

Finance & Operations Committee Meeting



Thursday, February 6, 2020
The Children's Trust
3150 S.W. 3rd Avenue, 8th Floor
Conference Room A
9:30 a.m. – 11:00 a.m.

AGENDA

Board of Directors

Kenneth C. Hoffman
Chair
Mark A. Trowbridge
Vice-Chair
Steve Hope
Treasurer
Karen Weller
Secretary

Magaly Abrahante, Ph.D.
Laura Adams
Matthew Arsenault
Daniel Bagner, Ph.D.
Hon. Juan Fernandez Barquin
Hon. Dorothy Bendross-Mindingall, Ph.D.
Constance Collins
Mary Donworth
Richard P. Dunn II
Beth Edwards
Gilda Ferradaz
Lourdes P. Gimenez
Nicole Gomez
Mindy Grimes-Festge
Nelson Hincapie
Pamela Hollingsworth
Monique Jiménez-Herrera, PsyD.
Hon. Barbara Jordan
Maurice Kemp
Tiombe Bisa Kendrick-Dunn
Marissa Leichter
Frank Manning
Susan Neimand, EdD.
Hon. Orlando Prescott
Javier Reyes
Hon. Isaac Salver
Michael Turino

David Lawrence Jr.
Founding Chair

James R. Haj
President & CEO

County Attorney's Office
Legal Counsel

9:30 a.m. **Welcome and opening remarks**

Steve Hope
Committee Chair

9:35 a.m. **Public comments**

Steve Hope
Committee Chair

9:45 a.m. **Approval of January 9, 2020 Finance & Operations Committee minutes summary**

(Addl. Items packet, Pg. 2)

Steve Hope
Committee Chair

9:50 a.m. **Update on Investments**

James R. Haj
President/CEO
William Kirtland
Chief Financial Officer

10:05 a.m. **Resolution**

Steve Hope
Committee Chair

Resolution 2020-A: Authorization to enter into an agreement with the agencies selected from the advertising creative RFP #2020-01 and media buying RFP #2020-02 for creative advertising production, media buying services, English-Spanish-Haitian Creole translation services, market research and community outreach in a total amount not to exceed \$2,020,000.00, for a term of seven months, commencing March 1, 2020, and ending on September 30, 2020, with four remaining 12-month renewals subject to annual funding appropriations. *(Pgs. 3-4)*

10:50 a.m. **CEO Report**

James R. Haj
President/CEO

- *Board Retreat*
- *Update on Land and Conveyance*
- *Site Visit – State Attorney's Office – Thursday, February 13, 2020 (2-3 pm)*
- *Social Justice Day – University of Miami – Friday, February 14, 2020*
- *Young Talent, Big Dreams Finals – Sunday, April 26, 2020*

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

Reminder:

Next Committee Meeting: Thursday, March 5, 2020.

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



**Finance & Operations Committee Meeting Summary
January 9, 2020
9:32 a.m.**

These actions were taken by the Finance & Operations Committee meeting on January 9, 2020:

Motion to approve the November 7, 2019 Joint Finance & Programs/Health Committee meeting minutes was made by Javier Reyes and seconded by Matthew Arsenault. Motion passed unanimously, 3-0.

Discussion Item: Trust Office Space Options

It was a lengthy discussion about whether to continue leasing or purchase a building. Staff had considered all the possibilities and the recommendation was to acquire a land and build for long-term. Staff identified a two-acre lot between Kendall Drive and Sunset Drive off 107th Avenue that the Mayor is willing to move forward with the deal. **After further discussion, CEO and staff will come back with a resolution at the next Finance committee meeting for an authorization to enter into negotiation with the county for the transfer of the land.**

Meeting adjourned at 9:52 a.m.

The Children’s Trust Board Meeting

Date: February 18, 2020

Resolution: 2020-A

Strategic Plan Priority Investment Area: Community Awareness & Advocacy: Public Awareness & Program Promotion

Strategic Plan Headline Community Result(s): This investment supports all headline community results.

Recommended Action: Authorization to enter into an agreement with the agencies selected from the advertising creative RFP #2020-01 and media buying RFP #2020-02 for creative advertising production, media buying services, English-Spanish-Haitian Creole translation services, market research and community outreach in a total amount not to exceed \$2,020,000.00, for a term of seven months, commencing March 1, 2020, and ending on September 30, 2020, with four remaining 12-month renewals subject to annual funding appropriations.

Budget Impact: Funding for this resolution is allocated for FY 2019-20.

Background: On October 21, 2019, the board of The Children’s Trust approved the release of requests for proposals (RFPs) to procure communication services through resolution # 2020-06. The Children’s Trust issued RFPs #2020-01 and 2020-02 for advertising creative and media buying services. After a comprehensive review of nine total applications (five for Advertising Creative and 4 for Media Buying), The Children’s Trust recommends three applications for funding for these services. The process for consideration included an independent evaluation by three trained reviewers per application, a review team debriefing meeting, interviews for select applicants, and a service area analysis.

Advertising Creative RFP #2020-01	
Applicant	Recommendation Not to Exceed
Agencia Central, LLC	\$420,000.00
Media Buying RFP #2020-02	
Applicant	Recommendation Not to Exceed
WOW Factor Marketing Group	\$1,250,000.00
Armstrong Creative	\$350,000.00

The recommended agreement represents Agencia Central LLC’s first time providing such services to The Children’s Trust, while WOW Factor Marketing Group and Armstrong Creative Consulting Inc. were members of the three-year vendor pool approved by the board through resolution #2017-01 on October 19, 2016, and their agreements represent a fourth consecutive year providing such services to The Children’s Trust. Both agencies (WOW and Armstrong) have demonstrated proven knowledge in their respective areas and have consistently delivered excellent results.

Description of Services:

Advertising Creative: Agencia Central LLC will provide creative services related to marketing and advertising, including but not limited to, graphic design and the development and execution of effective trilingual advertising campaigns. These include creating broadcast, print, outdoor, and digital media elements for multimedia public awareness, branding, and marketing campaigns related to The Children's Trust's signature events, and the promotion of funded programs and initiatives. The initiatives promoted through the campaigns include, but are not limited to, literacy, early childhood, children's health, after-school, summer learning, youth enrichment, quality childcare, parenting, and adoption programs.

Media Buying: WOW Factor Marketing Group will purchase discounted media buys with television and radio broadcasting stations, print, digital and/or outdoor media. The media buys include: (1) obtaining and analyzing data and research to develop a comprehensive media plan best suited to successfully deliver messages for the programs and initiatives being promoted; (2) negotiating best rates and additional benefits on multiple media platforms, such as no-cost tv/radio spots, print/digital ads and/or additional outdoor media spaces; (3) paying media; and, (4) reconciling monthly/annual buys by analyzing results on a case-by-case basis to determine if goals were achieved and contractual obligations met, while obtaining "added value" benefits including additional advertising given at no cost.

Armstrong Creative will develop and execute: (1) a multilayered faith-based community outreach strategy in Miami-Dade County involving approximately 80 houses of worship; (2) targeted media buying on urban media outlets primarily tied to the faith-based community; and, (3) other outreach services specific to the African American community. Additionally, Armstrong will manage Haitian Creole marketing and outreach efforts which include: (1) negotiating discounted media buys with targeted Haitian Creole television and/or radio broadcasting stations and other Haitian Creole media as needed; (2) providing community outreach specific to the Haitian Creole-speaking community; and (3) providing English to Haitian Creole translation services for The Children's Trust's marketing campaigns, monthly parenting newsletter, press releases, program brochures, and other materials as needed.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted **this 18th day of February, 2020.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____