

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 174-2004



To: Mayor David Dermer and
Members of the City Commission

Date: July 12, 2004

From: Jorge M. Gonzalez
City Manager *Jorge*

Subject: PUBLIC RELATIONS AND COMMUNICATIONS SERVICES AD HOC COMMITTEE

As reported on May 26, 2004 in connection with the rejection of RFP No. 9-03-04 for Public Relations Services, Marketing and Communications and Consulting Services for the City of Miami Beach, I was considering appointing individuals to serve on an Ad Hoc Committee to better define a scope of services. As was previously reported, the Evaluation Committee questioned the lack of responsive bids and felt the scope of services was too broad and should be better defined to reflect the City's priority needs, commensurate with the funding allocated, and to perhaps encompass the top three target industry segments. The Committee recommended they be invited back to reconvene and assist in the redevelopment of the scope of services, which they believed lacked direction, prior to contract negotiation.

To that end, I am appointing an Ad-Hoc Public Relations Committee made up of representatives from this selection committee, as well as individuals from other City boards and committees, to assist and provide guidance with regard to the City's public relations strategy and ensure a collaborative representation of City interests.

I am appointing the following individuals to serve on the above subject Ad Hoc Committee and would appreciate your input:

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- Orlando Alvarez, Jr. - Pension Board Member, City of Miami Beach Resident, and vice-president of marketing and development at Mercy Hospital
 - Henry Blinder, City of Miami Beach Resident and Vice President, Product Development & Communications, Global Interactive Travel Group, American Express Global Travel Services
 - Lisa Cole - Production Industry Council Chairperson and Senior Vice President Public Relations - Fountainbleu Hotel
 - Marlo Courtney - Ocean Drive Association
 - Mark A. Lunt - Sr. Manager & Practice Leader: SE Area & Caribbean Basin, Hospitality Advisory Services - Ernst & Young LLP
 - Elsie Sterling Howard, VCA Chairperson and President of Sterling Public Relations
 - David Kelsey, South Beach Hotel and Restaurant Association
 - Jose Lima, Director of Tourism Marketing - Village of Bal Harbour
 - Roymi V. Membiela, CAC Board Member and President of Roymi Membiela and Associates
 - Alfredo Richard, CAC Vice Chair and Senior Vice President Communications - Claxson
 - Joe Zubizarreta, Chief Operating Officer - Zubi Advertising

If you have any comments or other suggestions, please advise me by the close of business on Monday, July 19, 2004.

JMG:CMC:MAS
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c: Christina Cuervo, Assistant City Manager
Max A. Sklar, Acting Director, Tourism and Cultural Development Department

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