



Finance & Operations Committee Meeting Transcript

June 4, 2020

1 THE CHILDREN'S TRUST
2 FINANCE & OPERATIONS COMMITTEE MEETING

3 "VIRTUAL MEETING VIA ZOOM WEBINAR"
4

5 The Children's Trust Finance & Operations
6 Committee Meeting was held on June 4, 2020,
7 commencing at 9:30 a.m., in teleconference via Zoom
8 Webinar. The meeting was called to order by Steve
9 Hope, Chair.

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11 COMMITTEE MEMBERS:

12 Steve Hope, Chair

13 Mark Trowbridge, Vice-Chair

14 Matthew Arsenault

15 Constance Collins

16 Rep. Juan Fernandez-Barquin

17 Gilda Ferradaz

18 Nelson Hincapie

19 Javier Reyes

20 STAFF:

21 Shanika Graves

22 Leigh Kobrinski

23 Carol Brogan

24 Dane Minott

25 Donovan Lee-Sin

- 1 Imran Ali
- 2 James Haj
- 3 Joanna Revelo
- 4 Juana Leon
- 5 Juliette Fabien
- 6 Lissane Gage
- 7 Lori (Katherine) Hanson
- 8 Maria-Paula Garcia
- 9 Muriel Jeanty
- 10 Sheryl Borg
- 11 Stephanie Sylvestre
- 12 Vivianne Bohorques
- 13 Wendy Duncombe
- 14 William Kirtland
- 15 Ximena Nunez
- 16 GUESTS:
- 17 Claudia Saraba, WOW MKTG
- 18 Jose Dans, WOW MKTG
- 19 Da-Venya Armstrong, Armstrong Creative Consulting
- 20 Harvey Rodriguez, ACentral
- 21 Blanca Camacho, ACentral
- 22 Natalia Cap, Miami Dade Family Learning Partnership
- 23 Lisa Blair, Miami Dade Family Learning Partnership
- 24 Sandra West, MD County PTA/PTSA
- 25

1 PROCEEDINGS

2 (Recording of the meeting began at 9:30 a.m.)

3 MR. HOPE: It's 9:30. I hope each and everyone
4 in the economy is doing well. Welcome to the Finance
5 Committee meeting for the month of June and we have a
6 few resolutions. Hopefully we can get to that
7 quickly today. Any public comments?

8 MS. JEANTY: I don't have any public comments,
9 Steve.

10 MR. HOPE: Okay. Approval of the minutes. I
11 hope you had an opportunity to review the Finance and
12 Operation Committee minutes. If there are no
13 changes, can I have a motion?

14 MS. FERRADAZ: I'll make a motion to approve,
15 Ferradaz.

16 MR. HOPE: Can I have a second, please?

17 MR. ARSENAULT: Second, Arsenault.

18 MR. HOPE: All in favor?

19 ALL: Aye.

20 MR. HOPE: So I had the opportunity to discuss
21 with Bill and Imran the preliminary budget for 2020/
22 2021, and I will turn over to Jim to provide a quick
23 overview on the preliminary budget. Mr. Haj, good
24 morning, sir. The floor is yours.

25 MR. HAJ: Good morning. Thank you, Steve. So

1 in front of you, and I think we're in a popup.
2 Vivianne, do you want to pop up the Attachment A or
3 -- well, keep the proposed highlights. Let's do
4 these first.

5 So you're going to see a budget in front of you
6 and these are the proposed highlights. Since the
7 beginning of the funding cycle, effective October
8 2018, the trust has had an additional \$35.1 million
9 annually and 162 million over the five year cycle in
10 additional funds earmarked for the program services
11 for fiscal years 19 through 23.

12 The five year commitment continues to emphasize
13 the importance of program spending. It provides
14 critical services for children and families in our
15 community.

16 So for this year, 2021 in the following
17 initiatives, this is where we added the additional
18 money. 1.2 million in parenting, 4,200,000 in early
19 childhood, 300 in health and wellness and 300,000 in
20 family neighborhood supports, and the total budget of
21 programming spending for the trust for this upcoming
22 year is 157,554,000.

23 So, the TRIM revenues and millage, the Miami-
24 Dade property appraiser, we just received the
25 estimated tax roll for June of 324,982,000,000 and

1 what we are proposing for the millage rate this year
2 is a rollback rate of .4478.

3 And for those of you, just to remind those who
4 have been here and everyone new who are listening, if
5 a local government adopts a rollback rate, the
6 government is not increasing taxes.

7 The trust will not be increasing taxes even if
8 the rate itself increases. That's because the
9 rollback rate calculates textbook property values in
10 relation to the total revenue they generate for
11 government.

12 If the tax rate generates the same total revenue
13 one year as it did in the previous year, then the
14 rollback rate has been applied.

15 Total TRIM revenues is \$138,000,000, and the
16 proposed millage rates will yield ad valorem revenues
17 that will continue to rely on its fund balance.

18 So when we put out through this five year cycle,
19 we put out more money than we are taking -- than
20 we're generating and that was intentional to reduce
21 the fund balance, and we've been doing that with the
22 finance committee last year, year and a half.

23 We've been looking at the five year drawdown
24 strategy. So we knew that going into a five year
25 cycle that we're going to put additional money,

1 relying on the fund balance, to drive it down
2 throughout the five year cycle.

3 We're pleased to talk about the effect -- the
4 efficiency of administrative and cost management
5 practices, the 20-21 budget reflects G&A expenses of
6 6.23 percent. This is an all-time low and reflects a
7 decrease from last year.

8 In the trust's history, this is our lowest
9 management expense ratio, and our largest budget
10 investment in program services. So Steve, that is
11 the highlights and Vivianne, if you can pull up
12 Attachment A.

13 So what Vivianne's going to be popping up here
14 in a moment is what we refer to as Attachment A, and
15 those of you who have been doing TRIM with us for the
16 last couple years, it's going to be three pages.

17 Attachment A is the one that highlights our
18 budget for next year and this will get publicized as
19 is in the Herald. Once the board in July approves a
20 budget and a millage rate, this will be advertised
21 prior to TRIM.

22 The second page will be the fund balance, and
23 the third page is of course, strategies which
24 delineate where the spending is occurring.

25 MR. ARSENAULT: Is there something else that

1 should be presented now? We still see the slide?

2 MR. HAJ: Yeah, we're trying to get there.

3 MS. Okay.

4 MR. HOPE: And Jim, just a quick question while
5 you are looking to put up the slide. Now, we had
6 taken a look on Tuesday at the fund balance drawdown
7 strategy update, and that had shown expected property
8 value of 323,837 with an assumed millage rate of .48.

9 So with this drop in millage rate, would that
10 have -- what's the impact it's going to have on the
11 projections moving forward?

12 MR. HAJ: Bill can talk directly to it. I don't
13 think it'll be an impact. We were anticipating
14 projecting what we were going to receive from the
15 property appraiser on June when it came.

16 We adjusted, and again, in July is going to be
17 the final and we're going to have to adjust once
18 again. Bill, do you want to add to that?

19 MR. KIRTLAND: Yes. Everything's been brought
20 up in perfect sequence thus far. It's a great
21 question that you had, Steve.

22 Essentially for me, and I don't know if I'm
23 speaking, you know, out of turn, but you know, I feel
24 like as far as the -- this committee is concerned, we
25 do a lot of great legwork, you know, in the month

1 before discussing our long term strategy.

2 Of course, baked within that strategy is this
3 one year budget that we're proposing here today. So
4 what you're seeing is not really any deviation from
5 strategy or any significant change from what you saw
6 a month ago. If you paid any special attention just
7 to the one year outlook.

8 So yet again, the county estimates that we
9 primarily rely upon our communications with, their
10 budgeting office, prior to receiving any information
11 from the county appraiser's office, as far as their
12 official estimates for the upcoming years, continued
13 to be quite reliable.

14 Again, I think that they'll have some issues
15 maybe coming -- in the coming years, if what we're
16 going through right now has any long term sustained
17 effect on property values. But essentially, the
18 overall assessment that they provided to us was only
19 -- now, this number sounds large but it was
20 \$600,000,000 less than what we originally projected.

21 But as far as a percentage variance, that was a
22 little less than a .2 percent change from what we
23 originally estimated. So that's why there's very
24 little change in effective of our millage rate.

25 Essentially, that was slightly that than what we

1 thought that the overall property values would be.

2 So that's why it drives up our rollback rate from

3 .4470 to .4478.

4 So again, the overall projection was very

5 minimally affected by the final number that they get

6 -- or the June assessment number that they gave to us

7 again in July, and will give us one more updated

8 assessment and a final assessment value of the Miami-

9 Dade County property that will yet again potentially

10 have to update our forecast and maybe even the

11 millage rate.

12 But the overall strategy will remain the same

13 based on what we've learned, is that we will

14 recommend adopting the rollback rate so we continue

15 -- can continue to make strides in our effort to

16 utilize our fund balance.

17 Which again, as we discussed last month, there

18 were some -- there is some -- there's still a gap

19 that we want to make up in our one year per -- in our

20 first year performance of the five year plan where we

21 didn't quite spend as much of our fund balance as we

22 originally had projected.

23 And we're seeing improvement in that spend rate

24 this year and that might be jumping ahead again, but

25 when we look at the monthly financial statements this

1 month, or I should say the month of April -- yes, the
2 month of April, we don't quite have May prepared yet,
3 we saw a change in our expenditures. The
4 programmatic expenditure -- expenditures of about
5 \$11,000,000.

6 Before that, our three month moving average was
7 about nine and a half million dollars per month. So
8 we're still seeing our providers despite, you know,
9 some of the challenges they've been, you know,
10 they've incurred with, again with their COVID-19
11 program response.

12 They're still -- we're still receiving invoices,
13 we're still having, you know, a healthy amount of
14 expenditures billed to the trust. So the outlook
15 looks good as far as the plan to draw down the fund
16 balance and our overall strategy remains the same.

17 MR. HOPE: Thank you sure.

18 MR. HAJ: No problem.

19 MR. HINCAPIE: All right. So I have a question.

20 Mr. Chair.

21 MR. HOPE: Yes, sir.

22 MR. HINCAPIE: Bill, do you anticipate when the
23 county will have a better idea of the long term
24 impacts that everything that's going on will have on
25 the property values? And if there is a negative

1 impact, how will we address that and will it be
2 before the -- before we set the millage?

3 MR. KIRTLAND: My estimate would be by the time
4 we reach September, and we're voting on millage for
5 the TRIM procedures, that we probably won't have that
6 much more updated information on the long-term effect
7 of property values in the county.

8 Maybe a -- just as we turn over the new calendar
9 year, maybe at the beginning of 2021, we'll start
10 getting some, you know, early information about what
11 the property appraiser's office might be estimating
12 as far as any decrease in value for the year. Again,
13 they run the tax roll each year as of the end of each
14 calendar year.

15 So the reason we're not seeing much change in
16 our -- in what we're -- the property -- the assessed
17 property values now is because those values were run
18 as of January 1st, 2020, before any of this occurred.

19 So potentially maybe early next year we'll start
20 to hear something. Maybe it could even be longer
21 than that. I wouldn't imagine by the time we get to
22 September that anything much would change.

23 And your -- I think your second part of your
24 question was in what -- how would we respond if those
25 values -- if any information started coming out if we

1 needed to respond with how or how we will respond if
2 the Miami-Dade County property values begin to drop.

3 Again, we're in a very flexible position right
4 now as far as what we can do with the millage rate --
5 we -- in the remaining three years that we had the
6 budget. Right now our plan is to recommend adopting
7 the rollback rates here, those three years, but with
8 only one year when we requested (inaudible) 12:28:8.

9 So, we have flexibility within that plan, if
10 revenues become a little bit more scarce than we
11 estimated, that we can adjust that millage rate but
12 still allow us to bring in the revenues that we've
13 projected even if the property values were to
14 decrease.

15 If we were implementing a plan where we were
16 fully capped at using our half millage rate and we
17 were relying on those revenues every year to be drawn
18 from the half millage rate and the property values
19 were to decline, then we wouldn't have anywhere or
20 anything to adjust to make sure that we bring in
21 revenues that are needed.

22 So operating with below the half millage rate,
23 you know, in this instance, maybe has its benefit
24 that we can still adjust that rate to bring in the
25 revenues needed. But that's also a byproduct of

1 having a healthy fund balance which we are currently
2 operating within.

3 MR. HOFFMAN: Mr. Hope, if I may, and now you've
4 been on the committee for quite a while so I know
5 you've been involved as we were starting to look at
6 the fund balance and the drawdown.

7 I think the good news is that because we looked
8 at this from a perspective of access resources years
9 ago, we still as Phil said, have room in the fund
10 balance to draw down more than necessary if our
11 expenses actually exceed the cash revenue we get.

12 When Bill started looking directly at the county
13 and taught and conferring with them and looking at
14 their forecast, I think about three or four years
15 ago, what we did find is that in the recession of
16 starting in 2008, that first there was a lag in
17 property value decline, but it was relatively short
18 term.

19 Now certainly, what I think marks a period where
20 now is a lot of uncertainty. And I think that to me
21 that the bigger question is not where property values
22 will go, but in the near term where collectability
23 will go for in terms of commercial real estate as
24 well as residential.

25 So I do think that we're very fortunate that

1 we're in business position where we have a -- an
2 overly healthy fund balance still to be able to cover
3 any shortfall, and I do think it's important to
4 understand that where this will impact us most.

5 I think it is in planning for the next cycle
6 because initially as I think Jim and Bill have said
7 that in our -- in the current cycle we were able to
8 put over \$25,000,000 more onto the street by using a
9 combination of the tax millage rate as well as the
10 fund balance.

11 We may be limited in our ability to increase the
12 amount of funding on the street and keep everything
13 in balance but I think that at least as in the near
14 term, what I mean near term, next two or three years.

15 We've got the flexibility within our resources
16 and within that -- what tax receipts we should get to
17 be able to sustain the services that we've, you know,
18 put out in the community to date.

19 MR. HOPE: Thank you. Any additional comments?
20 Questions? Okay. Still, I think the chair and other
21 board committee members sort of reiterate some of the
22 views in that the reduction in the millage rate, I
23 think demonstrates in our part of fiduciary
24 responsibility in terms of recognizing the economic
25 environment in which we operate right now, while at

1 the same time with our ability to leverage our
2 reserves to meet any shortfall for the upcoming
3 fiscal year.

4 With that being said, I will move on now to the
5 resolutions and the first --

6 MR. HINCAPIE: Mr. Chairman?

7 MR. HOPE: -- again -- yes, sir.

8 MR. HINCAPIE: I'm sorry. I just -- in the
9 comments that Ken made, I just want to make sure I
10 understand, and I'm sorry that I'm so slow, but when
11 -- Ken, when you mentioned that there may be an issue
12 with collectability in terms of commercial real
13 estate.

14 What means is that the county may not be able to
15 collect on the taxes owed by commercial real estate
16 property, and therefore, if they're not able to
17 collect then we may have issues getting the money
18 from the county?

19 MR. HOFFMAN: Well, again, I'm -- that's pure
20 speculation.

21 MR. HINCAPIE: Right, but --

22 MR. HOFFMAN: Because I think we're in a very
23 uncertain time. I was -- what I was suggesting is
24 that the effect in the prior recession was a medium
25 term effect and mitigated relatively quickly with

1 property rates -- property's value starting to rise
2 again, and within a two year period, I believe.

3 And I was just suggesting, and again, this I
4 think, this is my own speculation, that the
5 additional factor we could see here is obviously the
6 economy's hurting, and so that our collection cycle
7 for taxes could be a longer cycle. We may not
8 collect as much as quickly.

9 I don't think that if Bill were to confer with
10 the county, I don't think they're looking at a
11 material increase of ultimately uncollectible taxes,
12 but maybe more difficulty and maybe a slower
13 collection cycle.

14 MR. KIRTLAND: You're right, Ken. And I just
15 wanted to say I think with the, you know, -- I've
16 spoken with the CFOs of the Broward in West Palm
17 Beach.

18 We did a little bit of historical analysis on
19 what collectability looked like back in 2008, 2009
20 after, you know, our mortgage crisis because we were
21 asking ourselves this question, and where
22 collectability -- I think as Ken put it, well, might
23 be affected about in terms of late -- later payments
24 made is.

25 There wasn't really a substantial loss of

1 revenue due to collectability issues. There might
2 have been changes and how -- when it was received to
3 the organization, maybe an immaterial, uncollectible
4 amount but it -- I don't think collectability is
5 affected -- affects our revenues in a material manner
6 where we couldn't respond to supporting our programs
7 if there were any issues in collection.

8 Remember, we're still managing our fund balance
9 not from the end approach where we're bringing it
10 down to a razor thin margin. We're still going to be
11 operating within you know, our GFOA recommended, you
12 know, fund balance reserve.

13 So that's exactly why we're bringing down the
14 balance to roughly \$30,000,000 is to still be able to
15 sustain any, you know, emergency situations like this
16 because our cash flow is very predictable.

17 Our program expenditures are somewhat linear
18 throughout the year. So we still think we're
19 bringing down -- our fund down, so what we could
20 justify to the public is a responsible balance.

21 But yet, if in a year or something like that
22 were it to occur or there's a collection issue and
23 there's a small variance and the funds that we need,
24 we still have a balance there to help accommodate
25 those situations.

1 MR. HOFFMAN: And if I may, I believe, Bill, you
2 can confirm this that the recommended fund balance
3 that we would be targeting if we were if we were at
4 the -- just the exact level would be six or
5 \$7,000,000 less than where we're seeing on again on
6 this projection for the current year. Is that
7 accurate, Bill?

8 MR. KIRTLAND: Let me confirm that but right, I
9 think we need to make that -- yeah, we -- it looks
10 like we would finish in our current projection.

11 We think maybe at the end of the year 2021, you
12 know, we're actually hoping to be right about where
13 we want to be with the fund balance at the end of our
14 current year that we're in where we would still maybe
15 -- it'd be about \$10,000,000 off of where we want to
16 be in our fund balance.

17 MR. HAJ: Steve, if I may go through these three
18 slides for a moment.

19 MR. HOPE: Yes. Fine, yes.

20 MR. HAJ: Okay. So, just for the committee's --
21 just a reminder. We're going to -- reviewing this
22 today it's coming back to you in July with any
23 recommendations that this committee may have.

24 In -- today, there will be no vote. This is
25 just discussion. In July there will need to be a

1 vote by the committee and then it goes to full board
2 for approval and then this attachment we're looking
3 at, this will get advertised whatever the board
4 approves in terms of millage rate and budget.

5 So what you're looking at, there's three tabs to
6 this. The page you're looking at right now is
7 Attachment A, and this includes the budget
8 information that will be disclosed and advertised to
9 the public. It also captures the expected revenues,
10 expenses, and fund balance for the fiscal year.

11 So this is a quick snapshot. I know Vivianne
12 kind of scrolled up and down. I just want to go
13 through the three slides and just kind of open up for
14 any questions. Vivianne, can you go to the second
15 slide; the fund balance?

16 So, this the fund balance. I mean, we've been
17 talking about this for the last year and a half, but
18 this is also part of the package and this will
19 describe the fund balance and the proposed millage
20 you see at the top; the projected and the budgeted.

21 And then the very last slide pretty much just
22 breaks down the budget which you saw in Attachment A
23 in a more detailed version, like, sustain and direct
24 services.

25 These are our parent -- these are by our

1 different initiatives, community awareness, program
2 professional development, and then the admin costs
3 which is personnel.

4 And then the non-operating -- well, admins more
5 than personnel but the non-operating costs is our
6 CRA's, the tax collector and a property appraiser
7 which we have no control over.

8 So those are the three that you'll be -- that'll
9 come before you that you'll see today that you'll see
10 again in July that we'll vote on for July board.

11 And that will come back to you at the -- both
12 TRIM meetings which are scheduled for September 14th
13 and September 21st, and that's tentative. We need to
14 get final confirmation on that.

15 So any questions on these three or anybody would
16 like to take a deeper dive into this now?

17 MS. COLLINS: I have a question. If I may?

18 MR. HOPE: Yes, ma'am?

19 MS. COLLINS: Yes, so maybe Bill can answer
20 this. How is the recommended fund balance
21 determined?

22 MR. KIRTLAND: Yeah, I think I just briefly
23 mentioned how we (inaudible) 24:13:7, something that
24 we can (inaudible) 24:13.8 for really a couple of
25 years now.

1 In government accounting, essentially, you know,
2 we look to our best practices, you know, we have
3 required accounting procedures, and there's also
4 recommended best practices.

5 There's a government Finance Officers
6 Association that has written up, you know, a number
7 of best practices and they recommend that any
8 operating municipality or, you know, a special
9 district like ourselves operate with like a two month
10 balance, a two month reserve.

11 So essentially looking at our committed annual
12 expenditures which is now just over I think
13 \$170,000,000 with the budget that we're proposing. A
14 two month reserve balance to that amount would
15 roughly equate to about \$30,000,000 which is what
16 we're shooting for.

17 MS. COLLINS: I see. Okay, thank you. That's
18 very helpful. I just want to add that I think the
19 level of excellent stewardship and prudence that
20 these financials and budget suggests is really
21 admirable.

22 And I just want to say that I think trust is
23 doing an incredible job as we face these very
24 difficult times, and we don't know what the future
25 looks like. It's a comfort to know that we are well

1 situated for the future.

2 MR. HAJ: Constance, thank you. Just one more
3 point that always usually comes up is what is the
4 cost for the average household in Miami? And right
5 now at the rollback rate, assuming that the taxable
6 valuable is reasonably compared to last year, it is
7 \$45.77 would be the average cost to homeowner.

8 MR. HOPE: Thank you. Any other comments,
9 question? Okay.

10 MR. HINCAPIE: Mr. Chairman?

11 MR. HOPE: Yes, sir. Go ahead.

12 MR. HINCAPIE: I couldn't agree more what
13 Constance just said, and I really commend you, Jim
14 and Bill and all of the staff for really guiding us
15 through these difficult times.

16 Now you know, looking at the big picture, you
17 know, it's great that we will be able or we have more
18 than two months reserve, you know, if anything were
19 to happen. But what I see is that we really have a
20 three year window to be loving, compassionate,
21 caring, understanding, and give the children in our
22 community what they need.

23 So I hope that as we look forward and as, you
24 know, there's so much uncertainty about what's
25 coming, that we really aggressively look at where

1 transformations are occurring in human beings' lives,
2 where cycles of abuse, intergenerational cycles are
3 broken, and that we look at all of those things and
4 all of the programs.

5 And again, it's because we've had the leadership
6 that we've had that we've been able to stay on track
7 and really fulfill our commitment and have, you know,
8 all children be our children. Thank you.

9 MR. HOPE: Thanks again. And just to add
10 finally on this subject, is that one thing that we
11 need to recognize that in times of economic
12 uncertainty, budgets are not static but sometimes
13 fluid.

14 And what I mean by that is that as a committee
15 and as a board we will have to recognize that if this
16 economic crisis continues, the demand and the needs
17 of the community will increase.

18 And while the Children's Trust should not be the
19 only source of funding in the community, at least we
20 will have to also recognize that you may be called
21 upon to provide additional services and support to
22 those members of our community; particularly those in
23 the low income level who are going to be hit the
24 hardest. So, just something to keep in mind as we
25 look to the future.

1 Moving on to Resolution 2028. Authorization to
2 review services and execute related agreement with
3 multiple IP vendors in a total amount not to exceed
4 \$1,921,001 for a term of 12 to 14 months with two
5 agreements commencing on August 1,2020 and all others
6 commencing on August -- I'm sorry on October 1,2020
7 and ending September 30th, 2021 and request a waiver
8 of the procurement policy.

9 And just before I open it to the floor, I just
10 want to just provide some introduction to this
11 resolution. So we know that technology plays a
12 central role in helping organizations such as the
13 trust respond in an agile manner to a lot of the
14 environmental changes we see caused by COVID-19, and
15 the staff must be commended for its proactive
16 approach in embracing and leveraging technology. And
17 as a result of that, it has made the agency response
18 one that is not reactive.

19 So according to an article that was produced by
20 Deloitte each year, Deloitte takes a look, the
21 accounting firm, at what technology costs is as a
22 percentage of overall organizational budget.

23 An IT budget as a percentage of revenue
24 according to Deloitte's report ranges between eight
25 percent in the banking and security sector for less

1 than two percent In construction and manufacturing,
2 and the average expenditure on technologies about
3 3.64 percent for all industries.

4 The report also states that education and not
5 for profit organization is at 4.54 percent. The
6 trust technology request of 1.9 as a percentage of
7 the budget is approximately 1.2 percent.

8 So it is -- while the number may look large it
9 is way under what the industry benchmarks look like.
10 So with that being said I would ask for a motion,
11 please.

12 MR. TROWBRIDGE: I move it, Trowbridge.

13 MR. HOPE: Can I get a second?

14 MR. HINCAPIE: Second, Hincapie.

15 MR. HOPE: Any recusals from this discussion?

16 If none, I will open the floor for discussion.

17 Committee members?

18 MR. HAJ: Steve, may I bring a comment, please?

19 MR. HOPE: Yes, sir.

20 MR. HAJ: All right. You know, it's hard to
21 quantify the efficiency sometimes the -- our I -- the
22 leadership of this board and what you have allowed us
23 to do last four years and where it has put us.

24 But there are two -- there are two items on this
25 specific reso that I can't quantify kind of easily.

1 The MergelT reso, we had -- we had a contract for the
2 tiered payments of support to our Thrive by Five, the
3 early childhood scholarships and tiered payments with
4 ELC.

5 Because of our efficiencies we're allowed to
6 bring the tiered payments back in house which
7 amounted for us \$800,000 in savings. Not necessarily
8 saving, just \$800,000 annually that can be put back
9 out to children through our early education
10 initiatives.

11 The second cost savings was with the
12 Healthmaster when we put that back out to bid and we
13 were -- we are now have a \$300,000 reduction
14 annually in the Healthmaster.

15 So just between those two IT functions, we saved
16 \$1.1 million dollars, and saving again is the wrong
17 word. We were able to redistribute that \$1.1 million
18 dollars to support Children and Families. So I just
19 wanted to point that out.

20 MR. HOPE: Thank you, sir. And also, I would
21 add, if you look on page, I think four to six has a
22 detail as to what this 1.9 represents. So I will
23 open the floor to committee members who may wish to
24 comment or have any questions.

25 MS. FERRADAZ: Oh, yes. Steve, I've got a

1 question. It says we're waiving their procurement
2 requirement. I just wanted to know why that was.

3 MR. HOPE: Okay.

4 MR. HAJ: That's me.

5 MS. SYLVESTRE: Sorry, it's on mute. Bill, I
6 didn't quite hear all of when -- Bill, this question.

7 We're waiving procurement? You're asking why we're
8 waiving procurement. The procurement requirement?
9 Is that what you're asking?

10 MS. FERRADAZ: Yes, that was my question. Yes.

11 MS. SYLVESTRE: So because some of our software
12 -- so they -- this -- the software that we purchase,
13 when we do compete -- competitive solicitation.
14 We've done customization to it, and so now nobody
15 else can provide that solution for us.

16 That's why we're asking for a procurement waiver
17 because if we were to try and re-solicit for Merge IT
18 or Core Integrator, or Web Otter, and so forth, we
19 wouldn't be able to get somebody to produce exactly
20 what we have right now.

21 MR. HOPE: Is that your ability to negotiate
22 better pricing?

23 MS. SYLVESTRE: It impacts our ability to
24 negotiate a better pricing?

25 MR. HOPE: Yeah, does it? Given the dependency

1 on the provider?

2 MS. SYLVESTRE: I don't believe so because our
3 pricing is based on the pricing that we procured
4 during the competitive solicitation. I think that we
5 are having maybe like a two to 3 percent cost
6 increase year over year, which is standard for some
7 of them. We haven't had a cost increase.

8 I believe MergelT has been our vendor for three
9 years. We haven't had a cost increase with them, but
10 I believe this year, we will have for the hosted
11 services. Web Otter has a minimal cost increase
12 every two years. Core Integrator, we haven't
13 experienced a cost increase. Branger & Briz hasn't
14 had a cost increase.

15 MR. HOPE: Thank you. Any additional question
16 on Resolution 2020-A? If none, all in favor?

17 ALL: Aye.

18 MR. HOPE: Any opposed? The resolution passes.

19 Resolution 2020-B. Authorization to execute a
20 contract amendment with MergelT to add additional
21 funds in an amount not to exceed 20,000 for a new
22 total amount not to exceed 152,500 for term of 12
23 months, commencing October 1, 2019 and ending October
24 30th, 2020.

25 Before opening to the floor, if my understanding

1 is correct from speaking to staff, this additional
2 \$20,000 is to cover additional expenses for the
3 existing fiscal year. And those costs are built into
4 the resolutions that we've just approved for the
5 upcoming year. So if I can get a motion? Can I get
6 a motion?

7 MS. FERRADAZ: I'll make the motion to approve,
8 Ferradaz.

9 MR. HOPE: Can I get a second?

10 MR. ARSENAULT: Second, Arsenault.

11 MR. HOPE: Any recusals? I'm going to open the
12 floor for discussion, but first I would ask staff
13 maybe to just add some additional clarity in 2020-B
14 before we open to the committee members.

15 MR. HAJ: Steve, I think you'd teed this up
16 rather well. We're asking for \$20,000 more for this
17 current fiscal year to wrap up our ACH project, and
18 this is really the last thing.

19 As you know, we went fully remote once the
20 Coronavirus hit, but we still -- some finance teams
21 still have to come in on Fridays because ACH hasn't
22 been completed yet, so we're trying to wrap up this
23 project.

24 Once the ACH is completed, moving forward, any
25 other emergencies or pandemics or hurricanes we can

1 operate fully remote once this is. But this is the
2 last piece of the project for ACH and we need
3 additional funds to cover.

4 MR. HOPE: Thank you, sir. Any discussions,
5 question on Resolution 2020-B? Okay. If none, all
6 in favor?

7 ALL: Aye.

8 MR. HOPE: Any opposed? Resolution 2020-B
9 passes. Moving on to Resolution 2020-C.
10 Authorization to execute a service agreement with
11 AT&T for internet connection services in a total
12 amount not to exceed \$27,739.20 for a total of 12
13 months, commencing October 1, 2020 and ending
14 September 30th, 2021.

15 My understanding from discussion with staff is
16 that moving to AT&T has brought about significant
17 changes in this particular cost line item and this
18 resolution is simply a continuation to leverage that
19 savings. If I can get a motion, please?

20 MR. TROWBRIDGE: I'll move it, Trowbridge.

21 MR. HOPE: A second?

22 MS. FERRADAZ: Second, Ferradaz.

23 MR. HOPE: Any recusals? If none, I'll open the
24 resolution for discussion and I'm not sure if staff
25 has any contribution they'd like to add to this

1 resolution.

2 Mr. HAJ: Yes, Steve. I'd like to add that
3 going back to quantifying reduction, this is very
4 easy. We have a cost savings of \$67,000, and this is
5 really -- when we started IT Solution and we started
6 moving to teams, we -- as I -- I think I mentioned
7 this to the board several months ago, we removed all
8 our phones.

9 We don't have any phones anymore. We operate
10 through teams. So, we have cost reduction of \$67,000
11 and next year it will probably be lower than the
12 amount it is now.

13 MR. HOPE: Thank you. Any discussion, questions
14 on this resolution? If none, all in favor?

15 ALL: Aye.

16 MR. HOPE: All opposed? Resolution 2020-C
17 passes. Resolution 2020-D. Authorization for a
18 procurement waiver from a formal competitive
19 solicitation to expend monies to be paid to the Miami
20 Herald Publishing Company to advertise The Children's
21 Trust's truth in millage rate, board vacancies and
22 other advertisements related to funding,
23 announcements, activities, initiatives, events and
24 programs in addition to the 2021 Silver Knight and
25 Spelling Bee sponsorships, in a total amount not to

1 exceed \$75,000 for a term of 12 months, commencing
2 October 1, 2020, and ending September 30th, 2021.

3 May I have a motion, please?

4 MR. HINCAPIE: So moved, Hincapie.

5 MR. HOPE: May I have a second?

6 MR. REYES: Second, Reyes.

7 MR. HOPE: Any recusals? Okay. If I recall,
8 last year when this item came up for discussion, I
9 think at -- was at a board meeting. There was a
10 question in terms of the utilization of some of the
11 smaller publications such as the Miami Times and
12 other publications.

13 So seeing that there is a waiver request here,
14 if staff can maybe just address that issue for those
15 board members who may not have been here for last
16 year's discussion, and then we'll open to the floor
17 for discussion if any.

18 MR. HAJ: Yes, Steve. Thank you, and I'll let
19 Ximena chime in a second. But the Miami Herald is
20 the only -- from my understanding, is the only daily
21 newspaper that is out in Miami that we can advertise
22 for the TRIM.

23 There is -- this is not all -- our only
24 advertising. We do advertise in the Miami Times, in
25 the community newspapers, and other avenues. It's

1 just not on this specific reso. This specific reso's
2 only dealing with the Miami Herald. Ximena, do you
3 have anything to add?

4 MS. NUNEZ: You're correct, Jim. Additionally,
5 to the ones that you've just mentioned, we also
6 advertise in -- we have communication in the Gospel
7 Truth.

8 MR. HOPE: Okay. Thank you. Any questions,
9 discussion before we move the motion? Okay. If
10 none, all in favor?

11 ALL: Aye.

12 MR. HOPE: Any opposed? Resolution 2020-D
13 passes. Resolution 2020-E. Authorization to
14 negotiate and execute contract renewal with three
15 agencies identified herein creative, media buying,
16 and community outreach services in a combined total
17 amount not to exceed \$1,970,000.00 for a term of 12
18 months, commencing October 1, 2020 and ending on
19 September 30th, 2021 with three remaining 12-month
20 renewals subject to annual funding appropriations.
21 May I have a motion, please?

22 MR. TROWBRIDGE: I'll move it, Trowbridge.

23 MR. HOPE: May I have a second?

24 MS. FERRADAZ: Second, Ferradaz.

25 MR. HOPE: Any recusals?

1 MR. REYES: Recusal, Reyes. Relationship with
2 with WOW.

3 MR. HOPE: Thank you. All right. So, one of
4 the questions I think that was asked last year and I
5 will ask that question again, in terms of the --

6 UNKNOWN SPEAKER: Yes, yes.

7 MR. HOPE: Okay. In basic requests of 1.970
8 million dollars, what portion of this amount
9 represent fees versus media buying? And I think
10 staff had mentioned that there is some leveraging
11 based on the agency's ability to procure some of
12 these media buying, so staff could maybe talk a
13 little to that and then we'll open to the floor for
14 discussions and any questions.

15 MR. HAJ: Steve, thank you. So, 85 percent goes
16 directly to the media buy. The provider has a 15
17 percent which is standard industry. However, because
18 they are such a large organization we get great value
19 ad. So the value ad's over \$800,000 in additional
20 media buy that we are receiving from them.

21 So I know this was brought up. If this reso
22 looks familiar, it's because this board saw this four
23 months ago or three -- three or four months ago
24 because we're out very late last year.

25 And then we did our cold communication strategy,

1 I think it was the February board meeting that we did
2 communication strategy and these topics were
3 discussed. So this is the same reso.

4 Steve, if you do have time after, you know,
5 after we vote or during discussion, we do have a
6 short video. Not dealing with a strategy because I
7 think that was covered extensively, but just a couple
8 of highlights that we have done in the meantime.

9 But going back to your answer, 15 percent is the
10 charge of the agency but again, we get over \$800,000
11 in additional media buy by using this agency.

12 MR. HOPE: Thank you. And just for the
13 committee's information, if you haven't had a chance
14 to look through the complete package, a breakdown of
15 that 1.970 thousand is -- can be found on page 16
16 which outlines the three agencies that will be funded
17 through this allocation. Any discussion, question on
18 the resolution?

19 MS. KENDRICK-DUNN: I'm not a committee member,
20 but can I ask a question or do I need to wait until
21 you -- until the committee votes and then ask a
22 question?

23 MR. HOPE: I'm sorry?

24 UNKNOWN SPEAKER: 47:41.0 Wait until the vote is
25 taken.

1 MS. KENDRICK-DUNN: Okay.

2 MR. HOPE: Okay. All right. Any additional
3 questions or discussion? All in favor?

4 ALL: Aye.

5 MR. HOPE: Any opposed? The resolution passes
6 and I now open the floor for the questions.

7 MS. KENDRICK-DUNN: Well, my question -- good
8 morning, everybody. So, my question is just can I
9 request information regarding the Armstrong Creative
10 -- no, the media buying for the African American
11 community and the -- I guess it's termed in here
12 Haitian Creole.

13 I just want to see the faith-based institutions
14 that are participating in this, and I just would like
15 to see the information to see which institutions are
16 there because I mean, I'm assuming that there are
17 churches but I'm also wondering if there are other
18 faith-based institutions because churches are not the
19 only ones in the black community.

20 I think they're the major one, and then looking
21 at the find that it targets people of Haitian
22 descent. So, I want to know if I can get that
23 information as a board member.

24 MR. HOPE: Yeah, obviously.

25 MR. HINCAPIE: I have a question for Tiombe.

1 What do you mean that churches are not the only faith
2 based institutions? Just --

3 MS. KENDRICK-DUNN: Because people of African
4 descent, regardless of the ethnic background, some
5 attend churches, some attend mosques, some actually
6 attend synagogues because I have clients who are
7 black or Jewish.

8 And so I want to kind of see when, you know, it
9 -- are we just targeting one? Are we looking at the
10 places where black people choose to, you know,
11 engage faith. Like churches are going to be the
12 majority, but it is not the only. That's what I
13 mean.

14 MR. HINCAPIE: Got it.

15 MR. HOPE: I have a question to staff and to Jim
16 also. Is there a formal communication strategy that
17 outlines in terms of the market targeted and the
18 advocate advertising or mediums that are used to
19 reach different segments of the community?

20 And if there is one, would it be possible at
21 some time in the future, maybe for a presentation to
22 outline what that communication strategy is? The
23 different market targeted and maybe the expenditures
24 that are assigned to these different segments of the
25 community?

1 MR. HAJ: Yeah. Steve, absolutely. That's why
2 four months ago we did the strategy but we'll have --
3 we'll be happy to go through and get the relevant
4 information and get it to you.

5 MR. HOPE: Okay. Thank you. Any additional
6 comments or question? Okay. If none, moving on to
7 reso --

8 MR. HAJ: Steve, is it possible to show a brief
9 video or would you prefer just to do it at the end?

10 MR. HOPE: Can we do it the end?

11 MR. HAJ: Sure.

12 MR. HOPE: And get your solutions?

13 MR. HAJ: Okay.

14 MR. HOPE: Okay. Thank you. Resolution 2020-F.
15 Authorization to negotiate and execute a service
16 agreement with Cay Industry, Inc., d/b/a Print
17 Dynamics, to print and prepare for distribution The
18 Children's Trust trilingual monthly "Parenting Our
19 Children" newsletter in a total amount not to exceed
20 \$40,000 for a term of 12 months, commencing on
21 October 1, 2020 and ending on September 20th, 2021.

22 Can I get a motion, please?

23 MR. TROWBRIDGE: I'll move it, Trowbridge.

24 MR. HOPE: Can I get a second?

25 MR. HINCAPIE: Second, Hincapie.

1 MR. HOPE: Any recusals? I will open this
2 resolution for discussions and questions. If hearing
3 none, I'll put the resolution to a vote. All in
4 favor?

5 ALL: Aye.

6 MR. HOPE: All opposed? Hearing none, the
7 resolution passes. Resolution 2020-G. Authorization
8 to execute a service agreement with Yellow Box, Inc.
9 to rent and maintain yellow box kiosk in a total
10 amount not to exceed \$50,000 for a term of 12 months,
11 commencing October 1, 2020 and ending September 20th,
12 2021. Can I get a motion, please?

13 MS. FERRADAZ: I'll make the motion, Ferradaz.

14 MR. HOPE: Okay. Thank you. Can I get a
15 second?

16 MR. HINCAPIE: Second, Hincapie.

17 MR. HOPE: Any recusals? I will open up the
18 resolution for discussion and questions. Hearing
19 none, all in favor?

20 ALL: Aye.

21 MR. HOPE: All opposed? Resolution 2020-G
22 passes. Resolution 2020-H. Authorization to
23 negotiate and execute a contract renewal with the
24 United Way of Miami-Dade County, Inc. for matching
25 funds for Community Based Care Alliance of Miami-Dade

1 County in a total amount not to exceed \$64,000 for a
2 term of 12 months, commencing October 1, 2020 and
3 ending September 30th, 2021. Can I get a motion,
4 please?

5 REP. FERNANDEZ-BARQUIN: I'll move it, Juan
6 Fernandez-Barquin.

7 MR. HOPE: Can I get a second?

8 MR. TROWBRIDGE: Second, Trowbridge.

9 MR. HOPE: Any recusals?

10 MS. FERRADAZ: Recusal, Ferradaz.

11 MR. HOPE: Nelson, you have to recuse too?

12 MR. HINCAPIE: Recuse. Yes, yes. Recuse.

13 MR. HOPE: Okay. No other recusals? I will
14 open up the item for discussion and questions. Okay.
15 Hearing none, all in favor?

16 ALL: Aye.

17 MR. HINCAPIE: Sorry, I didn't mean to vote.

18 MR. HOPE: Okay. Any oppose? Resolution 2020-
19 H passes. I will now turn over for the CEO report
20 and I think Jim has a video that he would like to
21 present.

22 MR. HAJ: Yeah. Ximena, you want to tee up the
23 video?

24 MS. KENDRICK-DUNN: I have a question. I'm
25 sorry that I wanted to ask for Resolution G. So, I'm

1 not sure if heard me but can I ask the question now
2 before we go to the CEO report or --

3 MR. HOPE: Yes. Yes, ma'am. Go ahead.

4 MS. KENDRICK-DUNN: Okay. So, going back to
5 Resolution G regarding the boxes in the Haitian
6 community. So, I wanted to know if we have as a
7 trust, if we have data showing any kind of way, how
8 effective that communication has been within the
9 community?

10 Like, you know, is there -- do we collect data
11 to see if there are increases over time? I don't
12 know, measuring, you know, if more people from the
13 Haitian community are contacting the trust accessing
14 the services.

15 I'm not sure how it would be measured, but I'm
16 just wondering how effective is having these, you
17 know, the boxes in the community. So, that's like,
18 my biggest question.

19 And then the other question is, I'm just
20 wondering about the location. I see there's 25 and
21 the Haitian community, I think in Dade County, is
22 pretty large. And I know probably historically,
23 people within that community have been in specific
24 areas mostly, but you know they're spread throughout
25 Miami-Dade County now probably from the county line

1 all the way down to Homestead.

2 So I'm just wondering if I could also get a list
3 of where these 25 boxes are located and just more
4 information about the effectiveness if we're
5 measuring this in some kind of way.

6 MR. HAJ: Hey, this is Jim. We'll be happy to
7 provide.

8 MS. KENDRICK-DUNN: Okay, thank you.

9 MR. HOPE: All right, Jim. The floor is yours.

10 MR. HAJ: Thanks. Ximena, I'm going to let you
11 tee up the video. Again, we did -- four months ago
12 we did the presentation about a communication
13 strategy, but we just had -- they've been working
14 very hard and there are two videos that we just
15 wanted to show to this committee. So Ximena, do you
16 have control over this Zoom?

17 MS. NUNEZ: Yes, Jim. Thank you very much. It
18 is -- just to clarify its -- we're not presenting a
19 video. I'm just presenting a brief presentation
20 showing everything as you mentioned, that everything
21 we have done in the past few months. One second,
22 please. Please let me know if you can see the
23 screen.

24 MR. HINCAPIE: Yes.

25 MS. NUNEZ: Okay. Thank you. So, good morning.

1 I'm pleased to share with you today some of the
2 projects and accomplishments that we have been
3 working on hand in hand with our partners, ACentral
4 while marketing in Armstrong Creative.

5 As Jim mentioned on February 18th, the board
6 approved our resolution allowing us to work with
7 these three agencies. Two of which we have
8 previously worked with, WOW Marketing and Armstrong
9 Creative, and a new creative agency, ACentral.

10 Shortly after that, our lives were turned upside
11 down and we had to find a way to help families in our
12 community. In April 2020, we launched
13 stayhome.miami, an online platform that centralizes
14 free educational and fun content for children of all
15 ages helping families cope with the challenges we're
16 currently facing.

17 With Stay Home Miami, we wanted to tell families
18 we are in this together, and even though we are still
19 going through difficult times our campaign is staying
20 on the positive side of life.

21 This platform is home to a total of 17 modules
22 with free activities for all ages, and available in
23 two languages English and Spanish.

24 We have content from free classes from our
25 providers, Thomas Armour Youth Ballet, Easter Seals,

1 and Miami Music Project, to a free down -- a free
2 downloadable coloring book thanks to Romero Britto.

3 This coloring book was also available to be
4 mailed to houses in Miami-Dade County upon request
5 and as of today, we have mailed over 1900 coloring
6 books to children in our community.

7 We also have free read aloud books, audio books
8 and our activities for children. We are also able to
9 bring partners on board such as the US Soccer
10 Foundation and the Miami Marlins. We have
11 educational videos that explain to children in a
12 friendly way what COVID-19 is and how we have to take
13 care of ourselves.

14 Last but not least, we also wanted to use this
15 platform to support some of our initiatives that had
16 to adapt to a virtual world. So Stay Home Miami
17 became the online platform for the Parent Club where
18 we added short parenting videos recorded by our
19 partners and links to join to the Parent Club
20 webinars.

21 We also added a module to support the home
22 edition of our talent competition, Young Talent Big
23 Dreams. As of today, we have 173 participants that
24 register for online auditions.

25 This platform has over 80 pages, was created in

1 two languages, has a responsive design, is ADA
2 compliant, and it was live two weeks after we drafted
3 the initial idea. We knew that we had to respond
4 fast to the current situation, and our partners were
5 right there to support us.

6 As of today, we have over 7 million impressions
7 and over 19,000 page views in less than two months.
8 Our campaigns show the colorful side of staying home
9 and staying safe. We wanted to create a positive
10 message for children and families to minimize what
11 was happening outside.

12 I want to share with you the TV commercial we
13 created in English and Spanish as part of our media
14 support. Additionally, the TV commercials audio was
15 reused for radio.

16 (Video playing.)

17 MS. NUNEZ: We created these four unique
18 friends who will be the face of our initiative. They
19 belong exclusively to The Children's Trust Book Club
20 brand. So we have Giralda the Giraffe, Ellie the
21 Elephant, Harry the Spider, and Jabarie the Octopus.

22 Families will see them on busses around the
23 county. Parents will be able to text, read or
24 (inaudible) 1:04:27 to our Book Club number to start
25 their enrollment, and we will have other options like

1 QR codes that will take them directly to the website
2 to enroll.

3 But each material will serve their own purpose
4 and will communicate the same message. We will have
5 presence in places where people have more time to
6 read. For example, the interior of the buses or the
7 bus stops, and other places around the county.

8 We designed the envelopes that that connect 100
9 percent with our marketing campaign and each month
10 children will receive a different envelope. That way
11 they will be excited about which friend will arrive
12 next month. We also redesigned the content guides
13 that are part of our monthly mailing as well as the
14 activity guides.

15 We have also been working on transitioning our
16 brand to a more fun and colorful side. A look and
17 feel that represents the people that we serve every
18 single day; our children. Let's take a look.

19 (Video Playing.)

20 MS. NUNEZ: Our brand is becoming more playful
21 and colorful, and throughout this campaign and across
22 the county will we have communication showing the
23 faces of our children.

24 These children represent the diversity in our
25 community, and throughout our campaign we'll be

1 sharing our brand message and showing that they are
2 the faces of our future.

3 So again, I want to thank our partner agencies
4 for the incredible hard work support and commitment
5 during this month.

6 MR. HAJ: Ximena, thank you. All right, Steve,
7 on to the CEO report. The monthly financials were in
8 the packet. I mentioned earlier TRIM I one and TRIM
9 II -- or I'm not sure if they're on your calendars,
10 but we will get them on your calendars, just
11 scheduled September 14th and September 21st.

12 The CEO report we had talked about last month to
13 bring back a reso referencing the 2007 resolution.
14 We still need additional time. We plan on bringing
15 it back to the Finance Committee in July.

16 Financial disclosures was -- Muriel sent it out.
17 As all the board members are aware, you need to
18 complete your financial disclosures by July 1st. And
19 I think that is it, Mr. Chair.

20 MR. HOPE: Just a quick question. Can the
21 financial disclosure be completed online or is it a
22 paper?

23 MS. JEANTY: Yes, it can be completed online.

24 MR. HOPE: Okay. Would it be helpful maybe to
25 send the link out to board members or is the link on

1 the application form?

2 MS. JEANTY: I -- Steve, I sent a reminder
3 yesterday via form, so maybe you haven't changed your
4 email.

5 MR. HOPE: My apology. I will look for it.
6 Thank you very much.

7 MR. HOFFMAN: Steve, I don't believe there's a
8 fillable form online. I believe you can submit it by
9 email. So get it -- that form -- PDF form by email.

10 MR. REYES: Yeah, that's right.

11 MR. HOPE: Okay.

12 MR. REYES: You can fill out the PDF, Steve, and
13 then you just email it to the link. They usually
14 confirm.

15 MS. JEANTY: Right.

16 MR. HOPE: Okay. Alrighty. Thank you.

17 MS. JEANTY: Use the email and then the actual
18 form, it sends in an attachment. I sent it
19 yesterday.

20 MR. HOPE: Okay. I appreciate it. Thank you
21 very much. Anything else, Mr. CEO?

22 MR. HAJ: No, sir.

23 MR. HOPE: Any other committee members have any
24 final comments before we adjourn the meeting? All
25 right. If not, meeting is adjourned. Do we need to

1 take a vote on that? I don't think so, right? No?

2 MS. JEANTY: CEO, Tiombe wants to talk now. She
3 has something to say.

4 MS. KENDRICK-DUNN: I'm sorry, Steve. I have a
5 comment. I -- the campaign and the website, what --
6 the video that we watched. It's beautiful. I -- the
7 campaign. I mean, I love the pictures in the colors.
8 It's awesome.

9 My only question is, I'm -- I don't understand
10 why the website and some of the materials created are
11 just only English, Spanish, and why Haitian Creole
12 was not added? I think in our community -- I don't
13 know, I am a bit concerned about that because I know
14 that the largest number of families and children that
15 reside in our county do come from Hispanic Latino --
16 Latino's background.

17 But we also have a very large Haitian community
18 and I know we, you know, we publish some of our
19 information in Haitian Creole, so -- and I know the
20 work can be done. So I'm just wondering why Haitian
21 Creole was not added to this campaign and to the
22 website as well?

23 MR. HAJ: Yeah. Tiombe? Jim. It will be
24 added, and I don't know if staff wants to talk about
25 the long term but we wanted to get it out the door

1 and I think it was also dealing with the purchasing
2 of Haitian Creole books. So anybody on -- Ximena or
3 Lori can comment?

4 MS. NUNEZ: Yes. Hi, Tiombe. This is Ximena.
5 So, the reason why we didn't have a Stay Home Miami
6 in Creole -- we did research. What we wanted to make
7 sure is that the content was available.

8 It was -- we try to find free, good quality
9 content available in the three languages and
10 unfortunately, it was really, really hard to find
11 content in Creole. So that's why, you know, rather
12 -- I believe we found only one. Something that --
13 only one free piece of free content we could have in
14 Creole.

15 So we -- that's why we made the decision of just
16 sticking -- staying to English and Spanish just
17 because of the lack of content data -- free content
18 that we were able to find.

19 MR. HOPE: This is Steve. Question. So, my
20 understanding is that there are contents, but they're
21 not free; is that correct?

22 MS. NUNEZ: No, they were not content. We
23 didn't --

24 MR. HOPE: So --

25 MS. NUNEZ: -- find content that it

1 MR. HOPE: Okay. So, it's not just they're not
2 free, but there are no content if we decided to pay
3 for it?

4 MS. NUNEZ: We'll have to do some research, but
5 probably. But if it's ---

6 MR. HOPE: So, if --

7 MS. NUNEZ: Yes --

8 MR. HOPE: I'm sorry. Go ahead.

9 MS. NUNEZ: No, but this is for the Stay Home
10 Miami.

11 MR. HOPE: So I guess my question would be then,
12 if we have not identified content that we can utilize
13 for free, maybe we will need to make an investment in
14 content that we may have to pay for that targets that
15 particular segment of the community.

16 So if possible, to address Tiombe's question, if
17 maybe you can provide the contents that are available
18 and what that cost would look like, and maybe it
19 might be something that, I'm not sure if it would be
20 from the programmatic side or the finance committee
21 side, but at least giving the option for the
22 committees to make a determination as to whether we
23 will be willing to pay for those contents because the
24 future pretty much is online-like content for the
25 maybe -- for the foreseeable future. So just

1 something maybe to take into consideration.

2 MS. HANSON: So this is Laurie. Can I add a
3 comment?

4 MR. HOPE: Yes, ma'am.

5 MS. HANSON: Because Jim mentioned the Book
6 Club, so I just want to clarify because there's a
7 number of different things we're talking about here.

8 So I believe, Ximena, correct me if I'm wrong,
9 but our general marketing -- our general branding
10 campaign, as well as our standard website; the one
11 that's always there, those are all available in three
12 languages; is that correct?

13 MS. NUNEZ: Yes, Lori. That's correct

14 MS. HANSON: Okay. So, it's just the Stay Home
15 which was rolled out as a temporary website? It --
16 we were hoping, I guess, maybe it was only going to
17 be, you know, for a couple of months but now it's
18 looking like, you know, the whole COVID thing is
19 going a little bit longer.

20 But it was intended as, you know, what can we
21 get out to link people to that's existing in the
22 world for home-based activities. So, that was a
23 really quick thing thrown together and I think that
24 Ximena's comments I just want to make clear, only
25 apply to that stay home effort in terms of, you know,

1 not being able to find available content that was
2 free and able to be linked to that Stay Home website.

3 So, our -- The Children's Trust website is
4 available in the three languages, and then to just
5 tab onto Jim's comment about the Book Club, we
6 actually have been doing -- we did in this first
7 planning year for the expansion of the Book Club, we
8 did a special outreach of focus groups in the Haitian
9 community.

10 We focused on low income as well as more middle
11 income Haitian families to find out what they were
12 interested in, what their goals were around early
13 literacy, and we do have -- we are actively planning
14 in this first year to actually create Haitian book
15 content, children's books that are age appropriate
16 for the birth to five age group.

17 We have discovered some of that content, you
18 know, we have found some of that content that's high
19 quality that we'll be pursuing, but we also have a
20 partnership with FIU where they have course work
21 actually that supports children's authors in
22 publishing books in different languages and in
23 particular, in Haitian Creole there's a faculty
24 member there whose focused on that.

25 So we are supporting the development of that

1 content with our goal being in the first six to 12
2 months of the Book Club to be able to launch a
3 monthly Haitian book option along with the Spanish
4 and English book option.

5 And actually, what we're -- we have a number of
6 books that are for the very young children, picture
7 books only, so those are sort of language-neutral.
8 The communications that we have around the Book Club
9 are in three languages as well in terms of like the
10 messages, the emails back and forth when people sign
11 up.

12 And then, we also try to look for bilingual or
13 trilingual books as much as possible so that you
14 could mail actually the same book whether a family
15 wants it in English or Spanish or eventually Creole,
16 and we've even been looking at -- there are some
17 options to overlay translations into books, you know,
18 so that you can actually print books with additional
19 language options.

20 So, we definitely have been talking a lot about
21 this in the Book Club effort and I just wanted to
22 make clear that our general marketing and website is
23 in the three languages.

24 MS. KENDRICK-DUNN: So Laurie, I wanted to say
25 thank you for that. I think that's very clear, I

1 think to most of us but even the website, because
2 that's still a concern for me even if it's temporary,
3 that is still messaging that was -- that could have
4 potentially benefitting particular communities.

5 And it's just my opinion that, you know, since
6 we know that is a large segment of the population in
7 our county, to roll something out that important
8 because over what was going on with the pandemic that
9 was extremely important.

10 And to me, I mean, I understand. I'm glad the
11 explanation of the lack of content, but I would have
12 hoped to still have seen a work-around because within
13 that community, that information would have still
14 been beneficial but it was lost and I think that's
15 important to understand.

16 I know the other area of the website and the
17 Book Club and all the other things you mentioned, but
18 this particular thing that I'm share -- I'm speaking
19 about, it did not happen, and I don't, you know, I
20 don't think that when it's something that important
21 when it rolls out, especially -- you know, this is
22 what causes in my opinion, divide to this country.
23 That if we do it for one community, then we all do it
24 for the other.

25 And then -- and so, I just think that maybe, you

1 know, I don't remember if it went to the board, it
2 probably did, you know. The days to me just run into
3 each other now for the last three months. But it
4 would have definitely been something that I've
5 expressed, you know, that even if it was --

6 I don't even know how you would do it, but to me
7 it should have been done. It should have -- if it
8 was going to be for the Hispanic Latino, then the --
9 there should have been something.

10 It's kind of like what Steve mentioned to me, if
11 we know there's a lack, then it's our -- then it's,
12 you know, it's our, you know, kind of like an ethical
13 duty to do the due diligence and kind of determine,
14 you know, if there is a way that we can maybe create
15 a content, you know.

16 I don't -- you know, or however to figure it out
17 instead of rolling something out and then leaving a
18 segment of the community out because that is what
19 happened.

20 At the end of the day for that particular thing,
21 it did not go to that community and that should, in
22 my opinion, that should have not happened. And so,
23 that's why I was just -- I'm asking.

24 I think all of the other things you mentioned
25 are phenomenal and great and I'm happy and I think

1 we're all very grateful that it's being done, but
2 when there's something that doesn't happen that
3 should happen, I think we still have to speak up and
4 share that because I still -- even after the
5 explanation, I still don't understand.

6 Even if there's a lack of something doesn't mean
7 that it should not have been looked at or figured out
8 or maybe, you know, do you not roll it out or do you
9 wait? But to leave out a huge segment of our
10 families and children, I -- that's very difficult for
11 me to hear and watch that video right now. I'm going
12 to be honest with you. So, I just needed to share
13 that.

14 MR. HOPE: This is Steve. If there are
15 additional comments, I need to be excused. I have
16 another finance committee. So Mark, would you be
17 able to handle the remaining comments and discussion,
18 please?

19 MR. TROWBRIDGE: I'd be glad to. Thank you.

20 MR. HOPE: I appreciate it, folks. Thanks again
21 and my apology just having another Finance Committee
22 meeting at 11.

23 MR. HAJ: Thanks, Steve.

24 MR. TROWBRIDGE: Thanks, everybody. Any other
25 comments? I wanted to add one on the Book Club if

1 possible, and that was -- I know this is a new launch
2 and we had some new characters. Are we looking to
3 actually create characters, like the folks can
4 inhabit and they would go out to events like Jabarie
5 or Giralda?

6 MS. NUNEZ: Yes, Mark. I think having our own
7 characters, it gives us a lot of opportunities to,
8 you know, create costumes, create plush toys and
9 going to like, you know, create some, you know,
10 things that the children can actually have at their
11 houses with them as well.

12 MR. HOFFMAN: Ximena, you may not know this, but
13 Mark is looking forward to seeing the costumes.

14 MS. NUNEZ: Really?

15 MR. TROWBRIDGE: Ximana, no. I'm looking
16 forward to being Giralda, getting inside that giraffe
17 and let's have an event out here on Giralda Plaza in
18 Coral Gables. So Constance, I think you had your
19 hand up?

20 MS. COLLINS: Yeah. I think I would be remiss
21 after watching the Safer At Home Initiative if I did
22 not, just to remind us all, how critically important
23 a home is, to be safer in.

24 And that there are, I think the last count I
25 heard in Miami-Dade County last year, there were at

1 least 9,000 students registered as homeless in our
2 county in the public school system.

3 We know that there are many children who are
4 younger than the -- younger than the public school
5 systems student body that are also homeless;
6 particularly the newborns to three and four years
7 old, and how incredibly important it is for our
8 children to be safe.

9 How a home is as essential to their well-being,
10 particularly in times like this but at all times, as
11 food, and education, and health care, and that I
12 appreciate that the trust's commitment and I hope
13 really added commitment to making sure that leaders
14 at all levels in our government are conscious of
15 homeless children and how vulnerable they are in
16 these times and how important it is for them to have
17 the same supports and opportunities to learn and
18 thrive as children who do have homes.

19 I will tell you that from our experience, the
20 large congregate facility like us, over 490 women and
21 children are with us tonight. Of that number, over
22 250 children. It has been exceedingly challenging to
23 be safer at home without one.

24 And so just a reminder that there are so many
25 marginalized and vulnerable children in our community

1 that need our support and thanking The Children's
2 Trust for all that everyone is doing to make sure
3 that they do say -- stay safe and that they will have
4 a home someday.

5 MR. TROWBRIDGE: Thank you, Constance.

6 MS. FERRADAZ: If I could just add to
7 Constance's comments also that not all children are
8 safer at home. Our hotline calls have decreased
9 dramatically since the COVID-19 pandemic by as much
10 as 30 to 40 percent.

11 So a lot of people who would normally have eyes
12 on children in the community, teachers and others,
13 don't have eyes on the children anymore. So just
14 want to make everyone aware that the number of calls
15 to our hotline is drastically reduced.

16 And we're trying to get a message out there on
17 the hotline and the availability hotlines if anybody
18 sees anything unusual with a child since we don't
19 have, you know, our main reporters now, or teachers
20 and medical staff, we're now seeing them by video.
21 It's concerning, very concerning to us.

22 MR. TROWBRIDGE: Thank you, Gilda. Other
23 comments?

24 MS. KENDRICK-DUNN: I have one more question. I
25 guess this would be for Jim. I know that we have in

1 our county, and I know it's a very small, small
2 population, but some of our indigenous groups of
3 people.

4 So I probably should have asked this question
5 probably a long time ago but do we as a trust do any
6 work or advocacy alongside the indigenous, you know,
7 the Native Americans.

8 I don't use the term Native Americans because
9 just, you know, having contact with indigenous people
10 there's a specific reason why they don't like the
11 term Native American. So -- but I just -- to say
12 that but do we because I just -- I'm just wondering
13 about that.

14 MR. HAJ: Tiombe, I'm going to have to get back
15 to you. On the top of my head, I don't specifically
16 think we target Native Americans.

17 However, you know, all children are our
18 children. All our programming is open for all the
19 children in this community. But do we specifically
20 target? I'm not aware of any of our programs, but
21 I'll get back with you when I discuss with staff.

22 MS. KENDRICK-DUNN: Yeah, and then, you know, if
23 it turns out not, I -- you know, because there are
24 certain cultural structures within most indigenous
25 nations, and so of course, you know, I think it would

1 be a good thing. At least that's what I think.

2 I could be wrong because understanding cultural
3 things, but you know, maybe getting permission if not
4 to speak with the tribal leaders. I think we have
5 one or two reservations here, but I mean they, you
6 know, indigenous people don't only live on
7 reservations in Dade County.

8 But to maybe see if they're even interested in
9 having a conversation with us because if we're not
10 doing that, then we're leaving out a marginalized and
11 historically marginalized group and I know that many
12 of those children as you know, they have great needs
13 as well.

14 MR. HINCAPIE: Maybe we should look at -- any
15 board positions open that maybe we can reach out to
16 both the Seminole's and the Miccosukee's to see if
17 there would be any interest to have anybody on --
18 serve on the board so we can get educated on issues
19 that pertain to indigenous children?

20 REP. FERNANDEZ-BARQUIN: I've spoken a couple of
21 times with the Chair Billy Cypress of the Miccosukee
22 Reservations since they're a neighbor to my district,
23 so I'll be glad to make the introduction to Mr. Haj
24 if -- yeah, and we can have a sit down or Zoom
25 meeting or whatever is convenient for whoever wants

1 to -- yeah, speak with Chair Cypress.

2 MR. HAJ: Representative Fernandez, thank you.
3 Nelson, going back to your question. At this time we
4 do not have any -- all the openings for the board --
5 the last ones that are going up to the governor went
6 through the commission already, so we don't have any
7 openings at this time.

8 MR. TROWBRIDGE: Thank you, Jim. Thank you,
9 Nelson. Thank you, Tiombe. Any other questions from
10 the group? Any other comments? We're running up
11 against our time frame here and I want to be
12 respectful of that. Great to see you Mr.
13 Representative. Thank you very much for being here
14 with us.

15 REP. FERNANDEZ-BARQUIN: Thank you.

16 MR. HINCAPIE: Mark, I think we should take up
17 Representative Barquin's offer to have Jim meet with
18 Chairman Cypress just to, you know, to learn about
19 issues that they may be having. I think it's a great
20 idea, Representative.

21 MR. TROWBRIDGE: Fantastic. We'll ask staff to
22 circle back with everybody and see if we can
23 accomplish that in short order. Anything else for
24 the good of the order?

25 Jim, anything else from our staff team? You

1 guys all look great. I know our chairman of the
2 board is on as well. Mr. Hoffman, anything else from
3 you?

4 MR. HOFFMAN: No, thank you.

5 MR. TROWBRIDGE: Fantastic. Well, seeing no
6 other hands and Nelson's head keeps disappearing into
7 his background, we'll take a Motion to Adjourn.

8 MR. REYES: So moved, Reyes.

9 MR. TROWBRIDGE: Is there a second?

10 MR. HINCAPIE: Second, Hincapie.

11 MR. TROWBRIDGE: And without objection, we will
12 stand adjourned. Thank you all very much for your
13 time today, your thoughts and your thoughtfulness.
14 Be safe.

15 MR. HOFFMAN: Thank you, Mark.

16 REP. FERNANDEZ-BARQUIN: Thank you, Mark.

17 MS. JEANTY: Thank you, Mark.

18 MR. TROWBRIDGE: Bye, Muriel.

19 MS. JEANTY: Bye.

20 MR. TROWBRIDGE: Fill out those forms, ladies
21 and gentlemen.

22 MS. JEANTY: You better.

23 MR. TROWBRIDGE: Imran, I don't think your beard
24 has ever looked more snow white and beautiful.

25 MR. ALI: I was hoping to see yours, you know.

1 MR. TROWBRIDGE: No, my goodness. I gave up. I

2 gave up but thank you. All right. Be well

3 everybody. Happy Thursday.

4 MR. ALI: Bye, Mark. Thank you.

5 MS. JEANTY: Bye, Mark.

6 (Whereupon, at 10:59 a.m., the meeting was

7 adjourned.)

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The above and foregoing transcript is a true and correct typed record of the contents of the file, which was digitally recorded in the proceeding identified at the beginning of the transcript, to the best of my ability, knowledge, and belief.

Signed this 15th day of June, 2020.

Brenda Saliba

Brenda Saliba, Transcriptionist

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