

**SUPPLEMENTAL MATERIAL**  
**OCTOBER 15, 2003**  
**CITY COMMISSION MEETING**

**R7 – Resolutions**

- R7B A Resolution Approving And Officially Adopting The Venetian Islands Neighborhood Basis Of Design Report (BODR) Which Defines And Describes G.O. Bond, Water And Sewer Bond, And Stormwater Funded Capital Improvements To Be Implemented Through The Venetian Islands Right Of Way Improvement Project. (Page 286)  
(Capital Improvement Projects)  
**(Resolution)**
- R7G A Resolution Authorizing The Execution Of A Letter Of Agreement Establishing A Pilot Program With Onboard Media For A Maximum Of Twelve (12) Months To Produce And Air A Thirty (30) Minute Segment Of "Welcome To Miami Beach" In Promotion Of The City Of Miami Beach As A Tourist Destination And Quality Residential Community, On "Beach TV" (Charter Communications Geographic Territory), At No Cost To The City; Providing A Link On The City's Website, A Letter Of Support For The Programming Efforts And The City's Cooperation And Conceptual Support Of The Program And Its Production. (Page 463)  
(City Manager's Office)  
**(Resolution)**

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND OFFICIALLY ADOPTING THE VENETIAN ISLANDS NEIGHBORHOOD BASIS OF DESIGN REPORT, INCLUDING ADDENDUM 1, WHICH IDENTIFIES AND DESCRIBES G.O. BOND, WATER AND SEWER BOND, AND STORMWATER BOND FUNDED CAPITAL IMPROVEMENTS TO BE IMPLEMENTED THROUGH THE VENETIAN ISLANDS RIGHT OF WAY IMPROVEMENT PROJECT.**

**WHEREAS**, on November 13, 2002, the Mayor and City Commission approved a professional services agreement, pursuant to Request for Qualifications (RFQ) No. 31-01/02, with Edwards and Kelcey, Inc. for the provision of planning, design, and construction administration services required to implement the Venetian Islands Neighborhood Right of Way Improvement Project which encompasses Rivo Alto, Di Lido, and San Marino Islands; and

**WHEREAS**, construction funding for the Project totaling \$3,137,658 is available in the amount \$1,913,781 from G.O. Bonds, \$682,000 from Water and Sewer Bonds, and \$541,877 from Stormwater Bonds; and

**WHEREAS**, Edwards and Kelcey, Inc. and City staff have completed a rigorous planning process including the presentation of proposed improvements to neighborhood residents at a Community Design Workshop held on March 20, 2003, at which meeting a consensus of residents expressed approval of and support for the plans; and

**WHEREAS**, the Basis of Design Report (BODR), and the associated BODR Addendum 1, which provides a clarification of Project funding, have been completed and submitted by Edwards and Kelcey, Inc.; and

**WHEREAS**, the BODR, including Addendum 1, has been reviewed by City staff from all relevant Departments, as well as the G.O. Bond Oversight Committee at their October 8, 2003 meeting, and has been revised as necessary; and

**WHEREAS**, the next step in implementing the Project is for the City Commission to approve the BODR, including Addendum 1, which will then serve as a basis for the preparation of construction drawings for recommended improvements.

Agenda Item R7B  
Date 10-15-03

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA,** that the Venetian Islands Neighborhood Basis of Design Report (BODR), including Addendum 1, which identifies G.O. Bond, water and sewer bond, and stormwater bond funded capital improvements to be implemented through the Venetian Islands ROW Improvement Project, is hereby approved and adopted.

**PASSED, ADOPTED AND APPROVED this 15th day of October, 2003.**

**ATTEST:**

\_\_\_\_\_  
**MAYOR:**

\_\_\_\_\_  
**CITY CLERK**

**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**

M. J. Dull      10-13-03  
City Attorney      Date

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH AUTHORIZING THE CITY MANAGER TO EXECUTE THE ATTACHED LETTER AGREEMENT BETWEEN THE CITY OF MIAMI BEACH AND ONBOARD MEDIA TO ESTABLISH A PILOT PROGRAM WITH ONBOARD MEDIA FOR A MAXIMUM OF TWELVE (12) MONTHS TO PRODUCE AND AIR A THIRTY (30) MINUTE SEGMENT OF "WELCOME TO MIAMI BEACH" IN PROMOTION OF THE CITY OF MIAMI BEACH AS A TOURIST DESTINATION AND QUALITY RESIDENTIAL COMMUNITY, ON "BEACHTV" (CHARTER COMMUNICATIONS GEOGRAPHIC TERRITORY), AT NO COST TO THE CITY; PROVIDING A LINK ON THE CITY'S WEBSITE, A LETTER OF SUPPORT FOR THE PROGRAMMING EFFORTS AND THE CITY'S COOPERATION AND CONCEPTUAL SUPPORT OF THE PROGRAM AND ITS PRODUCTION.**

**WHEREAS**, as part of the Mayor's Blue Ribbon Task Force on Tourism report, the Sales and Marketing Sub-Committee identified the need to enhance the City's public relations and advertising efforts for targeted tourist initiatives; and

**WHEREAS**, a long-term strategy included better defining our target markets and then refining our marketing, public relations and strategic plans to better position the City and part of these efforts included expanding communication among new and existing partners; and

**WHEREAS**, Cities across the world have dedicated programming highlighting their tourist attractions and providing important historical and economic data and general welcome information about their destination; and

**WHEREAS**, Onboard Media, a homegrown Miami Beach company with expertise in custom publishing, custom television programming and in live lecturing, invited the City to establish a pilot programming effort in promotion of the City of Miami Beach as a tourist destination and quality residential community; and

**WHEREAS**, Onboard Media has developed a plan and worked with the Administration to roll out an integrated Miami Beach marketing plan for niche branding which is complimentary and additional to the GMCVB regional efforts and the plan utilizes the components of print, cable TV and internet streaming video; and

**WHEREAS**, in exchange for participating in Onboard Media's already existing pilot initiative, the City of Miami Beach will extend its support of the program and the Mayor and City Commission will be afforded an opportunity to include a Welcome Message and Welcome Letter of support for BeachTV's programming efforts through print, cable video and internet streaming video; and

**WHEREAS**, additionally, the City will provide a web link on the City's website to BeachTV's web portal to view the Welcome to Miami Beach segment and other streaming video; and

Agenda Item   R76  

Date   10-15-03

**WHEREAS**, while this is a private sector pilot initiative, the City will receive valuable production and air time at no cost and Onboard Media will derive revenue from their advertising partners to cover the programming initial start up costs and production expenses; and

**WHEREAS**, as this is a preliminary pilot program, the City deems the in-kind programming provided will afford the City the opportunity to evaluate the results of the programming efforts, establish a track record and benchmark the desired results; and

**WHEREAS**, on July 30, 2003, the City Commission referred this item to the Community Affairs Committee for further discussion and on September 3, 2003, the Committee heard a presentation by Onboard and moved to recommend approval to the City Commission, subject to addressing all legal issues; and

**WHEREAS**, to that end, a letter agreement has been negotiated between the parties that clarifies the respective parties rights and obligations

**WHEREAS**, additionally at the Community Affairs Committee the Miami Herald Publishing Co. submitted a letter indicating their interest in participating a similar initiative and expressed their potential prospective coordination with Onboard Media; and

**WHEREAS**, over the next 12 months, the City will evaluate the success of the program and determine if future revenue sharing and enhanced/dedicated programming is in the City's best interest and if so, an expanded long term initiative through a competitive bidding process may be recommended and pursued; and

**WHEREAS**, however, Onboard Media will not be granted any benefit or favorable ratings by virtue of this pilot initiative.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City commission authorize the City Manager to execute the attached Letter Agreement between the City of Miami Beach and Onboard Media to establish a pilot program with Onboard Media for a maximum of twelve (12) months to produce and air a thirty (30) minute segment of "Welcome to Miami Beach" in promotion of the City of Miami Beach as a tourist destination and quality residential community, on "Beachtv" (Charter Communications geographic territory), at no cost to the City; providing a link on the City's website, a letter of support for the programming efforts and the City's cooperation and conceptual support of the program and its production.

**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2003.

**ATTEST:**

\_\_\_\_\_  
**MAYOR:**

\_\_\_\_\_  
**CITY CLERK**

JMG/CMC/rar

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**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**

  
**City Attorney**

12/14/03  
**Date**