CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 156-2005

To: Mayor David Dermer and Members of the City Commission

Date: June 9, 2005

From: Jorge M. Gonzalez
City Manager

Subject: **APPOINTMENT OF ASSISTANT CITY MANAGERS**

The purpose of this LTC is to advise you of the two Assistant City Manager appointments I have made. As you know, there have been two vacant Assistant City Manager positions within the administration, one since January 2004 and the other since February 2005.

Tim Hemstreet, who has been Acting Assistant City Manager since March 1, 2005, will assume one of these positions. Tim has been doing a great job the past three months overseeing the Planning, Building, Parking and Tourism and Cultural Development Departments in addition to remaining involved with the Capital Improvement Projects (CIP) Office. Tim joined the City in April 2001 as the Special Assistant to the City Manager and shortly afterward became the first director of the newly created CIP Office where his leadership was instrumental in ensuring the success of this important area. Our CIP efforts remain one of the City's top strategic priorities. Tim started his career in local government 15 years ago and worked his way through Finance and Budget Offices for several municipalities in the South Florida region, serving from entry level positions such as Budget Analyst, all the way up to Finance Director and ultimately as the Assistant City Manager for the City of Tamarac.

Effective July 18, 2005, Hilda M. Fernandez will join the City as an Assistant City Manager. Hilda has worked for Miami-Dade County since 1992 and has held a number of high level leadership positions within the County. A detailed resume of Hilda's employment history is attached for your review.

Most recently, Hilda has served as the Director of the County's Communication Department where she has overall administrative oversight for the 60-person department that manages the County's internal and external communications.

Hilda previously served as the Executive Director of the Miami-Dade County Citizens' Independent Transportation Trust (CITT), the oversight board created by voters to monitor the implementation of the People's Transportation Plan (PTP) and the use of the proceeds of the ½-cent transit surtax. Hilda also served as the campaign coordinator for the countywide ballot referendum to approve a ½-cent sales surtax to fund transportation improvements.

Hilda was also with the Miami-Dade County Homeless Trust for nine years, six of which she served as the Executive Director. The agency is responsible for the oversight and administration of homeless issues, including the County's ambitious homeless plan. While at the Homeless Trust, Hilda helped create and implement a coordinated, countywide outreach and placement process for the continuum of care system. Under her leadership, the Trust established standards of care for the delivery of homeless services which resulted in the Trust's recognition as a "National Model Program" and "Best Practice."

Please join me in congratulating Tim on his promotion and welcoming Hilda to the City. They are both highly qualified professionals that bring a wealth of local government experience with them. In their roles as Assistant City Managers, they will play an integral role in providing high-level leadership to the organization.

As you know, one of my priorities since I became your City Manager has been the organizational development of the Administration and continuously refining the organizational structure as appropriate to ensure that we are responsive, efficient, and continuously improving to provide better services to our residents and community. I will be meeting with all the Assistant City Managers to further refine the organizational structure and determine which functional areas each Assistant City Manager will lead. Once these assignments are made, I will certainly communicate with you.

If you have any questions or need any additional information, please feel free to contact me.

JMG\ri

Attachment

Electronic Copy: Management Team

F:/cmgr/all/LTC 2005/ ACM Appointments LTC.doc

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05 JUN 10 AM 11:06
CITY CLERK'S OFFICE

HILDA M. FERNANDEZ

OBJECTIVE

To utilize strong and versatile administrative, organizational and communication skills in a dynamic and challenging environment.

EXPERIENCE

May 2004 - Present — Miami-Dade County Communications Department — Miami, FL

Director

- Overall administrative oversight for 60-person department that manages the County's internal and external communications plan, including: development and implementation of a branding program; award-winning government access television programming; proactive media relations and marketing; crisis communications; photography and graphics services; and constitutional support, including translations.
- County's official spokesperson

Jan. 2004 - May 2004 — Citizens' Independent Transportation Trust — Miami, FL

Executive Director

- Developed policy recommendations for the consideration of the Citizens' Independent Transportation Trust Board
- Established internal policies and procedures for new County department, including monitoring guidelines and processes for the oversight of $150 million in ½ penny transit surtax proceeds
- Established criteria for the municipal component of the People's Transportation Plan

Jan. 2003 – Jan. 2004 — Miami-Dade County Office of the Mayor — Miami, FL

Senior Advisor

- Reviewed, developed and recommended public policy on issues relating to transportation (airport, seaport, transit), consumer services, parks, housing and homelessness.
- Analyzed countywide budgets, programs and legislation.
- Liaison with other governmental and non-governmental organizations.

Aug. 2002 – Nov. 2002 — Transportation Initiative — Miami, FL

Campaign Coordinator

- Designed and executed a grass-roots campaign for a local, countywide ballot referendum.
- Created and implemented an aggressive and highly successful public information/education program: conducted market research; developed a media/marketing plan; organized a speaker's bureau and phone banks; designed organizational and volunteer databases; and managed five community outreach offices.
- Served as campaign spokesperson.

July 1997 – Jan. 2003 — Miami-Dade County Homeless Trust — Miami, FL

Executive Director

- Developed policy recommendations for the consideration of the Homeless Trust Board.
- Administered a $25+ million annual budget (local, State and federal).
- Coordinated the application for and receipt of State and Federal Funds ($70+ million).
- Created the infrastructure for the local homeless continuum of care system, including the development of policies and procedures for service/housing delivery, contract monitoring protocols and system-wide standards of care and outcome measurements.
- Served as departmental spokesperson.

Jan. 1994 – June 1997 Miami-Dade County Homeless Trust Miami, FL

Assistant Director

- Developed departmental budgets, policies and procedures.
- Ensured appropriate financial and programmatic oversight of contracted programs.

Jan.1993 – Jan. 1994 Miami-Dade County Communications Miami, FL

Communications Project Coordinator

- Developed marketing plans for various County departments.
- Edited and produced employee newsletter.
- Coordinated special events and programs.

Apr. 1992 – Jan. 1993 Miami-Dade Public Library System Miami, FL

Public Information Officer

- Developed and coordinated media events for the library system.
- Prepared press releases, press kits and media advisories.
- Edited and produced library system newsletter.
- Wrote, produced and performed a half-hour T.V. library show

1989 - 1992 WSVN - Channel 7 Miami, FL

Reporter/ Field Producer

- Researched story leads.
- Wrote and produced news stories for a major market T.V. station.

1987 – 1989 WSVN - Channel 7 Miami, FL

Assignment Editor

- Researched potential story leads.
- Identified and recommended stories for news coverage.
- Assigned stories to reporters, field producers and photographers.

1985 - 1987 Sears, Roebuck and Company Miami, FL

Assistant Supervisor – Maintenance Agreements

- Supervised staff of 100 employees.
- Developed monthly and weekly sales strategies.
- Provided new employee training.

EDUCATION

1983–1987 University of Miami Miami, FL

- B.A., Major: Communications Minors: English and Sociology.
- Graduated General University Honors.

INTERESTS

Current Affiliations: Greater Miami Chamber of Commerce Leadership Miami Program, Executive Board Member; Emergency Food and Shelter Board, Board Member; Miami Coalition for the Homeless, Board Member; American Society for Public Administrators, Member; Joella C. Good Elementary Educational Excellence School Advisory Committee, Member;

Past Affiliations: Alliance for Human Services, Vice President; Florida Coalition for the Homeless, Treasurer; Community Voices Multi-Agency Consortium, Member; National Association of Hispanic Public Administrators, Member; HIV/AIDS Partnership Housing Committee, Member; Miami Intermodal Center Steering Committee, Member;

FLUENT IN ENGLISH AND SPANISH

[redacted]