



# MIAMI BEACH

## City Commission Meeting

### ADDENDUM MATERIAL

City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive  
June 9, 2010

Mayor Matti Herrera Bower  
Vice-Mayor Jerry Libbin  
Commissioner Jorge Exposito  
Commissioner Michael Góngora  
Commissioner Edward L. Tobin  
Commissioner Deede Weithorn  
Commissioner Jonah Wolfson

City Manager Jorge M. Gonzalez  
City Attorney Jose Smith  
City Clerk Robert E. Parcher

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#### ATTENTION ALL LOBBYISTS

Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.

#### ADDENDUM AGENDA

##### C4 - Commission Committee Assignments

- C4G Referral To The Land Use And Development Committee – Discussion Regarding The Placement Of Water Sub-Meters.  
(Requested by Commissioner Jonah Wolfson)
- C4H Referral To The Neighborhoods/Community Affairs Committee Meeting – Discussion Concerning Ways To Incentivize Multi-Unit Dwellings (i.e., Apartments And Condo Buildings) To Recycle More.  
(Requested by Commissioner Michael Góngora)





# MIAMI BEACH

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OFFICE OF THE MAYOR AND COMMISSION

## MEMORANDUM

TO: Jorge M. Gonzalez, City Manager

FROM: Jonah Wolfson, Commissioner

DATE: May 26<sup>th</sup>, 2010

SUBJECT: Agenda Item

Please place on the June 9<sup>th</sup>, 2010, Commission meeting agenda a referral to the Land Use and Development Committee to discuss the placement of water sub-meters.

If you have any questions, please contact Leonor Hernandez at extension 6437.

JW/lh

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BY \_\_\_\_\_

Agenda Item C4G  
Date 6-9-10

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# MIAMI BEACH

OFFICE OF THE MAYOR AND COMMISSION

MEMORANDUM

TO: Jorge Gonzalez, City Manager

FROM: Michael Góngora, Commissioner

MG/df

DATE: June 4, 2010

SUBJECT: Referral Item for June 9 Commission Meeting

Please place on the June 9 Commission meeting consent agenda a referral to the Neighborhoods Committee for discussion concerning ways to incentivize multi-unit dwellings (i.e., apartments and condo building) to recycle more. One way to have them recycle more is by having the City place an item on the fire inspection report annually for them to check off to secure that the building or apartment is indeed recycling. If you have any questions please feel free to contact my aide Diana Fontani at ext 6087.

MG/df

Agenda Item C4H  
Date 6-9-10

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# MIAMI BEACH

OFFICE OF THE MAYOR AND COMMISSION

## MEMORANDUM

TO: Jorge Gonzalez, City Manager

FROM: Michael Góngora, Commissioner

*MG/df*

DATE: June 4, 2010

SUBJECT: Nomination for the Historic Preservation Board for June 9 Commission Meeting

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I would like to nominate Herb Sosa for the Historic Preservation Board for the City of Miami Beach. I believe he is a great fit for the Historic Preservation Board.

Attached for your review is Mr. Sosa's resume, which includes contact information.

Thank you for your consideration.

MG/df

Agenda Item R9A4  
Date 6-9-10



# HERB SOSA

831 9th Street, Miami Beach, Florida 33139  
786.271.6982 herb@herbsosa.com

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*A proven track record in verbal & written communications and excellent public relations/cause marketing successes*

Community activist, Miami historian, preservationist and freelance writer, Herb Sosa is a founding member of, and currently serves as President of Unity Coalition | Coalición Unida. Sosa also is Publisher | Editor-In-chief of AMBIENTE Magazine, a bilingual Hispanic | Latino | LGBT publication produced bi-monthly, offered free of charge, distributed electronically around the globe, and reaches 30,000+ loyal readers monthly.

Mr. Sosa brings over 20 years of corporate and not-for-profit leadership experience in the community.

Previously, Mr. Sosa was Corporate Creative Director for Burdines Dept. stores, was Executive Director of Miami Design Preservation League and the Art Deco Weekend Festival in Miami Beach.

In 1995 Mr. Sosa created and developed the Ba-Balu Store concept in Miami & Miami Beach, earning the store the unique distinction of being named one of Conde N'ast Traveler Magazines top 100 destinations in the world in 1996. Mr. Sosa has received various career and personal accolades from his peers, including the Up and Comers Business Leaders Award (1996), City of Miami Beach Herb Sosa Day proclamation (1997), and featured in Cafe Con Leche, a documentary on first-generation Cuban-Americans (1996). Sosa served as chairman of Miami Beach's Historic Preservation Board for over six years, and has served on the Board of Directors of the Miami Design Preservation League, Miami Beach Community Development Corp., Shelbourne & Fernwood HIV/AIDS Housing, and variety of other organizations throughout South Florida. While president of Dade Heritage Trust, Sosa was honored to be involved in the restoration and re-lighting of the 1925 Cape Florida lighthouse in Key Biscayne, culminating with a Gala Re-Lighting Ceremony in July 1996, capping Miami's Centennial Celebration.

In January 2004, Herb Sosa was named one of Tentaciones Magazines Top Ten Latina/o activists in the U.S. and in 2005 was named one of OUT magazines Top 100 LGBT Activists and featured on LOGO TV. On April 2008 Sosa was named Terra.com's Activist of the Month.

In 2009 Sosa received a City Proclamation from Miami Beach & Herb Sosa Day - for his community work, was nominated for a GLAAD Media Award in 2009 for Outstanding Digital Journalism for his work in Ambiente Magazine and was named one of the 25 Most Influential GLBT Latinos in the U.S. by miapogeo.com.

On December 1, 2009 - World AIDS Day- U.S. Congresswoman Ileana Ros-Lehtinen recognizes Herb Sosa personally for his work in the community, along with that of Unity Coalition and Ambiente Magazine, as she addressed the U.S. House of Representatives.



## Service

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### Currently

2002 - Unity Coalition | Coalición Unida, President/Director

1994 - Dade Heritage Trust Board of Advisors

2007 - Gay American Heroes Foundation Advisory Board

### 2004-2006

National Latino LGBT Leadership –Unid@s/Sigamos Adelante: National co-chair

Belle Meade Home Owners Association: Historic Preservation Advisor

### 2001 -2004

Miami Acción Positiva: Board of Directors

LLEGÓ: National Latino Exec. Director's Roundtable

GMCVB: Board of Directors & Historic Preservation Advisory Committee

Design & Architecture Month/Biennial 2001: Miami-Dade Chairman

Urban Environment League, Board of Directors

### 1994-2002

Dade Heritage Trust: President, and Board of Trustees

City of Miami Beach Historic Preservation Board: Vice Chair, Chairman

Shelbourne House: Treasurer, Vice President

### 1987-1995

Miami Design Preservation League: Board of Directors, Design Chairman,

Tour Guide, Product Design & Development

### 1980-1982

Interact Service Honors Club, Jr. Rotary Club – Miami Senior High School

## Recognitions

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- 2009 Herb Sosa Day - City of Miami Beach Proclamation for community work - January 28<sup>th</sup>  
Nominated for a Glaad Media Award for Outstanding Digital Journalism - Spanish media  
25 Most Influential GLBT Latinos in the U.S. by miapogeo.com
- 2008 Activist of the Month - Terra.com
- 2006 Named to Orgulloboriqua.net's - *Orgullo Del Momento*, Pride of the Moment Award
- 2006 Herb Sosa named one of OUT Magazines Top 100 activists in the U.S.
- 2006 Featured in LOGO TV's documentary on Top 100 activists in the U.S.
- 2005 National co-chair of Sigamos Adelante/Unid@s – Nat'l. LGBT advocacy organization
- 2005 Was invited to write the Forward Message for the National Gay and Lesbian Task Force's  
Hispanic and Latino Same-Sex Households in Florida: A Report from the 2000 Census
- 2004 Herb Sosa named one of Tentaciones Magazines Top 10 Latino activists in the U.S.
- 1997 City of Miami Beach Commission Proclamation, June 20<sup>th</sup> - Herb Sosa Day
- 1997 Chivas Regal Entrepreneur Award
- 1996 Café con Leche PBS Documentary, first-generation Cuban-Americans
- 1996 Up and Comers Business Leaders Award
- 1992 Miami Design Preservation League, Award of Recognition
- 1986 Metro-Dade Co. Parks Dept. Award, Amelia Earhardt Park Visitors Center Design
- 1982 Silver Knight Nominee, Art – Miami Senior High School  
Burger King Foundation College Scholarship for Art Studies

Fluent in English and Spanish

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## HERB SOSA

831 9th Street, Miami Beach, Florida 33139  
786.271.6982 herb@herbsosa.com

## Experience

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### Currently

#### **Editor-in-chief, Ambiente E-Magazine**

AMBIENTE Magazine is a bilingual Hispanic publication produced monthly, free of charge, distributed electronically around the globe, and reaches over 30,000 loyal readers monthly, with a direct market of Florida, the Caribbean & Latin America [www.ambiente.us](http://www.ambiente.us)

#### **Herb Sosa Design**

A full service image, public relations and web design service, with an impressive list of local, national and international clients [www.herbsosa.com](http://www.herbsosa.com)

#### **Freelance writer**

Published locally & nationally in House King Magazine, Revista House King, Preservation Today, Ambiente, SunPost, Miami Herald, Miamigo, Tentaciones & various other publications

### 2000-2003

#### **Executive Director, Miami Design Preservation League & Art Deco Weekend®**

Non profit historic preservation organization, with over 600 members and year round educational programs, the Art Deco Museum, the Art Deco Welcome Center, Art Deco Weekend with over 500,000 visitors to Miami Beach each year, and dedicated to protecting Miami Beach's seven historic districts and their architectural legacy [www.mdpl.org](http://www.mdpl.org)  
Responsible for 12 employees, 300 volunteers and a combined annual budget of \$1,450,000

### 1995-2000

#### **Owner, Babalú**

A gift and memorabilia boutique for everything Cuban – With stores in Miami Beach, Bayside and on the web, Babalú was named one of Conde N'ast Traveler Magazines top 100 destinations in the world in 1996 and featured on various movies, TV and news shows.

#### **Organizer, Española Way Artist Market**

Created and managed the weekly Española Way Artist Market, including over 50 artists & vendors weekly, entertainment scheduling and street improvements

### 1992-1995

#### **Owner, Beach Image Group**

Image development for small businesses including promotion, product design, advertising and graphic services - Clients included The Govt. of Mexico, Commissioner Nancy Liebman, Lario's Restaurant, and Goodbodies Shop

### 1990-1992

#### **Creative Director, Visual Presentation Products**

A multi level design and manufacturing firm in Florida. Organizational and personnel responsibilities of corporate retail design, product development and quality control of local national and international manufacturing, supervising staff of over 80 in Florida with clients as Lerner New York, The Limited, Bloomingdale's, Henri Bendel, and Burdines

### 1982-1990

#### **Creative Director, Store Planning & Visual Merchandising, Burdines Dept. Stores**

Oversaw for the corporate image and development of 42 department stores across Florida & developed special projects for Federated Dept. Stores Corporate affiliates across the U.S. Responsibilities included seasonal themes & development, new store concepts, fixture, shop concept, mannequin design, and overall corporate image  
Supervised 250+ employees, and a 2.4 million annual budget



# MIAMI BEACH

OFFICE OF THE MAYOR AND COMMISSION

## MEMORANDUM

TO: Jorge Gonzalez, City Manager

FROM: Michael Góngora, Commissioner

A handwritten signature in black ink, appearing to read "M. Góngora".

DATE: June 4, 2010

SUBJECT: Discussion Item for June 9 Commission Meeting

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I would like to place an item for discussion at the June 9 Commission meeting. I would like to discuss the recent motion that was passed at the Transportation & Parking Committee May 10 meeting. The motion was to encourage the City of Miami Beach to support and pursue implementation of the Baylink Project through the Metropolitan Planning Organization (MPO), by requesting the MPO to commence and take appropriate steps to move the process forward. If you have any questions or concerns, please contact Diana Fontani and ext 6087.

MG/df

Agenda Item R9H  
Date 6-9-10

## *Transportation & Parking Committee*

Mark Weithorn, Chairman  
Alan B. Fishman, Vice-Chairman

**Members:**

Jo Asmundsson  
Moni Cohen  
Scott Diffenderfer  
Al Feola  
Del Fruit  
Maria Mayer  
JP Morgan  
Josephine Pampanas  
Marvin Silverman  
Scott Timm  
Seth Wasserman

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Mark Weithorn, Transportation & Parking Committee Chair

DATE: June 3, 2010

SUBJECT: BAYLINK

Dear Mayor and Honorable City Commission:

The Transportation & Parking Committee met on May 10, 2010, and held a discussion regarding Baylink. As a result of this discussion, the members of the Transportation & Parking Committee passed the following motion:

To encourage the City of Miami Beach to support and pursue implementation of the Baylink Project through the MPO, by requesting the MPO to commence and take appropriate steps to move the process forward.

As an Advisory Committee, we sincerely ask that consideration be given to the above motion.

Sincerely,

Transportation and Parking Committee