



# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

## COMMITTEE MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission  
FROM: City Manager Jorge M. Gonzalez   
DATE: March 21, 2012  
SUBJECT: **REPORT OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE MEETING OF March 1, 2012.**

### OLD BUSINESS

### NEW BUSINESS

#### 1. Selection of Chair for Finance and Citywide Committee

#### ACTION

The Committee elected Commissioner Deede Weithorn as Chair and Commissioner Jorge Exposito as Vice-Chair of the Finance and Citywide Projects Committee for a one year term ending January 2013.

#### 2. Discussion concerning City Fees and Charges for Gay Pride 2012

#### ACTION

The Committee recommended that a one year advance waiver be given for the Square Footage and Lummus Park User Fees for Gay Pride 2012 and that Staff work with Pride representatives to create criteria for future fee waivers.

In 2008, Mayor Bower created the Gay Business Development Ad Hoc Committee. One of the first initiatives of this Ad Hoc Committee was to establish a Miami Beach Gay Pride. In 2009 the Committee celebrated the inaugural Miami Beach Pride event and they have successfully produced the event for three (3) consecutive years. The City does not provide waivers to any entity for hard costs (police and fire personnel, parking or sanitation), and cannot waive building fees by State law. Assistant City Manager Hilda Fernandez noted that the Square Footage and Lummus Park User Fees were the non hard cost or building fees that could be waived. Chip Arndt, Finance Director of Pride, presented statistics on hotel occupancy during past Pride events. Chairperson Deede Weithorn asked that Mr. Arndt work with Staff to create criteria for waiving City Fees. The Committee recommended that a one year advance waiver be given for the

Square Footage and Lummus Park User Fees for Gay Pride 2012 and that Staff work with Pride representatives to create criteria for future fee waivers.

### **3. Discussion regarding property assessed clean energy (PACE) program**

#### **ACTION**

**The Committee recommended that the item be brought to the League of Cities in an effort to create a coastal communities PACE district and that the item be brought to the full Commission subject to the League of Cities creating the district.**

Public Works Director Fred Beckmann presented the item and gave a brief synopsis of the memo.

The Property Assessed Clean Energy (PACE) Program provides a way for local governments to encourage property owners to reduce energy consumption and increase energy efficiency. The program is structured around a municipal bond, from either municipal financing districts or finance companies, which is issued to commercial and residential property owners to pay for energy retrofits. Financed retrofits include energy conservation and efficiency improvements, renewable energy improvements, and wind resistant improvements. Property owners are responsible for paying the cost of the loan over its functional life, which is generally twenty (20) years, through an annual assessment on their property tax bill. Participation in the program is voluntary; however, at least thirty (30) days before entering into the financing agreement, the property owner must provide notice to the mortgage holder or loan services of the intent to enter into the agreement.

The Town of Cutler Bay has created the Green Corridor PACE District (District) to effectuate the intent and purpose of Section 163.08 F.S., which provides authority for a local government to pass an ordinance or adopt a resolution to create a program that provides up-front financing and allows property owners to apply to the local government to receive the finance. The District is comprised of local municipalities that enter into an Interlocal Agreement with the other participating municipalities. In order to make the program financially feasible, a third party administrator provides management and finance service for the District's PACE Program. It appears that the City would not have any financial or legal obligations, other than one elected official or City representative sitting on the District's governing board, to ensure that the program is being administered effectively. There are a maximum number of seven (7) members on the governing board at any given time. At this time, the governing board has reached its maximum of seven (7) members and the City would be only a non-voting member. However another option of the City would be to form a separate PACE District with a t least on other municipality. Under this option, the City would need to obtain proposals for a third party administrator using the City's procurement process. Chairperson Deede Weithorn stated that she would take the item to the League of Cities in order to create a new district. Commissioner Michael Gongora was in favor of creating a coastal communities PACE district. The Committee recommended that the item be brought to the League of Cities in an effort to create a coastal communities PACE district and that the item be brought to the full Commission subject to the League of Cities creating the district.

### **4. Discussion regarding sanitizer dispensers at City Facilities to lessen illness and increase productivity**

## **ACTION**

**The Committee recommended that hand sanitizer dispensers be installed at various City facilities.**

The Committee did not discuss the item but recommended that hand sanitizer dispensers be installed at various City facilities.

### **5. Discussion regarding the issuance of Request for Proposals (RFP) for catering and concession services for the Miami Beach Convention Center**

## **ACTION**

**The Committee recommended:**

- **changing score weighting on Experience and qualifications and Past Performance based on Client Surveys from 25% to 35%**
- **reducing the weight of Business and Creative Marketing Plan from 25% to 15%.**
- **including a food quality criterion in section B – Experience, qualifications and Past Performance**
- **including asking proposers to include a detailed plan of how they will raise survey scores to 93% or above**
- **that the criteria be as defined or specific as possible as to avoid subjectivity**

Max Sklar, Tourism and Cultural Arts Development Director, presented the item.

On April 11, 2006, the Mayor and City Commission approved the issuance of a Request for Proposal (RFP) No. 22-05/06, to provide Professional Food and Beverage Facilities Management Services for the Miami Beach Convention Center; with an option to manage food and beverage services at other city cultural facilities to include: 1) the Jackie Gleason Theater of the Performing Arts; 2) the Colony Theater; and 3) the Byron Carlyle Theater. This RFP was issued in advance of Centerplate's expiring contract on February 28, 2007. On September 6, 2006, the City Commission adopted Resolution No. 2006-26316 authorizing the Mayor and Clerk to execute an agreement upon completion of successful negotiations by the Administration. Centerplate didn't conclude negotiations until December 13, 2007, which is when the final agreement was executed. The terms of the Agreement were retroactive to March 1, 2007 and expire on September 30, 2012. The Agreement also includes two (2) successive, five (5) year renewal options at the City's discretion. The Convention Center Advisory Board (CCAB) at their June 7, 2011 meeting discussed whether or not the City should exercise the five (5) year renewal option available in the Agreement or issue a new RFP. The CCAB reviewed Centerplate's history and recommended, by a 6-1 vote, that the City issue a new RFP for catering and concession services at the Convention Center. This recommendation was based largely on Centerplate's client survey scores and their history of being the lowest-rated area of the Convention Center's overall operations. At the December 14, 2011 Commission meeting the Administration was directed to issue an RFP and referred the scope of service to the Finance & Citywide Projects Committee to review the criteria prior to RFP issuance.

Commissioner Michael Gongora asked where the food quality criteria were in the evaluation criteria. Mr. Sklar stated that it would fall under section B, Experience and qualifications and past performance based on client surveys. Chairperson Deede Weithorn asked that the criteria be more defined, such as the size of the facility that is to be compared, the minimum amount of revenue, and minimum volume of surveys. Chairperson also asked that proposers submit a detailed plan of how they will raise survey scores from 86% to 93%. Commissioner Gongora asked how a score of 93% or above was arrived at. Mr. Sklar stated that 93% was set by the City because it was the standard set for all of the departments in the facility. The Committee recommended changing score weighting on Experience and qualifications and Past Performance based on Client Surveys from 25% to 35% and reducing Business and Creative Marketing Plan from 25% to 15%.

The Committee recommended:

- changing score weighting on Experience and qualifications and Past Performance based on Client Surveys from 25% to 35%
- reducing the weight of Business and Creative Marketing Plan from 25% to 15%.
- including a food quality criterion in section B – Experience and qualifications and Past Performance
- including asking proposers to include a detailed plan of how they will raise survey scores to 93% or above
- that the criteria be as defined or specific as possible as to avoid subjectivity

## **6. Ordinance amending penalty charges for late utility bills**

### **ACTION**

#### **Item Deferred**

- 7. Discussion regarding consideration of a letter of agreement between the City of Miami Beach and Art Basel Miami Beach outlining terms and conditions for use of public property by Art Basel Miami Beach**

### **ACTION**

**The Committee recommended amending the Special Events Guidelines to reflect the Art Basel Miami Beach Zone.**

Art Basel Miami Beach (ABMB) was established in 2000 as the sister event of Switzerland's Art Basel, the world's most prestigious art fair for the past 39 years. In just ten years, ABMB has become the preeminent contemporary art fair in the western hemisphere, and an established destination for artists, galleries, collectors, museum groups and other individuals interested in top-notch art. As ABMB grew in popularity, so did the number of requests for temporary art displays or for use of public property in the immediate area of the convention center. The City and ABMB informally established an Art Basel Miami Beach Zone to protect the ABMB brand and limit third party use of public property in this area. The boundaries of the zone include 23<sup>rd</sup> Street to the north; Lincoln Lane South to the south; Alton road to the west; and the Atlantic Ocean to the east. At this time, the City and ABMB would like to formally memorialize the Art Basel Miami Beach Zone. In order to do this, an amendment to the Special Event Guidelines is required to establish an "Art Basel Miami Beach Zone". The Committee

recommended amending the Special Events Guidelines to reflect the Art Basel Miami Beach Zone.

#### **8. Discussion regarding updates on the Collins Canal/Bike Path project**

##### **ACTION**

**The Committee recommended that the item be discussed with the Capital Budget later this year.**

Fred Beckmann presented the item and gave a brief synopsis of the memo. Approximately 3,100 feet of seawall on the north side of the Collins Canal, between West Avenue and Convention Center Drive, is in poor condition and requires replacement. The City received a grant for this work in the amount of \$1,282,885. The City is also constructing approximately 5,000 feet of bike path along this corridor from 17<sup>th</sup> Street to Park Avenue with a grant in the amount of \$2,873,896. The project is fully permitted and has been approved by the Historic Preservation Board. It has also been endorsed by the Transportation and Parking Committee, the Disability Access Committee, the Bikeways Committee, the Belle Isle Residents Association, the Miami Beach Convention Center, the Greater Miami & the Beaches Hotel Association, and the Miami Beach Senior High PTSA. The contractor, Harbor Construction, is presently on schedule to complete the work in early July. At the request of the City, the contractor is leasing the block that contains a 650-foot section that is too narrow to plant trees, returning to it at the end of the project. While continuing the work, the City is pursuing two designs in parallel that could provide for trees in that area: planting mangroves in the canal and shifting the Dade Boulevard curb to the north to provide a planting area. Chairperson Deede Weithorn suggested that this item be discussed with the Capital Budget later this year. Chairperson Weithorn opened the floor for public comment which included support for the completion of the canal repair/bike path and greenspace. Resident Barry Miller asked for a cost estimate for shifting the Dade Boulevard curb portion of the project. The Committee recommended that the item be discussed with the Capital Budget later this year.

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