



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **090-2012**

LETTER TO COMMISSION

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

FROM: Jorge M. Gonzalez, City Manager

DATE: April 3, 2012

SUBJECT: COMMUNITY OUTREACH EFFORTS FOR MEMORIAL DAY WEEKEND 2012

This Letter to Commission is provided to inform you of upcoming information meetings regarding the Memorial Day Weekend MEP.

Similar to the City's planning efforts for past Memorial Day Weekends, the City is currently finalizing a comprehensive and coordinated plan for the upcoming Memorial Day 2012 Holiday Weekend (Thursday, May 24, through Monday, May 28).

Community outreach is a vital component of the 2012 Major Event Plan (MEP) in order to ensure the City's residents, businesses and visitors have a clear understanding of the City plans. Therefore, the City has scheduled recurring weekly community meetings from Thursday April 5th, and every Thursday thereafter through May 17th, to explain the City's MEP. These community meetings will be held in the City Manager's Large Conference Room at 6pm.

Additionally, the City is continuing to conduct a broad and concerted outreach effort throughout the community with outreach to the Nightlife Advisory Task Force, the Greater Miami and the Beaches Hotel Association, GMCVB and Miami-Dade County. As has been done in prior years, staff will attend various community meetings and organization meetings to provide information on our Memorial Day Weekend MEP Plan.

As always, please feel free to call me should you have any questions or require additional information.

C: Management Team

JMG/HMF/MAS

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