

**MIAMI-DADE EXPRESSWAY AUTHORITY (MDX)
INTER-GOVERNMENTAL AND PUBLIC COMMUNICATIONS
COMMITTEE MEETING
TUESDAY, JANUARY 26, 2016
3:00 PM**

SUMMARY MINUTES

Present Committee Members:

Luz Weinberg, Chair – in attendance via phone
Arthur J. Meyer, Vice Chair
Jose “Pepe” Cancio
Javier L. Vázquez, Esq.
Cliff Walters

Absent Committee Members:

Present Board Members:

Louis V. Martinez, Esq., MDX Chair
Shelly Smith Fano, MDX Vice Chair
Rick Rodriguez Piña, MDX Treasurer
Maurice A. Ferré

Staff Present:

Javier Rodriguez, P.E., Executive Director
Marie Schafer, Director of Finance/CFO
Juan Toledo, Director of Engineering
Steve Andriuk, Director of Toll Operations
Carlos Zaldivar, General Counsel
Francine Steelman, Associate General Counsel
Helen Cordero, Procurement Manager
Bernardo Escobar, Special Projects Manager
Mario A. Diaz, Public Information Manager
Maria Luisa Navia Lobo, MDX Board Secretary

Consultants:

Courtney Cunningham, Commonground/MGS (“CG/MGS”)
Albert Sosa, HNTB – GEC-A
Tere Garcia, Bermello Ajamil Partners, GEC-A

CALL TO ORDER

Mr. Meyer, Vice Chair of the of the Inter-Governmental and Public Communications Committee, called the meeting to order. Ms. Navia Lobo called the roll and announced that a quorum was present. Mr. Rodriguez requested a couple of changes to the agenda as follows.

- Agenda item IV. B. – table the item due to insufficient information required to discuss the item.
- Agenda item IV. C – move the item to a Discussion item.

The amended agenda was thoroughly approved.

DECLARATION OF VOTING CONFLICTS

- Potential Conflict of Interest Report

Mr. Zaldivar asked if Members had any Conflicts of Interest to declare regarding the agenda. No conflicts were declared.

PUBLIC COMMENT

No public comments were received.

ACTION ITEMS

A) Approval of Summary Minutes:

- Inter-Governmental & Public Communications Committee Meeting of December 8, 2015

Mr. Martinez moved to approve the Summary Minutes. Ms. Smith Fano seconded the motion. The motion was unanimously approved.

B) MDX Procurement/Contract No.: RFQ 14-01 Advertising Services

- Endorsement for Board Approval to assign the Contract with PCH Communications, LLC d/b/a CommonGround/MGS to Cunningham Communications Consulting Corporation d/b/a The Brand Advocates, Incorporated for a period not to exceed 7 months.

The item was tabled.

C) MDX Procurement/Contract No.:RFQ-16- 05 – Advertising, Communications, Marketing & Public Relations Services

- Approval of Advertisement of Request for Qualifications (RFQ) for Advertising, Communications, Marketing & Public Relations Services.

This item was moved to a Discussion Item.

Mr. Rodriguez informed Members that he and staff have been meeting with several interested firms that have reached out to MDX. Mr. Diaz briefed Members on the current status of the current vendor, Commonground MGS. In December of 2015, MDX was advised that CGMGS' accounts were seized by a lender of the equity partner and consequently CGMGS was no longer able to service their clients including MDX.

Staff has been meeting with several full service firms. MDX is seeking for Advertising,
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Communications, Marketing & Public Relations firm to support the MDX's Public Communications Department by delivering innovative communications services that will inform customers, the business community, elected officials, and the general public of MDX's activities.

Mr. Diaz highlighted the scope of services and informed Members the Consultant will have a strong understanding of the Miami-Dade marketplace with a track record in the organizing and administration of strategic marketing, communications and public relations campaigns in multiple languages. The Consultant should have knowledge of and experience with print, digital, radio, television and social media. Mr. Toledo reminded Members that in order to not have service interruption, the GEC has scope to cover certain situations.

Mr. Rodriguez recommends a procurement process for the Public Communications Services.

Member thoroughly discussed the scope of service and requirements for a full service firm.

INFORMATIONAL ITEM

A) Legislative Update

Mr. Rodriguez gave an update on House Bill 299 and Senate Bill 574. The identical bills talk about reducing the MDX Board size from 13 members to 9 members. Restriction of who can be appointed to the Board and Ethics restrictions. Subsequent to the bills; Senator Flores drafted SB 1372 Miami Transportation Bill. As it relates to MDX, gives MDX the ability to create transportation re-development zones. This will enable MDX to implement many of the pieces of the strategic master plan and be a conduit or implement for FDOT and recipient of funding sources for projects prioritized by the MPO.

Mr. Rodriguez further informed Members of HB 961 filed by Representative Artiles and a companion bill in the Senate by Senator Garcia. The bill speaks of requiring toll agencies to post meetings recordings on the internet within a specific time. Directing the Florida Transportation Commission, to conduct a study of the potential for express toll lanes to display estimated travel times. Toll agencies shall adopt a policy for removal of director due to ethical violations or lack of attendance. A copy of the bills were distributed at the meeting

The bills were thoroughly discussed.

Mr. Meyer requested a monthly meeting and activity calendar to keep Members apprised of what is going on in the community related to transportation.

ANNOUNCEMENTS

- Board of Directors Meeting and Attorney Client Privileged Meeting (Shade meeting) Re: ETCC Litigation, 1/26/16, 4:00 p.m., William M. Lehman MDX Building

ADJOURNMENT

Mr. Meyer adjourned the meeting. Minutes prepared by Maria Luisa Navia Lobo, MDX Board Secretary.