Resolution: 2017-J

Strategic Plan Priority Investment Area: Information Technology

Strategic Plan Headline Community Result(s): Improve staff's ability to complete their work efficiently and to support business continuity.

Recommended Action: Authorization to renew The Children's Trust data center services with Quality Investment Properties Miami, LLC (QTS) for a term of seven months, commencing August 1, 2017 and ending February 28, 2018 in a total amount not to exceed \$62,500.00.

Budget Impact: Funding for this resolution is allocated for FY 2016-17 with a projected availability in FY 2017-18.

Description of services: The Children's Trust houses the majority of its mission critical IT infrastructure and systems at Quality Investment Properties Miami, LLC (QTS). QTS provides: cabinet space to host The Trust's mission critical servers; uninterruptible power; high performance primary storage; data backup services; and high speed internet connectivity. QTS is located in a category five hurricane resistant building designed to withstand flood damage and winds up to 185 MPH.

The requested renewal period of seven months will provide The Children's Trust with continued and concurrent use of QTS's services as it migrates to the new Infrastructure as a Service (IaaS) solution. The IaaS has a deployment date of October 2017. However, it is best practice to keep the current infrastructure available for a few months in the event there is an issue with the new environment.

Background: The Children's Trust has hosted its mission critical servers in a dedicated data center cabinet at QTS since 2010, with no major issues or outages.

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 10th day of July, 2017.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____