

Finance & Operations Committee Meeting



Thursday, March 5, 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 February 6, 2020 Finance & Operations Committee minutes summary**

(Addl. Items packet, Pg. 3)

Steve Hope
Committee Chair

9:50 a.m. **Presentation**

Moises Ariza, Senior Manager
Marcum, LLP
Branden Lopez, Manager
Marcum, LLP

- *Comprehensive Annual Financial Report (CAFR) Fiscal Year 2018-19*

10:10 a.m. **Resolutions**

Steve Hope
Committee Chair

Resolution 2020-A: Authorization to negotiate and execute a contract with BMK Media Consulting Corporation, an Infrastructure as a Service (IaaS) vendor, in a total amount not to exceed \$117,477.00, for a term of 15 months, commencing July 1, 2020, and ending September 30, 2021, with four remaining 12-month renewals subject to annual funding appropriations. *(Pgs. 4-5)*

Resolution 2020-B: Authorization to enter into a contract with Armstrong Creative Consulting, Inc., for event planning services, in a total amount not to exceed \$290,000.00, 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. 6-7)*

Resolution 2020-C: Authorization to enter into a purchase agreement with Linda S. Weston d/b/a Ahead Advertising Specialties for the Trust-branded promotional items in a total amount not to exceed \$50,000.00 for a term of seven months commencing on March 17, 2020, and ending on September 30, 2020. *(Pgs. 8-9)*

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

Resolution 2020-D: Authorization to execute a purchase agreement with Yellow Box, Inc., to rent and maintain Yellow Box kiosks in the amount of \$29,166.70, for a term of seven months, commencing March 17, 2020, and ending September 30, 2020. *(Pgs. 10-11)*

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

James R. Haj
President/CEO

- *Board Retreat – Wednesday, March 18, 2020*
- *Trust Facilities*
- *Young Talent, Big Dreams Finals – Sunday, April 26, 2020*

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

Reminder:
Next Committee Meeting: Thursday, April 2, 2020.



**Finance & Operations Committee Meeting Summary
February 6, 2020
9:30 a.m.**

These actions were taken by the Finance & Operations Committee meeting on February 6, 2020:

***Please note that the number of board members fluctuate based on arrival and departure of some of them throughout the meeting.**

Motion to approve the January 9, 2020 Finance & Operations committee meeting minutes was made by Matthew Arsenault and seconded by Javier Reyes. Motion passed unanimously, 5-0.

Resolution 2020-A: Motion to recommend the resolution to the Board of Directors on February 18, 2020 was made by Nelson Hincapie and seconded by Mark Trowbridge. 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. **Motion passed, 6-0. Recusal by Javier Reyes.**

Meeting adjourned at 10:10 a.m.

The Children's Trust Board Meeting

Date: March 16, 2020

Resolution: 2020-A

Strategic Plan Priority Investment Area: Information Technology

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

Recommended Action: Authorization to negotiate and execute a contract with BMK Media Consulting Corporation, an Infrastructure as a Service (IaaS) vendor, in a total amount not to exceed \$117,477.00, for a term of 15 months, commencing July 1, 2020, and ending September 30, 2021, with four remaining 12-month renewals subject to annual funding appropriations.

Budget Impact: Funding in the amount of \$117,477.00 for this resolution is allocated for FY 2019-20 and is projected to be available for FY 2020-21.

Description of Services: BMK Media Consulting Corporation will provide the following IaaS managed services: host hardware, software, servers setup and maintenance, storage, network equipment, and other infrastructure components. Examples of services include system maintenance, backup, and resiliency planning. The vendor is expected to deliver exemplary help desk support remotely within the established service level agreement.

Background: In alignment with The Children's Trust's IT vision and strategy, all technological solutions are as a service. On October 21, 2019, the board of The Children's Trust approved the release of a request for proposals (RFP) to procure IaaS managed services through resolution #2020-06. The Children's Trust issued RFP #2020-03 in November of 2019. A total of five applications were received and reviewed independently by trained reviewers including an external reviewer. All vendors were evaluated for their capacity, expertise, and qualifications to provide needed services. Three vendors were selected as finalists and were interviewed. BMK Media Consulting Corporation (BMK Media) demonstrated the requisite experience to manage The Children's Trust's existing services and provide consultative partnership to further optimize technology services and solutions. The Children's Trust will realize annual savings of \$70,000.00 through BMK Media's pricing proposal. Additionally, BMK Media had excellent references from non-profit, social service organizations.

To allow for a smooth transition of services, BMK Media will commence services on July 1, 2020 while the current vendor will remain on contract through September 30, 2020. BMK Media's contract will end on September 30, 2021 with annual renewal options through September 30, 2023. BMK Media Consulting Corporation will be evaluated at the end of the third year for a possible two-year extension.

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 **16th day of March 2020.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: March 16, 2020

Resolution: 2020-B

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

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

Recommended Action: Authorization to enter into a contract with Armstrong Creative Consulting, Inc., for event planning services, in a total amount not to exceed \$290,000.00, 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 in the amount of \$290,000.00 for this resolution is allocated for FY 2019-2020.

Description of services: Armstrong Creative Consulting, Inc. will provide event planning services for the 2020 Children's Trust Family Expo, the largest community resource fair in Miami-Dade County with more than 200 exhibitors attracting 10,000-15,000 people annually. Services to be provided include, but are not limited to:

- managing and tracking exhibitor registration;
- providing live and online customer support to exhibitors throughout the registration process, leading up to the event, during setup and breakdown afterward;
- recruiting, managing, tracking and coordinating all event sponsors;
- applying for and securing all permits and inspections;
- hiring security;
- obtaining estimates, paying for, scheduling and managing the execution of all décor, AV services, entertainment and educational/interactive special areas;
- obtaining estimates, paying for, scheduling and managing all entertainment and outdoor activities such as bounce houses, rock climbing walls, face painters, balloon artists, magicians, stilt walkers, and other entertainers;
- selecting and managing an event food vendor for the public and volunteers;
- ordering all on-site event signage and programs;
- hiring and managing all event staff;
- coordinating and managing up to 100 volunteers;
- obtaining estimates, paying for, scheduling and managing sign languages interpreters;
- collaborating with the Miami-Dade County Fair and Expo Center on all event logistics and requirements, including obtaining insurance certificates from exhibitors; and
- overseeing all aspects of the event and troubleshooting all issues that may arise; and reconciling all event expenses.

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 RFP #2020-04 in January of 2020 seeking applicants

with demonstrated expertise to provide event planning services for The Children’s Trust Family Expo. A total of four agencies attended the bidders conference and application training session, but Armstrong Creative Consulting, Inc. was the only agency to submit an application. After a comprehensive review, The Children’s Trust recommends this application for funding. The process for consideration included an independent evaluation by four trained reviewers, a review team debriefing meeting and a service area analysis. Additionally, Armstrong Creative Consulting, Inc. has successfully planned and executed the Family Expo for the past four years.

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 **16th day of March 2020.**

THE CHILDREN’S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: March 16, 2020

Resolution: 2020-C

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

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

Recommended Action: Authorization to enter into a purchase agreement with Linda S. Weston d/b/a Ahead Advertising Specialties for the Trust-branded promotional items in a total amount not to exceed \$50,000.00 for a term of seven months commencing on March 17, 2020, and ending on September 30, 2020.

Budget Impact: Funding in the amount of \$50,000.00 for this resolution is allocated for FY 2019-2020.

Description of Services: Linda S. Weston d/b/a Ahead Advertising Specialties oversees the manufacture and delivery of various Trust-branded materials, including 4,625 book bags for annual back-to-school outreach efforts in low-income neighborhoods; 1,000 headphones; and other promotional materials to be used for targeted outreach efforts. The book bags will be disseminated during targeted outreach efforts as needed at approximately 45 neighborhood-based back-to-school events throughout Miami-Dade County. Headphones will be distributed during the annual Family Expo event, and the remaining of the promotional materials will be selectively distributed at outreach events throughout the year.

Background: To identify a source for The Children's Trust branded promotional items, between January and February 2020 staff received quotes for 4,625 book bags from the following vendors: (1) 4 Imprint (2) Motivators Promotional Products; (3) Ahead Advertising Specialties. For the headphones and promotional materials, at least three quotes were sought from a variety of other companies, not limited to those mentioned, in compliance with The Children's Trust procurement policy. Detailed item specifications for the book bags, headphones and other promotional materials were provided to each vendor. Vendors responded with prices and real samples, when possible, or product photos. Ahead Advertising Specialties was selected as the vendor for the items identified in this resolution because it provided the lowest bid for the highest-quality product.

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 **16th day of March, 2020.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: March 16, 2020

Resolution: 2020-D

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

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

Recommended Action: Authorization to execute a purchase agreement with Yellow Box, Inc., to rent and maintain Yellow Box kiosks in the amount of \$29,166.70, for a term of seven months, commencing March 17, 2020, and ending September 30, 2020.

Budget Impact: Funding in the amount of \$50,000.00 for this resolution is allocated for FY 2019-2020.

Description of Services: Yellow Box kiosks are a highly visual and successful tool to disseminate information about Trust-funded programs throughout the Haitian community. Funding for Yellow Box, Inc., will provide for the rental and regular restocking of colorful kiosks that display printed parent resource materials in both English and Haitian-Creole. Funding will also cover the display of photographs of Trust-funded programs with Creole messages on video screens throughout the Haitian community within Miami-Dade County. The video screens are monitors located at the top of the kiosks with video capabilities that feature programs and services funded by The Children's Trust. The Children's Trust has access to 25 custom built displays in the Haitian community.

Background: The Children's Trust has been using Yellow Box, Inc.'s kiosks to disseminate information in the Haitian community since May 2014. This kiosk service was previously provided through Imaginart Media's outreach and media buying contract with The Children's Trust, and Imaginart Media subcontracted with Yellow Box, Inc. Imaginart Media was not selected for the Media Buying RFP #2020-02 solicitation. As such, The Children's Trust is now contracting directly with Yellow Box, Inc. to continue the kiosk services. The Children's Trust has already expended \$20,833.30 to Yellow Box, Inc. for this kiosk service from October 1, 2019 to February 29, 2020. This purchase agreement for \$29,166.70 is for the kiosk rental and maintenance services for the remainder of the fiscal year.

Yellow Box kiosks, owned by Yellow Box, Inc., are unique and proprietary products that have grown in popularity and visibility in Miami-Dade County. Per The Children's Trust's procurement policy section 2000. General Purchasing and Procurement Policy, Exemptions to Formal Competitive Procurement Process (G-4, single source purchases), a competitive solicitation is not required.

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 **16th day of March, 2020.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____