



CITY OF LAUDERDALE LAKES

CITY COMMISSION MEETING

NOTICE OF MEETING TO BE CONDUCTED BOTH IN PERSON AND THROUGH THE USE OF COMMUNICATIONS MEDIA TECHNOLOGY (HYBRID MEETING)

The City Commission of the City of Lauderdale Lakes, Florida will be conducting a Regular public meeting held in part through the use of Communications Media Technology (CMT) and in-person attendance in accordance with City of Lauderdale Lakes Emergency Ordinance 2020-010, adopted by the City Commission on December 8, 2020. The City of Lauderdale Lakes City Hall facility is open to the public for this meeting, subject to compliance with applicable City administrative policies, procedures and CDC guidance, which include, without limit, requirements for social distancing and the wearing of facial coverings. The public may also attend this meeting through the following access locations:

- Watch the meeting via Lakes Live TV
- Watch the meeting on Comcast Cable Channel 78
- Join the meeting via Zoom
- Join the meeting via telephone

PUBLIC PARTICIPATION

Any member of the public wishing to submit a petition from the public or make a public comment on an item may do so by submitting a public comment form prior to the meeting. The form can be accessed by visiting the City's Clerks webpage and by selecting City Commission/Workshops/CRA Meetings or by clicking the following link: <https://www.lauderdalelakes.org/FormCenter/City-Clerk-10/Public-Meeting-Comment-Form-58>. Members of the public can also email such to the City Clerk at cityclerk@lauderdalelakes.org prior to 7:00 p.m. on January 10, 2023. All submitted public petitions should be no more than three (3) minutes and will be read into the record of the meeting.

****INSTRUCTIONS FOR HYBRID MEETING AND PUBLIC PARTICIPATION****

Watch the meeting via Lakes Live TV:

Go to www.lauderdalelakes.org

Scroll down to Lakes Live TV

Select "Live" to watch it live or "On Demand" to watch it at a later date

Watch the meeting via Comcast/Xfinity Channel 78:

If you are a Comcast/Xfinity customer, please go to Channel 78 to view the meeting

When: Jan 10, 2023 07:00 PM Eastern Time (US and Canada)

Topic: January 10th 2023 - City Commission Meeting

Please click the link below to join the webinar:
<https://us06web.zoom.us/j/86112432850>

Telephone:

Dial(for higher quality, dial a number based on your current location):

1 305 224 1968 or +1 301 715 8592

Meeting ID: 861 1243 2850

If any member of the public requires additional information about the City Commission Meeting or has questions about how to submit a petition from the public or make a public comment, please contact the City Clerk:

Venice Howard, City Clerk
City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, FL 33319
954-535-2707
cityclerk@lauderdalelakes.org



CITY COMMISSION MEETING AGENDA

City Commission Chambers

January 10, 2023

7:00 PM



Mayor Veronica Edwards Phillips - Vice-Mayor Karlene Maxwell-Williams
Commissioner Tycie Causwell - Commissioner Mark Spence - Commissioner Sharon Thomas



City of Lauderdale Lakes City Commission Meeting

Welcome to the City Commission Meeting

We are pleased that you have demonstrated an interest in the City of Lauderdale Lakes by attending a City Commission Meeting. We hope you enjoy the meeting and will attend more of these meetings in the future.

GENERAL RULES AND PROCEDURES FOR PUBLIC PARTICIPATION AT CITY COMMISSION MEETINGS:

Please turn off or silence cell phones. Any person requiring Auxiliary Aids and services must contact the City Clerk's Office at 954-535-2705 at least 24 hours prior to the meeting.

If you or someone you know is hearing or speech impaired, please call Florida Relay Service at 1-800-955-8770 or 8771.

- **Who May Speak** - Any individual who wishes to address the City Commission may do so providing it is accomplished in an orderly manner and in accordance with the procedures outline in Sec. 2-54 (2) of the Code of Ordinances.
- **Petitions From the Public** - Each person desiring to petition the City Commission will be allotted three minutes under the applicable order of business for the City Commission meeting. Petitions from the Public shall not exceed 30 minutes in aggregate time. The Mayor at his/her discretion may allow more time than the allotted time.
- **Speaking on items not on the Agenda** - Each person who wishes to address the City Commission must sign in with the City Clerk before 7:00 p.m.
- **Speaking on an item on the Agenda** - Individuals wishing to speak on an item on the Agenda need to submit a public comment form by accessing the following link
<https://www.lauderdalelakes.org/FormCenter/City-Clerk-10/Public-Meeting-Comment-Form-58> to be recognized by the Mayor.

The City Commission Meeting is a business meeting and as such, please conduct yourselves in a respectful and professional manner, both in tone of voice, as well as choice of words.

Please direct your comments to the City Commission as a body through the presiding office and not to the audience or individual City Commissioner.

As your City Commission, we will abide by the debate and decorum rules which provides for each City Commissioner to speak 10 minutes at a time on each subject matter. After every Commissioner have spoken, the Mayor will provide for other comments.

The above represents a summarization of the rules and procedures as adopted by Ordinance. Copies of the Code Section related to rules and procedures are available from the City Clerk's office.



City of Lauderdale Lakes

Office of the City Clerk

4300 Northwest 36 Street - Lauderdale Lakes, Florida 33319-5599

(954) 535-2705 - Fax (954) 535-0573

Amended January 9, 2023

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **INVOCATION AND PLEDGE OF ALLEGIANCE**
 - A. INVOCATION
 - B. PLEDGE OF ALLEGIANCE
4. **PROCLAMATIONS/PRESENTATIONS**
5. **APPROVAL OF MINUTES FROM PREVIOUS MEETING**
 - A. DECEMBER 27, 2022 CITY COMMISSION WORKSHOP MINUTES
 - B. DECEMBER 27, 2022 CITY COMMISSION MEETING MINUTES
6. **PETITIONS FROM THE PUBLIC**
7. **CONSIDERATION OF ORDINANCES ON SECOND READING**
8. **CONSIDERATION OF ORDINANCES ON FIRST READING**
9. **CONSIDERATION OF RESOLUTIONS ON CONSENT AGENDA**
10. **CONSIDERATION OF RESOLUTIONS ON REGULAR AGENDA**
 - A. RESOLUTION 2022-140 RECONSIDERATION OF RESOLUTION AUTHORIZING THE TRANSFER OF ONE HUNDRED THOUSAND AND NO/100 (\$100,000.00) DOLLARS FROM THE SAFE AND CLEAN RESTAURANT ASSISTANCE PROGRAM AND APPROPRIATING SAID FUNDS TO THE PROSPERITY BROWARD – PILOT PROGRAM (VICE MAYOR MAXWELL-WILLIAMS)

Resolution 2022-140 authorized the transfer of funds from the Safe And Clean Restaurant Assistance Program and appropriation to the Prosperity Broward Pilot Program.
 - B. RESOLUTION 2023-001 REQUESTING THE FLORIDA LEGISLATURE TO AMEND FLORIDA STATUTES SECTION 553.899 TO PROVIDE FOR AN EXTENSION OF THE STATUTORY DEADLINE FOR CONDOMINIUM AND COOPERATIVE ASSOCIATIONS TO COMPLETE THE MANDATORY INITIAL STRUCTURAL INTEGRITY RESERVE STUDY (SPONSORED BY COMMISSIONER MARK SPENCE)

This Resolution of support will request amending Florida Statutes Section 553.899 to provide for an extension of the statutory deadline for condominium and cooperative associations to complete the mandatory initial structural integrity reserve study, milestone inspection, and the corresponding budgeting of required reserve amounts from December 31, 2024 to December 31, 2027.
 - C. RESOLUTION 2023-002 AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN CONTRACT AGREEMENT NO.: 22-3410-10R BUSINESS MARKETING CONSULTATION SERVICES, BY AND BETWEEN THE CITY OF

LAUDERDALE LAKES AND MD MARKETING NETWORK, INC. FOR BUSINESS MARKETING CONSULTATION SERVICES FOR AN AMOUNT NOT TO EXCEED NINETY-SEVEN THOUSAND FIFTY AND NO/100 (\$97,050.00) DOLLARS

This Resolution awards RFP 22-3410-10R, Business Marketing Consultation Program to MD Marketing Network, in an amount not to exceed \$97,050.00.

- D.** RESOLUTION 2023-003 APPROVING JOINT COLLABORATION WITH ALPHA KAPPA ALPHA SORORITY, INC, ZETA RHO OMEGA CHAPTER ("ZETA RHO OMEGA") TO HOST A FOOD DISTRIBUTION EVENT ON JANUARY 14, 2023

This resolution will approve joint collaboration with the City of Lauderdale Lakes and authorizes Alpha Kappa Alpha Sorority, Inc., Zeta Rho Omega Chapter ("Zeta Rho Omega") to use the City's name and logo in certain written publications specifically intended for marketing and advertising.

- 11. CORRESPONDENCE**
- 12. REPORT OF THE MAYOR**
- 13. REPORT OF THE VICE MAYOR**
- 14. REPORTS OF THE CITY COMMISSIONERS**
- 15. REPORT OF THE CITY MANAGER**
- 16. REPORT OF THE CITY ATTORNEY**
- 17. ADJOURNMENT**

PLEASE TURN OFF ALL CELL PHONES DURING THE MEETING

If a person decides to appeal any decision made by the Board, Agency, or Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (FS 286.0105)

Any person requiring auxiliary aids and services at this meeting may contact the City Clerk's Office at (954) 535-2705 at least 24 hours prior to the meeting. If you are hearing or speech impaired, please contact the Florida Relay Service by using the following numbers: 1-800-955-8770 or 1-800-955-8771.

Mayor Veronica Edwards Phillips - Vice-Mayor Karlene Maxwell-Williams
Commissioner Tycie Causwell - Commissioner Mark Spence - Commissioner Sharon Thomas

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact:

Contract Requirement:

Title

INVOCATION

Summary

Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 1/10/2023

CITY OF LAUDERDALE LAKES

Agenda Cover Page

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PLEDGE OF ALLEGIANCE

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CITY OF LAUDERDALE LAKES

Agenda Cover Page

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Contract Requirement:

Title
DECEMBER 27, 2022 CITY COMMISSION WORKSHOP MINUTES
Summary
Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 1/10/2023

ATTACHMENTS:

Description	Type
<input type="checkbox"/> December 27, 2022 City Commission Workshop Minutes	Minutes



City of Lauderdale Lakes
Office of the City Clerk
4300 Northwest 36 Street - Lauderdale Lakes, Florida 33319-5599
(954) 535-2705 - Fax (954) 535-0573

CITY COMMISSION WORKSHOP MINUTES
Commission Chambers
December 27, 2022
5:00 PM

1. CALL TO ORDER

Mayor Veronica Edwards Phillips, called the December 27, 2022 City Commission Workshop to order at 5:06 p.m. and read the meeting instructions into the record.

2. ROLL CALL

PRESENT

Mayor Veronica Edwards Phillips
Vice Mayor Karlene Maxwell-Williams
Commissioner Tycie Causwell
Commissioner Sharon Thomas

ABSENT

Commissioner Mark Spence

ALSO PRESENT

Acting City Manager Treasa Brown Stubbs
City Attorney Sidney Calloway
City Clerk Venice Howard
City Staff

3. DISCUSSION

DISCUSSION OF THE DECEMBER 27, 2022 CITY COMMISSION MEETING AGENDA

Acting City Manager, Treasa Brown Stubbs, reviewed the December 27, 2022 City Commission agenda items:

Resolution 2022-137

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN STANDARD GRANT AGREEMENT BETWEEN THE CITY OF LAUDERDALE LAKES AND THE STATE OF FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION, INCLUDING APPROVAL OF MATCHING FUNDING IN THE AMOUNT OF THREE MILLION AND NO/100 DOLLARS (\$3,000,000.00); A COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A, AND A DRAFT COPY OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Public Works Director, Ron Desbrunes, presented the agreement to provide funding for the Fire Station

37. He explained that the city was awarded a grant for \$3,000,000 as a part of the Resilient Florida Program. The City has to come up with \$3,000,000 for a match as the total of project is \$6,000,000. Mr. Desbrunes also noted that the agreement has to be signed prior to utilizing funding and that the grant is set to expire in June 2025.

Commissioner Thomas inquired as to the funding for the match.

Director of Financial Services, Asheley Hepburn, stated that the funds are from a debt service approved in May or June of last year.

Resolution 2022-138

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN MASTER CONTRACT JM023-25-2025 BETWEEN THE AREAWIDE COUNCIL ON AGING OF BROWARD COUNTY, INC., AND CITY OF LAUDERDALE LAKES, FLORIDA/LAUDERDALE LAKES ALZHEIMER CARE CENTER, EFFECTIVE JANUARY 1, 2023 THROUGH DECEMBER 31, 2025; A COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A, AND A COPY OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Acting Director of Parks and Human Services, Ericka Lockett, explained that this master contract allows the City to receive funding from the Areawide Council on Aging for the Alzheimer's Center's clients. The contract is done on a biannual basis and this particular contract will run through December 31, 2025.

Mayor Edwards Phillips asked about respite care.

Ms. Lockett explained that each participant is billed per unit in order to be provided respite care.

Mayor Edwards Phillips asked if there is anything specific for the caregivers.

Ms. Lockett stating that there is something in the works.

Resolution 2022-139

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN CONTRACT JA123-25-2023, RENEWING THE ALZHEIMER'S DISEASE INITIATIVE PROGRAM AGREEMENT BETWEEN THE AREAWIDE COUNCIL ON AGING OF BROWARD COUNTY, INC., AND CITY OF LAUDERDALE LAKES/LAUDERDALE LAKES ALZHEIMER'S CARE CENTER, FOR A ONE-YEAR TERM EFFECTIVE JANUARY 1, 2023 THROUGH DECEMBER 31, 2023, INCORPORATING THE MASTER CONTRACT JM023-25-2025, PROVIDING FOR FUNDING IN AN AMOUNT NOT TO EXCEED FIFTY-TWO THOUSAND TEN AND 43/100 (\$52,010.43) DOLLARS, INCLUDING CITY MATCHING FUNDS IN THE AMOUNT OF TWO THOUSAND SEVEN HUNDRED ELEVEN AND 04/100 (\$2,711.04) DOLLARS, FOR THE PURCHASE OF IN-FACILITY RESPITE CARE FOR TWO (2) LOCATIONS PROVIDED UNDER THE OLDER AMERICANS PROGRAM ACT, A COPY OF CONTRACT JA123-25-2023 IS ATTACHED HERETO AS EXHIBIT A; AND DRAFT COPIES OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Ms. Lockett explained that this is the new contract for respite care and case management for the Older Americans Act. The funding is \$49,000 from the Areawide Council on Aging.

Commissioner Causwell asked if the clients pay any monies.

Ms. Lockett advised that most clients do not pay but there may be a minimum co-pay for some.

Mayor Edwards Phillips asked about the respite care services and inquired about staffing.

Ms. Lockett advised that services provided are respite care, case management and consumable goods. There are nine staff members employed.

There was discussion in regards to participation in the program.

Resolution 2022-140

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA, PURSUANT TO CITY CHARTER, ARTICLE V, SECTION 5.04(3), AUTHORIZING THE TRANSFER OF ONE HUNDRED THOUSAND AND NO/100 (\$100,000.00) DOLLARS FROM THE SAFE AND CLEAN RESTAURANT ASSISTANCE PROGRAM AND APPROPRIATING SAID FUNDS TO THE PROSPERITY BROWARD – PILOT PROGRAM; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Director of Financial Services, Asheley Hepburn, explained that this resolution moves funding from the American Rescue Plans Act, Safe & Clean Program. The action is being taken due to a prior resolution authorizing the city to enter into an MOU.

Economic Development Manager, Vielka Buchanan, explained that Prosperity Broward was launched to increase the economic mobility or income level through policy and system change. There will be listening sessions for twenty single moms in Lauderdale Lakes who will partner with faith based churches, non-profit organizations, employers and elected officials. The single moms will meet twice per month for nine months and will receive child care, meals, transportation and a stipend for participating. The research will gather information on what challenges the moms face and possible solutions for these challenges. There will be recommendations for implementation followed by the actual implementation process. The total cost for the program is \$280,000 and the City will be contributing \$100,000 towards that cost.

Discussion ensued amongst the Commission regarding the amount of the stipend, applicant total, needs and challenges the moms may have and funding for the program.

Resolution 2022-141

A RESOLUTION RATIFYING THE CITY MANAGER’S FILING OF THE CITY’S FISCAL YEAR 2023, PERIOD 1 (OCTOBER) AND PERIOD 2 (NOVEMBER); FINANCIAL ACTIVITY REPORT, AS PREPARED BY THE DEPARTMENT OF FINANCIAL SERVICES, FOR THE PURPOSE OF CONFORMING TO THE CITY’S ADOPTED FINANCIAL INTEGRITY PRINCIPLES AND FISCAL POLICIES; A COPY IS ATTACHED HERETO AS EXHIBIT A; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

Director of Financial Services, Asheley Hepburn, explained that revenue is typically received in December or January as tax proceeds come in. The current revenue is \$2,445,407 and the expenditure is \$5,553,557. The fines/forfeitures revenue is currently \$77,743 due to liens and actions. The expenditures for BSO EMS is \$761,782 and BSO Police is \$2,250,317 which is paid two months in advance. The other major funds and budgeted funds are on trend.

Resolution 2022-142

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA URGING THE SCHOOL BOARD OF BROWARD COUNTY TO IMMEDIATELY ALLOCATE COMPLETE FUNDING FOR ALL COSTS AND EXPENSES ASSOCIATED WITH THE ASSIGNMENT OF THE NECESSARY COMPLIMENT OF SCHOOL RESOURCE OFFICERS AT ALL PUBLIC

SCHOOLS IN BROWARD COUNTY, FLORIDA; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Director of Financial Services, Asheley Hepburn, explained that Broward County School Board Voter Referendum, "Secure the Next Generation" was passed by electors 140,272 to 103,565 or 57.53% to 42.47%. The cost of each School Resource Officer is approximately \$160,000 per year. Additionally, the City receives as a pass through BSO, a subsidy of \$73,400 from the Broward School Board. This equates to \$146,800 the City receives annually to partially fund the cost of \$320,000 towards School Resource Officers. Therefore, the City is responsible for 54% if the cost of all SRO's included in the compliment. He stated that the City would like it to become 0%. It is the responsibility by statutory requirement and the referendum that Broward County School Board provide security for all of the students and pay for it.

4. DISCUSSION OF PROPOSED ORDINANCE(S)

5. ADDITIONAL WORKSHOP ITEMS

A. DISCUSSION ON CITY AUTHORIZED SPECIAL EVENTS FOR FISCAL YEAR 2023

This is a discussion on the proposed special events and calendar for Fiscal Year 2023.

Melodie Dominique, Special Events Coordinator, announced upcoming special events:

Martin Luther King Day of Service event on January 12th
Black History Month Parade and Festival on February 18th
Women Celebrating Women on March 6th
Spring Extravaganza on April 8th

Ms. Brown Stubbs advised that the City will partner with the Kiwanis Club in regard to Mayor and Commission for a day.

Vice Mayor Maxwell-Williams proposed having a Lakes Sumfest in July and a Pastors' Appreciation Month in October.

Acting City Manager Brown Stubbs mentioned receiving budget approval from the Commission.

Commissioner Thomas mentioned that National Care Givers Month is in November and asked that something be done for care givers.

Ms. Lockett stated that care givers are normally recognized in November. However, this has not been done due to COVID.

City Attorney Calloway urged the Commissioners to be consistent with the invocation policy.

B. DISCUSSION REGARDING CODE COMPLIANCE (SPONSORED BY MAYOR EDWARDS PHILLIPS)

Mayor Edwards Phillips mentioned code complaints and spoke about code compliance and wanting to ensure that code compliance officers are following the code.

Development Services Director, Tanya Davis-Hernandez, advised that the code department now has a full compliment. Ms. Davis-Hernandez advised that she can bring the number of cases taken to magistrate back to the City Commission. She said that focus has been placed on parking and towing. The code department has also assisted with property maintenance. The year, 2023, will be very aggressive as it relates to code compliance and issuing citations to violators.

Commissioner Thomas said that she has seen improvements. She asked if there is space for trucks

to park and pay a fee.

Ms. Davis-Hernandez advised that the city is challenged as it relates to space but there may be a possibility in the future.

There was discussion in regard to hours of operation for code officers which varies.

Mayor Edwards Phillips inquired about the Code Trust Fund.

Ms. Davis-Hernandez advised that the Code Trust Fund is up to \$2,500 and was put in place to correct code issues. She expounded on the qualifications.

C. DISCUSSION REGARDING UTILITY BOXES (SPONSORED BY MAYOR EDWARDS PHILLIPS)

Assistant Director of Financial Services, Bobbi Williams, spoke about former solicitations for the Utility Box Artwork Project. She presented the utility boxes and their location and the type of artwork to be displayed. She spoke about the City's branding and public messages.

Commissioner Thomas asked that diversity be considered.

D. DISCUSSION REGARDING UTILITY POLES (SPONSORED BY MAYOR EDWARDS PHILLIPS)

Public Works Director, Ron Desbrunes, provided background information stating that there are 832 poles in the City. FPL started a pole strengthening project but replacing the poles with concrete pole. The old poles are still in existence and need to be removed. However, utilities need to be transferred from the old poles to the new ones. Double poles are in 36 locations in different stages. Coordination with FPL and ATT has been challenging. Sixty five poles are now cleared and he will be pushing to get those 65 poles removed. Monthly meetings have ensued and he sees progress with these meetings and the remainder of the poles should be cleared. He expects that these poles will be cleared and removed by the end of the year.

E. DISCUSSION REGARDING UAZ (SPONSORED BY MAYOR EDWARDS PHILLIPS)

Mr. Desbrunes stated that the bridge should be opened in January and restoration will begin shortly. The hope is to keep one lane open. The first lift is on and the contractor has asked for additional time to complete the second lift.

Commissioner Thomas asked if the first lift was on 29th Street because the street is not leveled.

Mr. Desbrunes stated that the street will be leveled when the second lift goes on.

Commissioner Causwell said that residents are asking about completion of the driveways.

Mr. Desbrunes said there was an issue of supplies for concrete driveways. Sidewalks are being prioritized. He also noted that all efforts were concentrated on the bridge.

6. REPORTS

A. COVID-19 UPDATE

Acting City Manager, Treasa Brown Stubbs, said that there is no report and asked that this item be removed.

B. UPDATE ON ARPA FUNDING

There was nothing to report.

C. PETITIONS FROM THE PUBLIC

1. Replacement for a Section of Security Wall Within Somerset Condominiums.

Ms. Brown Stubbs stated that City Attorney Calloway is working on the easement agreement with Somerset Condominiums.

7. ADJOURNMENT

Being that there was no other business to come before the City Commission, the Workshop was adjourned at 6:51 p.m.

VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:

VENICE HOWARD, CMC, CITY CLERK

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact:

Contract Requirement:

Title
DECEMBER 27, 2022 CITY COMMISSION MEETING MINUTES
Summary
Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 1/10/2023

ATTACHMENTS:

Description	Type
<input type="checkbox"/> December 27, 2022 City Commission Meeting Minutes	Minutes



City of Lauderdale Lakes
Office of the City Clerk
4300 Northwest 36 Street - Lauderdale Lakes, Florida 33319-5599
(954) 535-2705 - Fax (954) 535-0573

CITY COMMISSION MEETING MINUTES
City Commission Chambers
December 27, 2022
7:00 PM

1. CALL TO ORDER

Mayor Veronica Edwards Phillips, called the December 27, 2022, City Commission Meeting to order at 7:00 p.m.

2. ROLL CALL

PRESENT

Mayor Veronica Edwards Phillips
Vice Mayor Karlene Maxwell-Williams
Commissioner Tycie Causwell
Commissioner Sharon Thomas

ABSENT

Commissioner Mark Spence

ALSO PRESENT

Acting City Manager Treasa Brown Stubbs
City Attorney Sidney Calloway
City Clerk Venice Howard
City Staff

3. INVOCATION AND PLEDGE OF ALLEGIANCE

The invocation was provided by Rabbi Stell, Jewish Center of Lauderdale Lakes.

The Pledge of Allegiance was led by Vice Mayor Karlene Maxwell-Williams.

4. PROCLAMATIONS/PRESENTATIONS

5. APPROVAL OF MINUTES FROM PREVIOUS MEETING

A. DECEMBER 12, 2022 CITY COMMISSION WORKSHOP MINUTES

B. DECEMBER 12, 2022 SPECIAL CITY COMMISSION MEETING MINUTES

C. DECEMBER 13, 2022 CITY COMMISSION MEETING MINUTES

Commissioner Sharon Thomas made a motion to approve the December 12, 2022, City Commission Workshop minutes, the December 12, 2022, Special City Commission Meeting minutes, and the December 13, 2022, City Commission Meeting minutes.

Mayor Edwards Phillips requested a roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Motion passed: 4-0

6. PETITIONS FROM THE PUBLIC

There were none.

7. CONSIDERATION OF ORDINANCES ON SECOND READING

8. CONSIDERATION OF ORDINANCES ON FIRST READING

9. CONSIDERATION OF RESOLUTIONS ON CONSENT AGENDA

- A.** RESOLUTION 2022-137 AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN AGREEMENT BETWEEN THE STATE OF FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION AND THE CITY OF LAUDERDALE LAKES TO ACCEPT THE RESILIENT FLORIDA GRANT PROGRAM FOR THE FIRE STATION 37 HARDENING PROJECT.

This resolution is to execute an agreement with the Florida Department of Environmental Protection Agency which provides funding for the Fire Station 37 Hardening project as part of Florida Resilient Grant program.

- B.** RESOLUTION 2022-138 AUTHORIZING THE APPROVAL OF THE MASTER CONTRACT JM023-25-2025, EFFECTIVE JANUARY 1, 2023, THROUGH DECEMBER 31, 2025, BETWEEN THE AREAWIDE COUNCIL ON AGING OF BROWARD COUNTY, INC., AND THE CITY OF LAUDERDALE LAKES/LAUDERDALE LAKES ALZHEIMER'S CARE CENTER

Approving the Master Contract JM023-25-2025 effective January 1, 2023, through December 31, 2025, between the Areawide Council on Aging of Broward County, Inc. and the City of Lauderdale Lakes/Lauderdale Lakes Alzheimer's Care Center. The purpose of this Master Contract is to provide the services specified in each contract or agreement incorporating this Master Contract. The services include respite and case management services provided under the Older Americans Program Act and the Alzheimer's Disease Initiative.

- C.** RESOLUTION 2022-139 ADOPTING AN AGREEMENT FOR OLDER AMERICANS ACT BETWEEN THE AREAWIDE COUNCIL ON AGING AND THE CITY OF LAUDERDALE LAKES/LAUDERDALE LAKES ALZHEIMER CARE CENTER TOTALING FORTY NINE THOUSAND TWO HUNDRED NINETY NINE DOLLARS AND 39/100 (\$49,299.39)

This resolution ratifies the adoption of Standard Agreement for contract number JA123-25-2023, effective January 1, 2023, through December 31, 2023, between the Areawide Council on Aging of Broward County, Inc. and the City of Lauderdale Lakes/Lauderdale Lakes.

City Attorney, Sidney Calloway, read Resolutions 2022-137, 2022-138 and 2022-139 by title:

Resolution 2022-137

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN STANDARD GRANT AGREEMENT BETWEEN THE CITY OF LAUDERDALE LAKES AND THE STATE OF FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION, INCLUDING APPROVAL OF MATCHING FUNDING IN THE AMOUNT OF THREE MILLION AND NO/100 DOLLARS (\$3,000,000.00); A COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A, AND A DRAFT COPY OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN

EFFECTIVE DATE.

Resolution 2022-138

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN MASTER CONTRACT JM023-25-2025 BETWEEN THE AREAWIDE COUNCIL ON AGING OF BROWARD COUNTY, INC., AND CITY OF LAUDERDALE LAKES, FLORIDA/LAUDERDALE LAKES ALZHEIMER CARE CENTER, EFFECTIVE JANUARY 1, 2023 THROUGH DECEMBER 31, 2025; A COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A, AND A COPY OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Resolution 2022-139

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN CONTRACT JA123-25-2023, RENEWING THE ALZHEIMER'S DISEASE INITIATIVE PROGRAM AGREEMENT BETWEEN THE AREAWIDE COUNCIL ON AGING OF BROWARD COUNTY, INC., AND CITY OF LAUDERDALE LAKES/LAUDERDALE LAKES ALZHEIMER'S CARE CENTER, FOR A ONE-YEAR TERM EFFECTIVE JANUARY 1, 2023 THROUGH DECEMBER 31, 2023, INCORPORATING THE MASTER CONTRACT JM023-25-2025, PROVIDING FOR FUNDING IN AN AMOUNT NOT TO EXCEED FIFTY-TWO THOUSAND TEN AND 43/100 (\$52,010.43) DOLLARS, INCLUDING CITY MATCHING FUNDS IN THE AMOUNT OF TWO THOUSAND SEVEN HUNDRED ELEVEN AND 04/100 (\$2,711.04) DOLLARS, FOR THE PURCHASE OF IN-FACILITY RESPITE CARE FOR TWO (2) LOCATIONS PROVIDED UNDER THE OLDER AMERICANS PROGRAM ACT, A COPY OF CONTRACT JA123-25-2023 IS ATTACHED HERETO AS EXHIBIT A; AND DRAFT COPIES OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Vice Mayor Maxwell-Williams made a motion to move the consent agenda to the floor for discussion.

Mayor Edwards Phillips requested a roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Vice Mayor Maxwell-Williams made a motion to approve Resolutions 2022-137, 2022-138 and 2022-139.

Mayor Edwards Phillips requested a roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Motion passed: 4-0

10. CONSIDERATION OF RESOLUTIONS ON REGULAR AGENDA

- A.** RESOLUTION 2022-140 AUTHORIZING THE TRANSFER OF ONE HUNDRED THOUSAND AND NO/100 (\$100,000.00) DOLLARS FROM THE SAFE AND CLEAN RESTAURANT ASSISTANCE PROGRAM AND APPROPRIATING SAID FUNDS TO THE PROSPERITY BROWARD – PILOT PROGRAM

This resolution under The American Rescue Plan Act Final Ruling, a standard allowance for revenue

loss of \$10 Million, seeks to amend funding appropriated to the Safe and Clean Restaurant Assistance Program and re-appropriate funds to the Broward Prosperity –Pilot Program

City Attorney, Sidney Calloway, read Resolution 2022-140 by title.

Resolution 2022-140

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA, PURSUANT TO CITY CHARTER, ARTICLE V, SECTION 5.04(3), AUTHORIZING THE TRANSFER OF ONE HUNDRED THOUSAND AND NO/100 (\$100,000.00) DOLLARS FROM THE SAFE AND CLEAN RESTAURANT ASSISTANCE PROGRAM AND APPROPRIATING SAID FUNDS TO THE PROSPERITY BROWARD – PILOT PROGRAM; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Vice Mayor Maxwell-Williams made a motion to move Resolution 2022-140 to the floor for discussion.

Mayor Edwards Phillips requested a roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Economic Development Manager, Vielka Buchanan, explained the program deliverables to include childcare, meals, transportation, and stipends, list of available opportunities for occupation, training program and services, career assessments, ability to apply for certificate programs with colleges and scholarship eligibility.

Vice Mayor Maxwell-Williams expressed concern about the length of the program.

Ms. Buchanan advised that the program involves many partners and encompasses more than what was explained.

Ms. Brown Stubbs stated that the MOU was already approved previously by the Commissioners. A timeline will be provided. The single mothers will not sit in the program for nine months but possibly two months. This item is to discuss the allocation of \$100,000 from the Safe and Clean Restaurant Program.

Commissioner Thomas made a motion to approve Resolution 2022-140.

Roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Motion passed: 4-0

B. RESOLUTION 2022-141 RATIFYING THE CITY MANAGER'S FILING OF THE CITY'S FISCAL YEAR 2023, PERIOD 1 (OCTOBER) AND PERIOD 2 (NOVEMBER); FINANCIAL ACTIVITY REPORT, AS PREPARED BY THE DEPARTMENT OF FINANCIAL SERVICES

This resolution serves to ratify the filing and presentation of the City Fiscal Year 2023, October (Period 1) and November (Period 2); Financial Activity Reports prepared by the Financial Services Department.

City Attorney, Sidney Calloway, read Resolution 2022-141 by title.

Resolution 2022-141

A RESOLUTION RATIFYING THE CITY MANAGER'S FILING OF THE CITY'S FISCAL YEAR

2023, PERIOD 1 (OCTOBER) AND PERIOD 2 (NOVEMBER); FINANCIAL ACTIVITY REPORT, AS PREPARED BY THE DEPARTMENT OF FINANCIAL SERVICES, FOR THE PURPOSE OF CONFORMING TO THE CITY'S ADOPTED FINANCIAL INTEGRITY PRINCIPLES AND FISCAL POLICIES; A COPY IS ATTACHED HERETO AS EXHIBIT A; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

Vice Mayor Maxwell-Williams made a motion to move Resolution 2022-141 to the floor for discussion.

Mayor Edwards Phillips requested a roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Commissioner Thomas made a motion to approve Resolution 2022-141.

Roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Motion passed: 4-0

C. RESOLUTION 2022-142 URGING THE SCHOOL BOARD OF BROWARD COUNTY TO IMMEDIATELY ALLOCATE COMPLETE FUNDING FOR ALL COSTS AND EXPENSES ASSOCIATED WITH THE ASSIGNMENT OF THE NECESSARY COMPLIMENT OF SCHOOL RESOURCE OFFICERS AT ALL PUBLIC SCHOOLS IN BROWARD COUNTY, FLORIDA.

This resolution is in support of the Broward School District funding the total costs associated with School Resource Officers (SRO).

City Attorney, Sidney Calloway, read Resolution 2022-142 by title.

Resolution 2022-142

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA URGING THE SCHOOL BOARD OF BROWARD COUNTY TO IMMEDIATELY ALLOCATE COMPLETE FUNDING FOR ALL COSTS AND EXPENSES ASSOCIATED WITH THE ASSIGNMENT OF THE NECESSARY COMPLIMENT OF SCHOOL RESOURCE OFFICERS AT ALL PUBLIC SCHOOLS IN BROWARD COUNTY, FLORIDA; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

Vice Mayor Maxwell-Williams made a motion to move Resolution 2022-142 to the floor for discussion.

Mayor Edwards Phillips requested a roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Mr. Hepburn explained that the resolution encourages the school board to allocate complete funding towards the SROs. The city has two SROs and funds \$160,000 per officer totaling \$320,000. Reimbursement of \$146,000 has been received. A referendum passed for the school board to fund, recruit and retain SROs and school safety staff. The city urges the school board to fund 100% of the cost.

Commissioner Thomas made a motion to approve Resolution 2022-142.

Roll call:

FOR: Mayor Veronica Edwards Phillips, Vice Mayor Karlene Maxwell-Williams, Commissioner Tycie Causwell, Commissioner Sharon Thomas

Motion passed: 4-0

11. CORRESPONDENCE

There were none.

12. REPORT OF THE MAYOR

Mayor Edwards Phillips reminded all that children are out of school and urged everyone to be careful and to keep an eye on them. She spoke about the traffic and being cautious while driving. She spoke about attending the 1-2-3-A-B-C event and expressed how pleased she was. Lastly, she spoke about going caroling and engaging with the residents.

13. REPORT OF THE VICE MAYOR

Vice Mayor Maxwell-Williams announced the Citizenship Drive on January 14th and the Community ID event on February 18th. She wished all a happy New Year.

14. REMARKS OF THE COMMISSIONERS

Commissioner Causwell wished all a happy holiday. She asked all residents to review the city charter.

Commissioner Thomas thanked staff for all that they do. She spoke of them 1-2-3-A-B-C event at Willie Webb. She is excited about being on the City Commission. Lastly, she spoke about going caroling in the city which was well received.

15. REPORT OF THE CITY MANAGER

Acting City Manager, Brown Stubbs, announced events and programs for residents and business owners.

16. REPORT OF THE CITY ATTORNEY

In lieu of a report, City Attorney Calloway reviewed Rule 19, Parliamentary Procedures which governs the protocols for the City Commission.

17. ADJOURNMENT

Being that there was no other business to come before the City Commission, the meeting adjourned at 7:42 p.m.

VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:

VENICE HOWARD, CMC, CITY CLERK

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact:

Contract Requirement:

Title

RESOLUTION 2022-140 RECONSIDERATION OF RESOLUTION AUTHORIZING THE TRANSFER OF ONE HUNDRED THOUSAND AND NO/100 (\$100,000.00) DOLLARS FROM THE SAFE AND CLEAN RESTAURANT ASSISTANCE PROGRAM AND APPROPRIATING SAID FUNDS TO THE PROSPERITY BROWARD – PILOT PROGRAM (VICE MAYOR MAXWELL-WILLIAMS)

Summary

Resolution 2022-140 authorized the transfer of funds from the Safe And Clean Restaurant Assistance Program and appropriation to the Prosperity Broward Pilot Program.

Staff Recommendation

Background:

Resolution 2022-140, adopted on December 27, 2022, authorized the transfer of one hundred thousand Dollars from the Safe And Clean Restaurant Assistance Program and appropriates said funds to the Prosperity Broward Pilot Program.

Funding Source:

Fiscal Impact:

Sponsor Name/Department: Vice Mayor Karlene Maxwell-Williams

Meeting Date: 1/10/2023

ATTACHMENTS:

Description	Type
 Resolution	Cover Memo

1 RESOLUTION 2022-140

2
3 A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES,
4 FLORIDA, PURSUANT TO CITY CHARTER, ARTICLE V, SECTION 5.04(3),
5 AUTHORIZING THE TRANSFER OF ONE HUNDRED THOUSAND AND NO/100
6 (\$100,000.00) DOLLARS FROM THE SAFE AND CLEAN RESTAURANT
7 ASSISTANCE PROGRAM AND APPROPRIATING SAID FUNDS TO THE
8 PROSPERITY BROWARD – PILOT PROGRAM; PROVIDING FOR THE
9 ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY
10 CLERK; PROVIDING AN EFFECTIVE DATE.
11

12 WHEREAS, the City of Lauderdale Lakes (the "City") in an effort to improve the quality of
13 life of residents and businesses in the community, continues to partner with local economic
14 development organizations with the sole purpose of creating new initiatives that will strengthen
15 the City's economic base;

16 WHEREAS, on October 25, 2022, the City Commission approved Resolution No. 2022-113,
17 authorizing the Mayor and City Clerk to execute a Memorandum of Understanding ("MOU") by
18 and between the City of Lauderdale Lakes and Greater Fort Lauderdale Alliance, Inc, providing
19 for initiation of the Pilot Prosperity Partnership, also known as "Prosperity Broward" and further
20 authorizing the Acting City Manager to expend funds in an amount not to exceed One Hundred
21 Thousand and No/100 (\$100,000.00) Dollars for the purpose of implementing the Prosperity
22 Partnership Pilot Initiative;

23 WHEREAS, pursuant to the Preamble of the City Charter, Article V, Section 5.04(3), at any
24 time during the fiscal year the city commission may authorize the transfer of part or all of any
25 unencumbered appropriation balance among programs within a department, office or agency,
26 and transfer part or all of any unencumbered appropriation balance from one department, office
27 or agency to another;

1 WHEREAS, City Staff has identified funding for the Prosperity Broward – Pilot Program
2 MOU which may be reallocated from the One Hundred Thousand Forty Nine Thousand Nine
3 Hundred Two Dollars and No/100 (\$149,902) Dollars appropriated for the Safe and Clean
4 Restaurant Assistance (the “SCRA”) Program; and

5 WHEREAS, City Staff recommends a transfer of appropriations in the amount of One
6 Hundred Thousand and No/100 (\$100,000.00) Dollars from the SCRA Program to the Prosperity
7 Broward – Pilot Program.

8 NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF
9 LAUDERDALE LAKES AS FOLLOWS:

10 SECTION 1. ADOPTION OF RECITALS: The foregoing RECITALS are hereby ratified and
11 confirmed as being true, and the same are hereby made a part of this Resolution.

12 SECTION 2. AUTHORITY: The City Commission hereby authorizes and directs the
13 Financial Services Director, through the Acting City Manager, to transfer One Hundred Thousand
14 and No/100 (\$100,000.00) Dollars from the Commercial Improvement Assistance Program, and
15 appropriate said funds to the Prosperity Broward – Pilot Program pursuant to the terms of the
16 MOU.

17 SECTION 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk and other appropriate
18 City Officials, through the Acting City Manager, are hereby authorized to take any and all action
19 necessary to effectuate the intent of this Resolution.

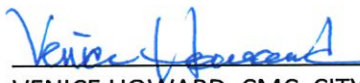
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SECTION 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

ADOPTED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AT ITS REGULAR MEETING HELD DECEMBER 27, 2022.


VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:


VENICE HOWARD, CMC, CITY CLERK

Approved as to form and legality
for the use of and reliance by the
City of Lauderdale Lakes only:


Sidney C. Calloway, City Attorney



Sponsored by: Asheley A. Hepburn, MPA, Director of Financial Services

VOTE:

APPROVED

Mayor Veronica Edwards Phillips	<input checked="" type="checkbox"/> (For) <input type="checkbox"/> (Against) <input type="checkbox"/> (Other)
Vice-Mayor Karlene Maxwell-Williams	<input checked="" type="checkbox"/> (For) <input type="checkbox"/> (Against) <input type="checkbox"/> (Other)
Commissioner Tycie Causwell	<input checked="" type="checkbox"/> (For) <input type="checkbox"/> (Against) <input type="checkbox"/> (Other)
Commissioner Mark Spence	<input type="checkbox"/> (For) <input type="checkbox"/> (Against) <input checked="" type="checkbox"/> (Other) (Absent)
Commissioner Sharon Thomas	<input checked="" type="checkbox"/> (For) <input type="checkbox"/> (Against) <input type="checkbox"/> (Other)

RESOLUTION 2022-113

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA, AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT MEMORANDUM OF UNDERSTANDING ("MOU") BY AND BETWEEN THE CITY OF LAUDERDALE LAKES AND GREATER FORT LAUDERDALE ALLIANCE, INC, PROVIDING FOR INITIATION OF THE PILOT PROSPERITY PARTNERSHIP, ALSO KNOWN AS "PROSPERITY BROWARD" WITHIN THE CITY OF LAUDERDALE LAKES, FURTHER INCLUDING PROVISION AUTHORIZING THE ACTING CITY MANAGER TO EXPEND FUNDS IN AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND AND NO/100 DOLLARS (\$100,000.00) FOR THE PURPOSE OF IMPLEMENTING THE PROSPERITY PARTNERSHIP PILOT INITIATIVE; A DRAFT COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A, AND A DRAFT COPY OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Lauderdale Lakes ("City") in an effort to improve the quality of life of residents and businesses in the community, continues to partner with local economic development organizations with the sole purpose of creating new initiatives that will strengthen the City's economic base;

WHEREAS, Prosperity Partnership is an initiative of the Greater Fort Lauderdale Alliance Foundation that represents a collective impact initiative that challenges the status quo by finding innovative solutions around Broward County's most pressing social and economic issues;

WHEREAS, Prosperity Broward is an initiative of the Prosperity Partnership that seeks to expand economic mobility in communities that have experienced decades of intentional deprivation of resources and opportunities;

WHEREAS, Prosperity Broward is launching a ground-breaking pilot project within the City to increase economic mobility of residents through policy and system changes;

1 WHEREAS, the pilot project will consist of a co-research process with employers,
2 community partners, elected officials, and twenty (20) single mothers who are residents of the
3 City of Lauderdale Lakes;

4 WHEREAS, Prosperity Broward and its partners agree to work alongside the City in
5 implementing the recommendations designed by the City's twenty (20) selected single mother
6 residents;

7 WHEREAS, the City of Lauderdale Lakes will identify a senior-level point of contact from
8 the City who will serve as a local guide to coordinate relevant economic development activities,
9 provide resource and administrative support for the pilot project;

10 WHEREAS, the estimated in-kind contribution for the point-of-contact is Two Thousand
11 and No/100 Dollars (\$2,000.00) which shall be sourced from the City's General Funds to support
12 the pilot project's community outreach efforts by leveraging the City's communication platforms
13 and assist in identifying co-researchers, matriarchs, patriarchs in the City;

14 WHEREAS, the City will provide a meeting space for discussions with single mother
15 residents at Lauderdale Lakes Educational Cultural Center Auditorium, and the estimated in-kind
16 contribution for the use of the Lauderdale Lakes Educational Cultural Center Auditorium for this
17 purpose twice per month for six (6) months is Three Thousand Six Hundred and No/100 Dollars
18 (\$3,600.00), which shall also be sourced from the City's General Funds;

19 WHEREAS, the City will allocate funding in an amount not to exceed One Hundred
20 Thousand and No/100 Dollars (\$100,000.00) to support the implementation of the pilot project
21 which shall also be sourced from the City's General Funds to support the hiring of a facilitator
22 and evaluator to assist in the planning, designing, and implementation of the pilot project, and

1 to provide childcare, meals, transportation, and stipends for the City's single mothers/co-
2 researchers;

3 WHEREAS, the City will provide support for advancing policies and assist with finding local
4 organizations to support the pilot project's objectives;

5 WHEREAS, at the conclusion of the pilot project, systemic changes and new policies will
6 be introduced and adopted along with the creation of a roadmap that will help and empower
7 other communities to dismantle their barriers to economic mobility; and

8 WHEREAS, City Staff recommends a finding by the City Commission that implementation
9 of the pilot project as described in the City of Lauderdale Lakes – Prosperity Partnership
10 Prosperity Broward Memorandum of Understanding attached hereto as **Exhibit A**, is in the best
11 interest of the City's residents, and further recommends that the City Commission approve the
12 implementation of the pilot program.

13 NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF
14 LAUDERDALE LAKES AS FOLLOWS:

15 SECTION 1. ADOPTION OF RECITALS: The foregoing RECITALS are hereby ratified and
16 confirmed as being true, and the same are hereby made a part of this Resolution.

17 SECTION 2. AUTHORITY: The Mayor and City Clerk are hereby authorized to execute
18 and attest, respectively, that certain Memorandum of Understanding by and between the City of
19 Lauderdale Lakes and the Greater Fort Lauderdale Alliance, Inc., in substantially the same form
20 as the draft MOU attached hereto as **Exhibit A**, and incorporated herein by reference; and
21 further, the City Commission hereby authorizes the Acting City Manager expend and allocate
22 funding in an amount not to exceed One Hundred Thousand and No/100 Dollars (\$100,000.00)

1 to support the implementation of the pilot project which funding shall also be sourced from the
2 City's General Funds for the purposes of hiring a project facilitator and evaluator to assist in the
3 planning, designing, and implementation of the pilot project, and to provide childcare, meals,
4 transportation, and stipends for the City's single mothers/co-researchers and directed to execute
5 and Prosperity Partnership-Prosperity Broward.

6 SECTION 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk, through the Acting City
7 Manager, is hereby authorized obtain three (3) executed copies of the Memorandum of
8 Understanding with one (1) copy of the Agreement to be directed to the Greater Fort Lauderdale
9 Alliance, Inc., with one (1) copy to be maintained by the City; and with one (1) copy directed to
10 the Office of the City Attorney.

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SECTION 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

ADOPTED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AT ITS REGULAR MEETING HELD OCTOBER 25, 2022.


HAZELLE ROGERS, MAYOR

ATTEST:


VENICE HOWARD, CMC, CITY CLERK

Approved as to form and legality
for the use of and reliance by the
City of Lauderdale Lakes only:


Sidney C. Calloway, City Attorney



Sponsored by: Vielka Buchanan, Economic Development Manager

VOTE:

Mayor Hazelle Rogers	<input checked="" type="checkbox"/> (For)	<input type="checkbox"/> (Against)	<input type="checkbox"/> (Other)
Vice-Mayor Marilyn Davis	<input checked="" type="checkbox"/> (For)	<input type="checkbox"/> (Against)	<input type="checkbox"/> (Other)
Commissioner Veronica Edwards Phillips	<input checked="" type="checkbox"/> (For)	<input type="checkbox"/> (Against)	<input type="checkbox"/> (Other)
Commissioner Karlene Maxwell-Williams	<input checked="" type="checkbox"/> (For)	<input type="checkbox"/> (Against)	<input type="checkbox"/> (Other)
Commissioner Beverly Williams	<input checked="" type="checkbox"/> (For)	<input type="checkbox"/> (Against)	<input type="checkbox"/> (Other)

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact: No

Contract Requirement: No

Title

RESOLUTION 2023-001 REQUESTING THE FLORIDA LEGISLATURE TO AMEND FLORIDA STATUTES SECTION 553.899 TO PROVIDE FOR AN EXTENSION OF THE STATUTORY DEADLINE FOR CONDOMINIUM AND COOPERATIVE ASSOCIATIONS TO COMPLETE THE MANDATORY INITIAL STURCTURAL INTEGRITY RESERVE STUDY (SPONSORED BY COMMISSIONER MARK SPENCE)
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Summary

This Resolution of support will request amending Florida Statutes Section 553.899 to provide for an extension of the statutory deadline for condominium and cooperative associations to complete the mandatory initial structural integrity reserve study, milestone inspection, and the corresponding budgeting of required reserve amounts from December 31,2024 to December 31, 2027.
--

Staff Recommendation

Background:

Associations have requested that additional time be granted to be able to conduct the initial structural integrity reserve study and milestone inspection along with the corresponding budgeting of the required amounts for the repairs needed.

Funding Source:

Fiscal Impact:

Sponsor Name/Department: Commissioner Mark Anthony Spence, Mayor & City Commission

Meeting Date: 1/10/2023

ATTACHMENTS:

Description	Type
❑ Resolution 2023-001 Request Amendment to FL Condo Statute	Resolution

1 RESOLUTION 2023-001

2
3 A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES,
4 FLORIDA REQUESTING THE FLORIDA LEGISLATURE TO AMEND FLORIDA
5 STATUTES SECTION 553.899 TO PROVIDE FOR AN EXTENSION OF THE
6 STATUTORY DEADLINE FOR CONDOMINIUM AND COOPERATIVE
7 ASSOCIATIONS TO COMPLETE THE MANDATORY INITIAL STRUCTURAL
8 INTEGRITY RESERVE STUDY, MILESTONE INSPECTION, AND THE
9 CORRESPONDING BUDGETING OF REQUIRED RESERVE AMOUNTS FROM
10 DECEMBER 31, 2024 TO DECEMBER 31, 2027; PROVIDING FOR THE
11 ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY
12 CLERK; PROVIDING AN EFFECTIVE DATE.
13

14 WHEREAS, Chapter Law 2022-269, Senate Bill No.4-D: Building Safety was enacted into
15 law effective May 26, 2022 and is now codified as Section 553.899, Florida Statutes (2022)
16 ("Mandatory structural inspections for condominiums and cooperative buildings" hereinafter
17 referred to as "Building Safety Law");

18 WHEREAS, the Florida "Legislature finds that maintaining the structural integrity of a
19 building throughout its service life is of paramount importance in order to ensure that buildings
20 are structurally sound so as to not impose a threat to the public, health, safety, or welfare. As
21 such, the Legislature finds that the imposition of a statewide structural inspection program for
22 aging condominium and cooperative buildings in this state is necessary to ensure that such
23 buildings are safe for continued use"; Sec. 553.899, F.S.;

24 WHEREAS, "'structural integrity reserve study' means a study of the reserve funds
25 required for future major repairs and replacement of the common areas based on a visual
26 inspection of the common areas"; Sec. 553.899, F.S.;

1 WHEREAS, “an association must have a structural integrity reserve study completed at
2 least every ten (10) years after the condominium’s creation for each building on the
3 condominium property that is three (3) stories or higher in height”; Sec. 553.899, F.S.;

4 WHEREAS, the structural integrity reserve study must include, amongst other items, a
5 study of any item that has a deferred maintenance expense or replacement cost that exceeds
6 Ten Thousand and No/100 (\$10,000.00) Dollars; Sec. 553.899, F.S.;

7 WHEREAS, before a developer turns over control of an association to unit owners other
8 than the developer, the developer must have a structural integrity reserve study completed for
9 each building on the condominium property that is three (3) stories or higher in height; Sec.
10 553.899, F.S.;

11 WHEREAS, associations existing on or before July 1, 2022, which are controlled by unit
12 owners other than the developer, must have a structural integrity reserve study completed by
13 December 31, 2024, for each building on the condominium property that is three (3) stories or
14 higher in height; Sec. 553.899, F.S.;

15 WHEREAS, if an association fails to complete a structural integrity reserve study pursuant
16 to Chapter Law 2022-269, such as failing to complete the study by December 31, 2024, such
17 failure is a breach of an officer’s and director’s fiduciary relationship to the unit owners under
18 Florida Statutes, Section 718.111(1); Sec. 553.899, F.S.;

19 WHEREAS, “‘milestone inspection’ means a structural inspection of a building, including
20 an inspection of load-bearing walls and the primary structural members and primary structural
21 systems as those terms are defined in Florida Statutes, Section 627.706,” by a licensed architect
22 or engineer authorized to practice in this state; Sec. 553.899, F.S.;

1 WHEREAS, a condominium association under Florida Statutes, Chapter 718 and a
2 cooperative association under Chapter 719 must have a milestone inspection performed for each
3 building that is three (3) stories or more in height by December 31 of the year in which the
4 building reaches thirty (30) years of age, based on the date the certificate of occupancy for the
5 building was issued, and every ten (10) years thereafter; Sec. 553.899, F.S.;

6 WHEREAS, if a milestone inspection is required and the building's certificate of occupancy
7 was issued on or before July 1, 1992, the building's initial milestone inspection must be
8 performed before December 31, 2024; Sec. 553.899, F.S.;

9 WHEREAS, if it is determined that a large number of repairs are needed and large reserve
10 amounts are required, it would be undue burden on many associations to mandate the budgeting
11 of large reserve amounts in such a short duration by December 31, 2024; and

12 WHEREAS, associations have requested that additional time to be able to conduct the
13 initial structural integrity reserve study and milestone inspection along with the corresponding
14 budgeting of the required amounts for the repairs needed.

15 NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF
16 LAUDERDALE LAKES AS FOLLOWS:

17 SECTION 1. ADOPTION OF RECITALS: The foregoing RECITALS are hereby ratified and
18 confirmed as being true, and the same are hereby made a part of this Resolution.

19 SECTION 2. CALL TO ACTION: The City Commission of the City of Lauderdale Lakes
20 hereby requests that the Florida Legislature amend Florida Statutes, Section 553.899 to extend
21 the deadline for condominium and cooperative associations to complete the initial structural

1 integrity reserve study, milestone inspection, and the corresponding budgeting of the requires
2 reserve amounts from December 31, 2024 to the period ending December 31, 2027.

3 SECTION 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk, through the Acting City
4 Manager, is hereby directed to transmit a copy of this Resolution to the Florida Governor, the
5 President and all members of the Florida Senate, the Speaker and all members of the Florida
6 House of Representatives, the Broward County Legislative Delegation, the Florida League of
7 Cities, the Florida Association of Counties, the Board of County Commissioners for Broward
8 County, the Broward County League of Cities, and each of the municipalities in Broward County.

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SECTION 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

ADOPTED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AT ITS REGULAR MEETING HELD JANUARY 10, 2023.

VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:

VENICE HOWARD, CMC, CITY CLERK

Approved as to form and legality
for the use of and reliance by the
City of Lauderdale Lakes only:

Sidney C. Calloway, City Attorney

Sponsored by: Commissioner Mark Spence

VOTE:

Mayor Veronica Edwards Phillips	_____ (For)	_____ (Against)	_____ (Other)
Vice-Mayor Karlene Maxwell-Williams	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Tycie Causwell	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Mark Spence	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Sharon Thomas	_____ (For)	_____ (Against)	_____ (Other)

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact: Yes

Contract Requirement: Yes

Title

RESOLUTION 2023-002 AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN CONTRACT AGREEMENT NO.: 22-3410-10R BUSINESS MARKETING CONSULTATION SERVICES, BY AND BETWEEN THE CITY OF LAUDERDALE LAKES AND MD MARKETING NETWORK, INC. FOR BUSINESS MARKETING CONSULTATION SERVICES FOR AN AMOUNT NOT TO EXCEED NINETY-SEVEN THOUSAND FIFTY AND NO/100 (\$97,050.00) DOLLARS

Summary

This Resolution awards RFP 22-3410-10R, Business Marketing Consultation Program to MD Marketing Network, in an amount not to exceed \$97,050.00.

Staff Recommendation

Background:

The City Commission approved the Consultant Assistance Program per Resolution 2022-031, April 12, 2022. This program is funded through the allowance from the American Rescue Plan Act (ARPA) Funding per the final ruling.

The City of Lauderdale Lakes solicited qualified firms to provide business marketing consultation services to eligible businesses in the City of Lauderdale Lakes.

The solicitation for the business marketing consulting services was solicited in the City's electronic bid system, [Demandstar.com](https://www.demandstar.com) from July 29, 2022 until August 31, 2022. The solicitation was provided to 552 firms, of which 28 downloaded the solicitation packet. The solicitation was further advertised in the Sun Sentinel, a newspaper of general circulation, on July 27, 2022.

The solicitation was declared closed August 31, 2022 and proposal opened. The City received one (1) proposal from MD Marketing Network.

The proposal was thoroughly reviewed by the Evaluation Committee, comprised of three (3) members, and was found to be fully qualified and experienced in marketing consultation services.

Firm	Evaluation Score
MD Marketing Network	255

It is recommended that the City award the sole respondent firm, MD Marketing Network to provide marketing consultation services at the negotiated cost proposal of Ninety-Seven Thousand Fifty Dollars and no cents (\$97,050.00).

City staff is requesting a contract award for one (1) program year, completion of work activities associated with the scope of services or through December 31, 2024.

It is recommended that the City award the contract to MD Marketing Network, which represents the best value to the City for an amount not to exceed \$97,050. If approved, City staff will commence kick-off activities upon acceptance and approval of all required documents.

Funding Source:

This program is funded through the American Rescue Plan Act (ARPA) Allowance for Loss of Revenue. Funding for this program was budgeted in the General Fund, 0019103-3410-MCP.

Fiscal Impact:

The fiscal impact of securing these services is \$97,050, over the life of the agreement which expires on December 31, 2024. This program was approved as part of the FY2023 Adopted Operating Budget.

Sponsor Name/Department: Asheley Hepburn, MBA, Financial Services Director and Vielka Buchanan, Economic Development Manager

Meeting Date: 1/10/2023

ATTACHMENTS:

Description	Type
❏ Resolution 2023-002 Executing contract with MD Marketing Network	Resolution
❏ Exhibit A - Draft Contract - MD Marketing Network	Exhibit
❏ Procurement Recommendation Memo	Backup Material
❏ Proposal - MD Marketing Network	Backup Material

RESOLUTION 2023-002

A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES, FLORIDA AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN CONTRACT AGREEMENT NO.: 22-3410-10R BUSINESS MARKETING CONSULTATION SERVICES, BY AND BETWEEN THE CITY OF LAUDERDALE LAKES AND MD MARKETING NETWORK, INC. FOR BUSINESS MARKETING CONSULTATION SERVICES FOR AN AMOUNT NOT TO EXCEED NINETY-SEVEN THOUSAND FIFTY AND NO/100 (\$97,050.00) DOLLARS; A COPY OF WHICH IS ATTACHED HERETO AS **EXHIBIT A**, AND A DRAFT COPY OF WHICH CAN BE INSPECTED IN THE OFFICE OF THE CITY CLERK; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Lauderdale Lakes ("City") solicited qualified firms to provide business consulting services in the City's electronic bid system, Demandstar.com from July 29, 2022 until August 31, 2022;

WHEREAS, the solicitation was provided to 552 firms, of which 28 downloaded the solicitation packet;

WHEREAS, the solicitation was further advertised in the Sun Sentinel, a newspaper of general circulation, on July 27, 2022;

WHEREAS, the solicitation was declared closed August 31, 2022 and proposal opened;

WHEREAS, the City received its sole proposal from MD Marketing Network, Inc.;

WHEREAS, the proposal was thoroughly reviewed by the Evaluation Committee, comprised of three (3) members, and found to be fully qualified and experienced in marketing consultation services;

WHEREAS, each committee member scored MD Marketing Network, Inc. at or above a point value of 80 out of 100;

1 WHEREAS, MD Marketing Network, Inc. is a full-service marketing, communications,
2 public relations and media buying agency located in Broward County in the City of Lauderhill,
3 Florida with core competencies and work history in government, small business and healthcare
4 brand development, marketing, public relations, and media planning and buying;

5 WHEREAS, the scope of services requires MD Marketing Network, Inc. to furnish all labor,
6 materials, supplies, service and supervision necessary to perform per the Request for Proposal
7 document No.: 22-3410-10R for Business Marketing Consultation Services in the amount of
8 Ninety-Seven Thousand Fifty and No/100 (\$97,050.00) Dollars (the "Contract");

9 WHEREAS, City Staff recommends awarding the Contract to MD Marketing Network, Inc.
10 for one (1) program year or through December 31, 2024, to complete the work activities
11 associated with the scope of services in the Contract; and

12 WHEREAS, there is adequate funding available in the budget for Fiscal Year 2023.

13 NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF
14 LAUDERDALE LAKES AS FOLLOWS:

15 SECTION 1. ADOPTION OF RECITALS: The foregoing RECITALS are hereby ratified and
16 confirmed as being true, and the same are hereby made a part of this Resolution.

17 SECTION 2. AUTHORITY: The Mayor and City Clerk are hereby authorized and directed
18 to execute and attest, respectively, that certain non-exclusive Contract Agreement No.: 22-3410-
19 10R Business Marketing Consultation Services, by and between the City of Lauderdale Lakes and
20 MD Marketing Network, Inc., for an amount not to exceed Ninety-Seven Thousand Fifty and
21 No/100 (\$97,050.00) Dollars, in substantially the form as attached hereto as **Exhibit A**, and
22 incorporated herein by reference.

1 SECTION 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk, through the Acting City
2 Manager, is hereby authorized to obtain three (3) executed copies of the Agreement with one
3 (1) copy of the Agreement to be directed to MD Marketing Network, Inc.; with one (1) copy to be
4 maintained by the City; and with one (1) copy directed to the Office of the City Attorney.

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SECTION 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

ADOPTED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AT ITS REGULAR MEETING HELD JANUARY 10, 2023.

VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:

VENICE HOWARD, CMC, CITY CLERK

Approved as to form and legality
for the use of and reliance by the
City of Lauderdale Lakes only:

Sidney C. Calloway, City Attorney

Sponsored by: Asheley Hepburn, MBA, Director, Financial Services

VOTE:

Mayor Veronica Edwards Phillips	_____ (For)	_____ (Against)	_____ (Other)
Vice-Mayor Karlene Maxwell-Williams	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Tycie Causwell	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Mark Spence	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Sharon Thomas	_____ (For)	_____ (Against)	_____ (Other)



CITY OF LAUDERDALE LAKES
4300 N.W. 36TH STREET
LAUDERDALE LAKES, FLORIDA, 33319-5599
TEL (954) 535-2700 / FAX (954) 535-1892
www.lauderdalelakes.org

CONTRACT AGREEMENT NO.: 22-3410-10R
BUSINESS MARKETING CONSULTATION SERVICES

THIS AGREEMENT is dated as of the ____ day of ____, 2022 between the CITY OF LAUDERDALE LAKES, a municipal corporation, hereinafter referred to as ("CITY"), and _____, a corporation authorized to do business in the State of Florida, (hereinafter referred to as ("CONTRACTOR")), whose Federal I.D. number is _____.

WHEREAS, on ____, 2022 the CITY entered into a Contract No. 22-3410-010R with the CONTRACTOR for business marketing consulting, and

WHEREAS, at its meeting of ____, 2022, by Resolution #2022-XXX, the CITY Commission authorized the proper City officials to execute this non-exclusive Contract hereinafter referred to as "Contract No. 22-3410-10R", and

NOW, THEREFORE, CITY and CONTRACTOR, in consideration of the mutual covenants hereinafter set forth, agree as follows:

ARTICLE 1 - SCOPE OF WORK

The CONTRACTOR shall furnish all labor, materials, supplies, service and supervision necessary to perform per the Request for Proposal document No.: 22-3410-10R for Business Marketing Consultation Services.

The CONTRACTOR responsibility under this contract is to provide services outlined in the Scope of Work Description in Exhibit "A" attached hereto and made part hereof.

The CITY's Representative/Liaison during the performance of this Contract shall be Vielka Buchanan, Economic Development Manager, telephone (954) 535-2492.

ARTICLE 2 - TERM

The contract term shall be effective upon approval by the governing board through the completion of the Business Marketing Consultation Services Program or December 31, 2024, whichever occurs first, in accordance with the terms and conditions set forth herein. The CITY may provide a minimum of ten (10) calendar day notice before the end of any effective Term, of its intent to renew the Term. Price may be adjusted per Article 3, Payments to CONTRACTOR.

Extension of Contract:

The CITY reserves the right to automatically extend the Contract for up to ninety (90) calendar days beyond the stated Contract term, under the same terms and conditions of said Contract. The CITY shall notify the CONTRACTOR in writing of such extensions. Additional extensions over the first ninety (90) day extension may occur, if the CITY and the CONTRACTOR are in mutual agreement of such extensions.

ARTICLE 3 - CONTRACT PRICE

The total amount to be paid by the CITY under this Contract for all services and materials shall be priced using the pricing structure according to Exhibit "C", Schedule of Professional Fees. Such payment shall be made within thirty (30) days from the last day of each respective month in which CONTRACTOR has performed the Services and issued an invoice to the CITY.

Based on the Contract prices shown in the Cost Schedule submitted to the CITY being a part of the Contract Documents, the aggregate amount of the Base Contract **(obtained from either the lump sum price, the application of unit prices to the quantities shown in the Request For Proposal Form or the combination of both)** not to exceed:

(written

\$

Appropriations: Payment under this Contract is subject to annual appropriations of the governing body. The CITY will immediately notify the CONTRACTOR to stop work if funds are not appropriated and will pay CONTRACTOR for all work performed up to the time of the stop work notice.

ARTICLE 4 - TRUTH-IN-NEGOTIATION CERTIFICATE

Signature of this Contract by the CONTRACTOR shall also act as the execution of a truth-in-negotiation certificate certifying that the wage rates, overhead charges, and other costs used to determine the compensation provided for in this Contract are accurate, complete and current as of the date of the Contract and no higher than those charged the CONTRACTOR'S most favored customer for the same or substantially similar service.

ARTICLE 5 - TERMINATION

This Contract may be cancelled by the CONTRACTOR upon ninety (90) days prior written notice to the CITY's representative in the event of substantial failure by the CITY to perform in accordance with this Contract through no fault of the CONTRACTOR. The Contract may also be terminated, in whole or in part, by the CITY, with or without cause, immediately upon written Termination Notice to the CONTRACTOR. Unless the CONTRACTOR is in breach of this Contract, the CONTRACTOR shall be paid for services rendered to the CITY's satisfaction through the date of termination. In the event the CITY elects to terminate this Contract without cause, however, the CITY shall pay the CONTRACTOR a termination fee of One Hundred Dollars (\$100). After receipt of a Termination Notice and except as otherwise directed by the CITY, the CONTRACTOR shall:

- A. Stop work on the date to the extent specified.
- B. Terminate and settle all orders and subcontracts relating to the performance of the terminated work.
- C. Transfer all work in process, completed work and other materials related to the terminated work to the CITY.
- D. Continue and complete all parts of the work that have not been terminated.

Termination for Convenience: The CITY, by written notice, may terminate this Contract, in whole or in part, when it is in the CITY's best interest. If this Contract is terminated, the CITY shall be liable only for the goods and services delivered and accepted. The CITY may provide the

CONTRACTOR thirty (30) days prior notice before said termination becomes effective. However, at the CITY's prerogative, a termination for convenience may be effective immediately and may apply to release orders (if applicable) or to the Contract in whole.

ARTICLE 6 - PERSONNEL

The CONTRACTOR represents that it has or will secure at its own expense all necessary personnel required to perform this Contract. Such personnel shall not be employees of or have any contractual relationship with the CITY.

All of the services required hereunder shall be performed by the CONTRACTOR or under its supervision, and all personnel engaged in performing the services shall be fully qualified and, if required, authorized or permitted under State and local laws to perform such services.

Any changes or substitutions in the CONTRACTOR's key personnel, as may be listed in Exhibit "B", must be made known to the CITY's Representative and written approval must be granted by the CITY's Representative before said change or substitution can become effective.

The CONTRACTOR warrants that all services shall be performed by skilled and competent personnel.

ARTICLE 7 - SUBCONTRACTING

The CITY reserves the right to accept the use of a subContractor or to reject the selection of a particular subContractor and to inspect all facilities of any subContractors in order to make a determination as to the capability of the subContractor to perform properly under this Contract. The CONTRACTOR is encouraged to seek local vendors for participation in subcontracting opportunities. If the CONTRACTOR uses any subContractors on this project the following provisions of this Article shall apply:

If a subContractor fails to perform or make progress, as required by this Contract, and it is necessary to replace the subContractor to complete the work in a timely fashion, the CONTRACTOR shall promptly do so, subject to acceptance of the new subContractor by the CITY. The substitution of a subContractor shall not be adequate cause to excuse a delay in the performance any portion of this Contract as set forth in the Scope of Work.

The CONTRACTOR, its subContractors, agents, servants, or employees agree to be bound by the Terms and Conditions of this Contract and its agreement with the subContractor for work to be performed for the CITY the CONTRACTOR must incorporate the terms of this Contract.

ARTICLE 8 – INSURANCE

- A. The CONTRACTOR shall not commence work under this Contract until it has obtained all insurance required under this paragraph and such insurance has been approved by the CITY.
- B. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. The CONTRACTOR shall furnish Certificates of Insurance to the CITY's Representative prior to the commencement of operations. The Certificates shall clearly indicate that the CONTRACTOR has obtained insurance of the type, amount, and classification as required for strict compliance with this paragraph and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the CITY'S Representative. Compliance with the foregoing requirements shall not relieve the CONTRACTOR of its liability and obligations under this Contract.
- C. The CONTRACTOR shall maintain during the term of this Contract, standard Professional Liability Insurance in the minimum amount of \$1,000,000 per occurrence.

- D. The CONTRACTOR shall maintain, during the life of this Contract, Comprehensive General Liability Insurance in the amount of \$1,000,000 per occurrence to protect the CONTRACTOR from claims for damages for bodily and personal injury, including wrongful death, as well as from claims of property damages which may arise from any operations under this Contract, whether such operations be by the CONTRACTOR or by anyone directly employed by or contracting with the CONTRACTOR.
- E. The CONTRACTOR shall maintain, during the life of this Contract, Comprehensive Automobile Liability insurance in the minimum amount of \$1,000,000 combined single limit for bodily injury and property damage liability to protect the CONTRACTOR from claims for damages for bodily and personal injury, including death, as well as from claims for property damage, which may arise from the ownership, use or maintenance of owned and non owned automobiles, including rented automobiles whether such operations be by the CONTRACTOR or by anyone directly or indirectly employed by the CONTRACTOR.
- F. The CONTRACTOR shall maintain, during the life of this Contract, adequate Workers' Compensation Insurance and Employer's Liability Insurance in at least such amounts as are required by law for all of its employees per Florida Statute 440.02.
- G. It shall be the responsibility of the CONTRACTOR to insure that all subContractors comply with the same insurance requirements referenced above.
- H. Compliance with the foregoing requirements shall not relieve the CONTRACTOR of its liability and obligation under this section or under any other section if this Section or under any other section of the Contract.
- I. CONTRACTOR shall be responsible for assuring that the insurance certificate required in conjunction with this Section remain in force for the duration of the period of performance for any contractual agreement(s) resulting from this solicitation. If insurance certificates are scheduled to expire during the term hereof, the CONTRACTOR shall be responsible for submitting new or renewed insurance certificates to the CITY at a minimum of thirty (30) calendar days in advance of such expiration. In the event that expired certificates are not replaced with new or renewed certificates which cover the term hereof, the CITY shall suspend the Contract until such time as the new or renewed certificates are received by the CITY in a manner prescribed in this Section; provided however, that this suspension period does not exceed thirty (30) days, the CITY may at its sole discretion, terminate the Contract and seek re-purchasing charges from the CONTRACTOR.
- J. In the judgment of the CITY, prevailing conditions warrant the provision by CONTRACTOR of additional liability insurance coverage or coverage which is different in kind, the CITY reserves the right to require the provision by CONTRACTOR of an amount of coverage different from the amounts or kind previously required and shall afford written notice of such change in requirements thirty (30) days prior to the date on which the requirements shall take effect. Should the CONTRACTOR fail or refuse to satisfy the requirement of changed coverage within thirty (30) days following the CITY's written notice, the CITY, at its sole option, may terminate the Contract upon written notice to the CONTRACTOR, said termination taking effect on the date that the required change in policy coverage would otherwise take effect.
- K. All insurance, other than Professional Liability and Workers' Compensation, to be maintained by the CONTRACTOR shall specifically include the CITY of Lauderdale Lakes as "Additional Insured" and shall unequivocally provide thirty (30) days written notice to the CITY prior to any adverse changes, cancellation or non-renewal of coverage thereunder.

ARTICLE 9 - INDEMNIFICATION

The CONTRACTOR shall indemnify and hold harmless the CITY and its officers and employees, from liabilities, damages, losses, and costs, including but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of

the CONTRACTOR, and other persons employed or utilized by CONTRACTOR in the performance of this Contract.

The parties agree that 1% of the total compensation paid to the CONTRACTOR for performance of this Contract shall represent the specific consideration for the CONTRACTOR's indemnification of the Owner. It is the specific intent of the parties hereto that the foregoing indemnification complies with applicable Florida Statutes.

The CONTRACTOR, without exemption, shall indemnify and hold harmless the CITY, its employees, representatives and elected officials from liability of any nature or kind, including cost and expenses for or on account of any copyrighted, patented, or unpatented invention, process, or item manufactured by the CONTRACTOR. Further, if such a claim is made, or is pending, the CONTRACTOR may, at its option and expense, procure for the CITY the right to use, replace, or modify the item to render it non-infringing. If none of the alternatives are reasonably available, the CITY agrees to return the article on request to the CONTRACTOR and receive reimbursement. If the CONTRACTOR used any design, device or materials covered by letters, patent or copyright, it is mutually agreed and understood, without exception, that the Contract prices shall include all royalties or cost arising from the use of such design, device or materials in any way involved in the work.

It is further the specific intent of the parties that all of the Contract Documents on this Project are hereby amended to include the foregoing indemnification and the "Specific Consideration" thereof.

ARTICLE 10 - SUCCESSORS AND ASSIGNS

The CITY and the CONTRACTOR each binds itself and its partners, successors, executors, administrators, and assigns to the other party of this Contract to the partners, successors, executors, administrators, and assigns of such other party, in respect to all covenants of this Contract. Except as above noted, neither the CITY nor the CONTRACTOR shall assign, sublet, convey or transfer its interest in this Contract without express notification and acceptance. Nothing herein shall be construed as creating any rights or benefits hereunder to anyone other than the CITY and the CONTRACTOR.

ARTICLE 11 - REMEDIES

This Contract shall be governed by the laws of the State of Florida. The venue of all actions in State or Federal Court relating to this Contract will be held in Broward County, Florida. No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder now or hereafter existing at law or in equity. No single or partial exercise by any part of any right, power, or remedy hereunder shall preclude any other or further exercise thereof.

ARTICLE 12 - CONFLICT OF INTEREST

The CONTRACTOR represents that it presently has no interest and shall acquire no interest, either direct or indirect, in the CITY, which would conflict in any manner with the performance or services required hereunder, as provided for in Florida Statutes 112.311. The CONTRACTOR further represents that no person having such interest shall be employed in the performance hereof.

The CONTRACTOR shall promptly notify the CITY's Representative, in writing, by certified mail, of all potential conflicts of interest for any prospective business association, interest or other circumstance which may influence or appear to influence the CONTRACTOR'S judgment or quality of services being provided hereunder. Such written notification shall identify the prospective business association, interest or circumstance, the nature of work that the CONTRACTOR undertakes and request an opinion of the CITY, whether or not such association, interest or circumstances will in the CITY's opinion constitute a conflict of interest if entered into by the CONTRACTOR. The CITY agrees to notify the CONTRACTOR of its opinion by certified

mail within 30 days of receipt of notification by the CONTRACTOR. If, in the opinion of the CITY, the prospective business association, interest or circumstances would not constitute a conflict of interest by the CONTRACTOR, the CITY shall so state in the notification and the CONTRACTOR may enter into said association, interest or circumstance and it shall be deemed not in conflict of interest with respect to services provided to the CITY by the CONTRACTOR under the terms of this Contract.

ARTICLE 13 - EXCUSABLE DELAYS

The CONTRACTOR shall not be considered in default by reason of any failure in performance if such failure arises as a result of a "Force Majeure." Force Majeure shall mean any delay occasioned by superior or irresistible force occasioned by violence in nature without the interference of human agency such as hurricanes, tornados, flood and total loss caused by fire and other similar unavoidable casualties, changes in federal, state or local laws, ordinances, codes or regulations, enacted after the date of this Agreement and having a substantial impact on the project, or other causes beyond the CONTRACTOR's control or by any other such causes which the CONTRACTOR and the CITY Commission decide in writing justify the delay. Provided, however, that market conditions, labor conditions, construction industry price trends and similar matters which normally impact on the bidding process shall not be considered a Force Majeure.

ARTICLE 14 - PLEDGE OF CREDIT, ARREARS

The CONTRACTOR shall not pledge the CITY's credit or make it a guarantor of payment of surety for any contract, debt, obligation, judgment, lien, or any form of indebtedness.

The CONTRACTOR further warrants and represents that it has no obligation or indebtedness that would impair its ability to fulfill the terms of this Contract.

ARTICLE 15 - DISCLOSURE AND OWNERSHIP OF DOCUMENTS

The CONTRACTOR shall deliver to the CITY for approval and acceptance, and before being eligible for final payment of any amounts due, all documents and materials, in both hard copy and electronic mail, prepared by and for the CITY under this Contract.

All written and oral information not in the public domain or not previously known, and all information and data obtained, developed, or supplied by the CITY or at its expense will be kept confidential by the CONTRACTOR and will not be disclosed to any other party directly or indirectly, without the CITY's prior written consent, unless required by a lawful order. All drawings, maps, sketches, programs, database, reports and other data developed or purchased under this Contract for or at the CITY's expense shall be and remain the CITY's property and may be reproduced and reused at the discretion of the CITY.

The CITY and the CONTRACTOR shall comply with provisions of Chapter 119, Florida Statutes (Public Records Law).

All covenants, contracts, representations and warranties made herein, or otherwise made in writing by any party hereto including, but not limited to, representations herein related to the disclosure or ownership of documents, shall survive this Contract and the consummation of the transactions contemplated hereby.

ARTICLE 16 - INDEPENDENT CONTRACTOR RELATIONSHIP

The CONTRACTOR and all employees and/or agents of the CONTRACTOR are, and shall be, in the performance of all work services and activities under this Contract, an independent contractor, and not an employee, agent, or servant of the CITY. All persons engaged in any of the work or services performed pursuant to this Contract shall at all times and in all places be subject to the CONTRACTOR'S sole direction, supervision, and control. The CONTRACTOR shall exercise control over the means and manner in which it and its employees perform the work

and in all respects the CONTRACTOR'S relationship and the relationship of its employees to the CITY shall be that of an independent Contractor and not as employees or agents of the CITY.

The CONTRACTOR does not have the power or authority to bind the CITY in any promise, agreement or representation other than specifically provided for in this Agreement. The CONTRACTOR shall be responsible to the CITY for all work or services performed by the Contractor or any person or entity on the CONTRACTOR's behalf, in fulfillment of this Contract.

ARTICLE 17 - CONTINGENT FEES

The CONTRACTOR warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the CONTRACTOR to solicit or secure this Contract and that it has not paid or agreed to pay any person, company, corporation, individual, or firm, other than it's bona fide employee working solely for the CONTRACTOR, any fee, commission, percentage, gift, or any other consideration contingent upon resulting from the Award or making of this Contract.

ARTICLE 18 - ACCESS AND AUDITS

The CONTRACTOR shall maintain adequate records to justify all charges, expenses, and costs incurred in estimating and performing the work for at least three (3) years after completion of this Contract. The CITY shall have access to such books, records, and documents as required in this section for the purpose of inspection or audit during normal business hours, at the CONTRACTOR'S place of business.

ARTICLE 19 - NONDISCRIMINATION

The CONTRACTOR warrants and represents that all of its employees are treated equally during employment without regard to race, color, religion, disability, sex, age, national origin, ancestry, marital status, or sexual orientation.

ARTICLE 20 - ENFORCEMENT COSTS

If any legal action or other proceeding is brought for the enforcement of this Contract, or because of an alleged dispute, breach, default or misrepresentation in connection with any provisions of this Contract, the successful or prevailing party or parties shall be entitled to recover reasonable attorney's fees, expenses and court costs, including appellate fees incurred in that action or proceeding, in addition to any other relief to which such party or parties may be entitled.

ARTICLE 21 - AUTHORITY TO PRACTICE

The CONTRACTOR hereby represents and warrants that it has and will continue to maintain all licenses and approvals required to conduct its business, and that it will at all times conduct its business activities in a reputable manner. Proof of such licenses and approvals shall be submitted to the CITY's Representative on an annual basis.

ARTICLE 22 - SEVERABILITY

If any term or provision of this Contract, or the application thereof to any person or circumstances shall, to any extent, be held invalid or unenforceable, the remainder of this Contract, or the application of such terms or provisions to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected, and every other term provision of this Contract shall be deemed valid and enforceable to the extent permitted by law.

ARTICLE 23 - ENTIRETY OF CONTRACTUAL CONTRACT

The CITY and the CONTRACTOR agree that this Contract sets forth the entire Contract between the parties, and that there are no promises or understandings other than those stated herein.

None of the provisions, terms and conditions contained in this Contract may be added to, modified, superseded or otherwise altered, except by written instrument executed by the parties hereto in accordance with Article 25 - Modifications of Work.

ARTICLE 24 - MODIFICATIONS OF WORK

The CITY reserves the right to make changes in Scope of Work, including alterations, reductions therein or additions thereto. Upon receipt by the CONTRACTOR of the CITY's notification of a contemplated change, the CONTRACTOR shall, **in writing**:

- (1) Provide a detailed estimate for the increase or decrease in cost due to the contemplated change,
- (2) Notify the CITY of any estimated change in the completion date, and
- (3) Advise the CITY if the contemplated change shall effect the CONTRACTOR'S ability to meet the completion dates or schedules of this Contract.

If the CITY so instructs in writing, the CONTRACTOR shall suspend work on that portion of the Scope of Work affected by a contemplated change, pending the CITY's decision to proceed with the change.

If the CITY elects to make the change, the CITY shall initiate a contract amendment and the CONTRACTOR shall not commence work on any such change until such written amendment is signed by the authorized representative for the CITY.

Such changes, if any, shall be set forth in writing, which may be transmitted, at the CITY'S discretion, digitally.

ARTICLE 25 - NOTICE

All notices required in this Contract shall be sent by certified mail, return receipt requested:

FOR CITY: Treasa Brown, Acting City Manager
City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, FL 33319-5599
Tel (954) 535-2700
Fax (954) 535-1892

FOR CITY: Financial Services Department
City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, FL 33319-5599
Tel (954) 535-2700
Fax (954) 535-1892

FOR CONTRACTOR:

Attn: Contact Name
Company Name
Address
City, State, Zip Code
Tel:
Email:

ARTICLE 26 - CAPTIONS AND PARAGRAPH HEADINGS

Captions and paragraph headings contained in this Contract are for convenience and reference only and in no way define, describe, extend or limit the scope and intent of this Contract, nor the intent of any provisions hereof.

ARTICLE 27 - JOINT PREPARATION

The preparation of this Contract has been a joint effort of the parties, and the resulting document shall not, solely as a matter of judicial construction, be construed more severely against one of the parties than the other. It is the parties' further intention that this Contract be construed liberally to achieve its intent.

ARTICLE 28 - WAIVER

No waiver by the CITY of any provision of this Contract shall be deemed to be a waiver of any other provisions hereof or of any subsequent breach of the same or any other provision or the enforcement hereof. CITY's consent to or approval of any act by Contractor requiring consent or approval shall not be deemed to render unnecessary the obtaining of CITY's consent or approval of any subsequent act by Contractor requiring the CITY'S consent or approval, whether or not similar to the act so consented to or approved.

ARTICLE 29 - COUNTERPARTS

This Contract may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which shall constitute one and the same Contract.

ARTICLE 30 - EXHIBITS ARE INCLUSIONARY

All exhibits attached hereto or mentioned herein which contain additional terms shall be deemed incorporated by reference. Typewritten or handwritten provisions inserted in this form or attached hereto shall control all printed provisions in conflict therewith.

ARTICLE 31 – AUTHORITY FOR PIGGYBACK SERVICES

CONTRACTOR acknowledges and agrees that during the term of this Contract, including any mutually agreed extensions and/or options, at the option of the CITY, other municipal corporations, public agencies school districts, or not-for-profit entities, may purchase CONTRACTORS' services at the same price, upon the same terms and conditions as this Contract between the CITY and CONTRACTOR.

ARTICLE 32 - CONTRACT DOCUMENTS

The Contract documents are as follows: Request for Proposal, Contract, Exhibits, Addenda, All Representations, and Warranties, to make this Contract.

THE REMAINDER OF THIS PAGE WAS LEFT BLANK INTENTIONALLY

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals on the day and year set forth below their respective signatures.

CITY OF LAUDERDALE LAKES, FLORIDA

By: _____
Veronica Edwards Phillips, Mayor

Date: _____

(CITY SEAL)

Attest: _____
Venice Howard
City Clerk

APPROVED AS TO FORM:

(City Attorney)

FIRM/CONTRACTOR

By: _____
(Signature)

Name: _____
(Type or Print)

Date: _____

(CORPORATE SEAL)

License No.: _____

Agent for service of process: _____

(If CONTRACTOR is a Corporation or
Partnership, attach evidence of authority to sign.)

SECTION 2 – SCOPE OF SERVICES

I. Background

The City of Lauderdale Lakes will implement the Marketing Consultation Program (MCP). The Program will primarily serve to assist businesses with their marketing efforts. At the end of a six month period, the measurable result of the program is to provide marketing consultation services for ten (10) business enterprises or more that are in good standing with the City of Lauderdale Lakes

The City of Lauderdale Lakes will strive to achieve the following:

- Provide a measurable increase in business development opportunities through consultation. The expectation is that ten (10) businesses (or more) will be served
- Completion of ten (10) marketing plans
- Facilitate 300 total program hours of consultation services
- . Technical assistance to eligible businesses includes marketing and consultation.

II. Scope of Work

The City is seeking an experienced and qualified firm(s) to provide marketing consulting services to local businesses, referred by the City.

a. **Marketing Consultation.** It is anticipated that services may include, but not limited to:

- Creation of a marketing strategy
- Development of advertising and other promotions
- Direct mail, purchased lists, display ads
- Advise on online advertising
- Printed materials and displays
- Social media monitoring and participation
- Development of website
- Tools and technology

The CITY does not make representation that it will be financially liable for recommendations that are made or presented during the consultation sessions. Businesses will be solely financially responsible or otherwise responsible if it accepts recommendations from the selected firm.

Firm must be able to provide an approach or methodology executing marketing consultation to businesses. It is anticipated that Proposer must include up to 30 hours of technical assistance. Sessions may be in person or held virtually. If held in person, firm must provide location that is most advantageous to the business and must adhere to the Center for Disease Control (CDC) guidelines or restrictions.

Firm must provide project management team or key representatives for this program. Key members must not be removed or replaced during the term of the program award unless approved by the designated representatives in writing.

Firm must provide monthly reporting. Copy of the monthly report is included as an attachment in this solicitation.

MANAGEMENT TEAM

BUSINESS MARKETING CONSULTING SERVICES



MELISSA P. DUNN, MBA
Chief Marketing Officer
Full-Time



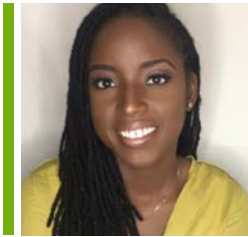
KIANA POWELL, MBA
Brand Strategist
Part-Time



KAREN GREY
Public Relations Strategist
Part-Time

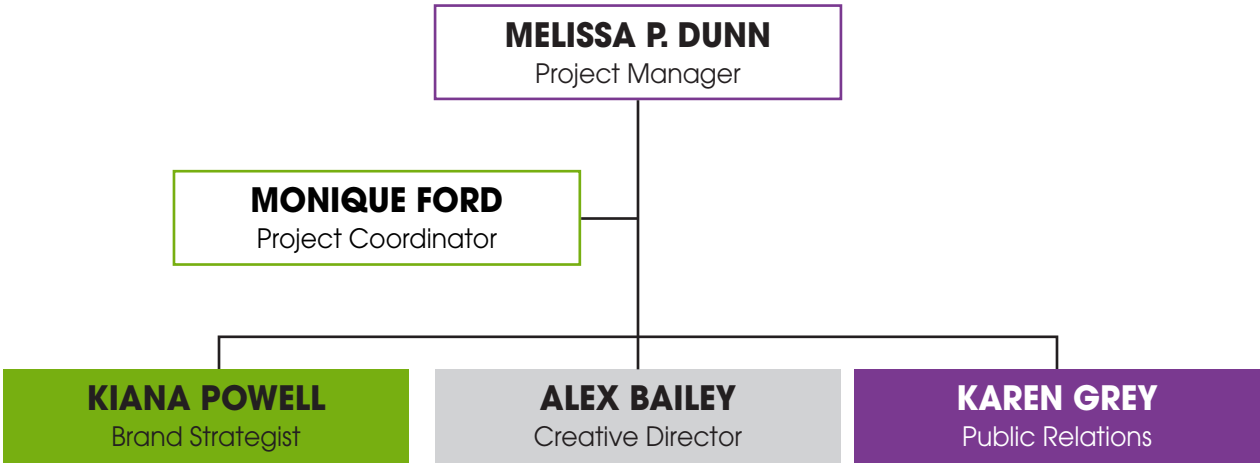


ALEX BAILEY
Creative Director
Part-Time



MONIQUE FORD, BPA
Marketing Coordinator
Part-Time

ORGANIZATIONAL STRUCTURE



RFP22-3410-10R Business Marketing Consulting Services Cost Breakdown

Categories	Description	Estimated Hours, etc.	Cost
Program Branding	Packaging (naming, logo, flyer, promo video, t-shirt design)	Flat Fee	\$1,900
	Program Manual		\$750
	Press releases & media pitch	Flat Fee	\$5,000
	Event Planning (receptions, lunches & graduation)	Flat Fee	\$3,000
Subtotal			\$10,650
Technical Assistance	Virtual Training Sessions	36 hrs @ \$150	\$5,400
	Hands on sessions with participants	300 hrs @ \$150	\$45,000
Subtotal			\$50,400
Marketing Tools	Websites (incentives for top performers)	3 @ \$3,500 each	\$10,500
	Branding Bundles	3 @ \$1,000 each	\$3,000
	Social Media Templates	10 @ \$500 each	\$5,000
Subtotal			\$18,500
Project Management	Project planning, execution, monitoring, delivery & completion	7 months @ \$,2500 per month	\$17,500
Subtotal			\$17,500
Total			\$97,050



**CITY OF LAUDERDALE LAKES
INTEROFFICE MEMORANDUM
FINANCIAL SERVICES DEPARTMENT**

**TO: Treasa Brown Stubbs, Acting City
Manager**

DATE: December 28, 2022

**FROM: Asheley Hepburn, MBA
Director, Financial Services**

**SUBJECT: RFP 22-3410-10R, Business
Marketing Consulting Services**

The City of Lauderdale Lakes solicited qualified firms to provide business marketing consulting services.

The solicitation for the business marketing consulting services was solicited in the City's electronic bid system, Demandstar.com from July 29, 2022 until August 31, 2022. The solicitation was provided to 552 firms, of which 28 downloaded the solicitation packet. The solicitation was further advertised in the Sun Sentinel, a newspaper of general circulation, on July 27, 2022.

The solicitation was declared closed August 31, 2022 and proposal opened. The City received one (1) proposal from MD Marketing Network, Inc.

The proposal was thoroughly reviewed by the Evaluation Committee, comprised of three (3) members, and found to be fully qualified and experienced in marketing consultation services.

Firm	Evaluation Score
MD Marketing Network, Inc.	255

City staff negotiated the proposed cost estimate from \$103,650 to \$97,050. The pricing includes program branding, technical assistance, marketing tools, and project management.

It is recommended that the City award the sole respondent firm, MD Marketing Network, Inc. to provide marketing and/or financial consultation at the negotiated cost proposal of Ninety-Three Thousand Five Hundred and Fifty Dollars and no cents (\$93,550.00).

City staff is requesting a contract award for one (1) program year, completion of work activities associated with the scope of services or through December 31, 2024.

Encl. (s)
Evaluation Summary
Negotiation

RFP NO.: 22-3410-10R
Business Marketing Consultation Services
Evaluation Summary Report

Solicitation Number: 22-3410-10R		Max Score	Vielka Buchanan Economic Development Manager	Tanya Davis- Hernandez Development Services Manager	Nethel Stephens Chairperson Economic Development Advisory Board	Calculations	
Summary Description: Business Marketing Consultation Services						Actual Total / Category	
Closing date: August 31, 2022 @ 10am							
Evaluation Meeting held: September 22, 2022 @ 10am							



Firm's Qualifications Rating Worksheet

RFP#: 22-3410-10R

RFP Name: Marketing Consultation Services for ARPA Funded Projects & Programs

Firm: MD Marketing Network

Score: 95

	EVALUATION CRITERIA	Maximum Points	Score	Comments
1	Qualifications & Experience	45	45	
2	Methodology/Approach	40	40	- Flexibility regarding the number of businesses in the program
3	Proposed Fees	15	10	- Overpriced for only 10 companies
	Total Score	100		

Rater: Vielka Buchanan



Firm's Qualifications Rating Worksheet

RFP#: 22-3410-10R RFP Name: Marketing Consultation Services for ARPA Funded Projects & Programs

Firm: M.D. Marketing Network Score: 80

	EVALUATION CRITERIA	Maximum Points	Score	Comments
1	Qualifications & Experience	45	40	
2	Methodology/Approach	40	30	Risk management
3	Proposed Fees	15	10	There are areas where reduction can occur
	Total Score	100		

Rater: *[Signature]*



Firm's Qualifications Rating Worksheet

RFP#: 22-3410-10R RFP Name: Marketing Consultation Services for ARPA Funded Projects & Programs

Firm: MD Marketing Network Score: 80

EVALUATION CRITERIA		Maximum Points	Score	Comments
1	Qualifications & Experience	45	40	The group has several years of diverse experience across multiple sectors.
2	Methodology/Approach	40	31	Need to develop an approach to be flexible and reach out directly to those business that may have scheduling conflicts with set times.
3	Proposed Fees	15	9	Some of the fees listed in the proposal should be billed as add on services to the businesses not as a part of the proposal for the city to absorb expenses.
Total Score		100	80	

Rater: 



October 26, 2022

Attn: Melissa Dunn
MD Marketing Network
4300 N University Drive
Suite F-100
Lauderhill, FL 33351

Email: melissa@mdmarketingnetwork.com

Re: Contract Negotiation: RFP 22-3410-10R, Business Marketing Consulting Services

Dear Ms. Dunn,

The City of Lauderdale Lakes solicited qualified firms to conduct qualified and experienced firm(s) to provide marketing consultation services to City businesses as recommended through the Business Rent and Utilities Assistance Program. The qualified firm would provide a comprehensive and innovative program that will primarily serve to assist businesses with their marketing efforts.

The solicitation for the Business Marketing Consulting Service was solicited in the City's electronic bid system, Demandstar.com from July 29, 2022 until August 31, 2022. The solicitation was broadcast to 552 suppliers and there were 28 planholders. The solicitation was further advertised in the Sun Sentinel, a newspaper of general circulation, on August 1, 2022.

The solicitation was declared closed August 31, 2022 and proposal opened. The City received one (1) response from MD Marketing Network. The proposal was further reviewed by an evaluation committee comprised of three (3) members. The evaluation process included a thorough review of the written proposal, followed by an oral presentation by MD Marketing Network. A subsequent contract negotiations meeting was held on Thursday, October 20, 2022, and yielded the following:

Category	Cost
Program Branding	\$12,150
Technical Assistance	\$50,400
Marketing Tools	\$13,500
Project Management	\$17,500
Total	\$93,550

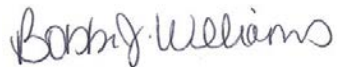
The outcome of the negotiation between the City and MD Marketing Network is an agreed upon contract amount not to exceed \$93,550, which represents the best value to the City.

If approved, City staff will commence execution upon acceptance and approval of all required documents.

Re: Contract Negotiation: RFP 22-3410-10R, Business Marketing Consulting Services

Thank you for your interest in doing business with the City of Lauderdale Lakes. If you have questions or concerns, please feel free to contact me at 954-535-2700.

Sincerely,

A handwritten signature in dark ink that reads "Bobbi J. Williams". The signature is written in a cursive, flowing style.

Bobbi J. Williams, MPA
Assistant Director, Financial Services

BUSINESS & MARKETING CONSULTING SERVICES

STRATEGY • VIDEO • DESIGN • PUBLIC RELATIONS

PROPOSAL FOR

CITY OF LAUDERDALE LAKES

4300 NW 36TH STREET
LAUDERDALE LAKES, FL 33319
PHONE: (954) 535-2700

PROPOSAL DATE: AUGUST 31, 2022

MD+Marketing
NETWORK

4300 N University Dr Ste F-100, Lauderhill, FL 33351
melissa@mdmarketingnetwork.com
(786) 728-7867

RFP NO.: 22-3410-10R

Page 64 of 137

TABLE OF CONTENTS

Transmittal Letter.....3

TAB 1 Qualifications Statement.....4

TAB 2 Statement of Capabilities.....5

TAB 3 Management Team.....6

TAB 4 Qualifications and Experiences.....12

TAB 5 Current Workload.....16

TAB 6 Management Approach.....28

TAB 7 Cost Schedule.....31

TAB 8 Sample Documents.....33

TAB 9 Attachments.....37

August 20, 2022

City of Lauderdale Lakes
Financial Services Department
4300 NW 36th Street
Lauderdale Lakes, FL. 33319
Attn: Ms. Esther Lambert, PhD. PMP
Purchasing & Contracts Officer

Dear Ms. Lambert:

It is an honor to submit MD Marketing Network's proposal for consideration as the Business Marketing Consultation Services Agency.

MD Marketing Network is a full-service marketing firm located in Broward County in the City of Lauderdale Lakes, Florida. Our core competencies and distinguished history in government, small business and healthcare brand development, marketing, public relations, and media planning and buying make us uniquely qualified to work with the city's small businesses as specified in your required scope of services for this RFP.

Our knowledge of the City of Lauderdale Lakes landscape, and working understanding of the challenges facing small businesses in the region brings added value to the marketing process.

We look forward to meeting with your organization and stakeholders to answer your questions and explain our plan of action, to elevate Lauderdale Lakes businesses to the next level in their marketing, branding and promotional endeavors.
Feel free to contact us with any additional questions.

Best Regards,

Melissa P. Dunn MBA

Chief Executive Officer
MD Marketing Network

**City of Lauderdale Lakes
ATTACHMENT "A"
PROPOSER'S QUALIFICATIONS STATEMENT**

PROPOSER shall furnish the following information. Failure to comply with this requirement will render Bid non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

Melissa P. Dunn, MBA, CEO

4300 N University Dr. Suite F-100 Lauderhill, FL 33351

Contact Person's Name and Title: Melissa P. Dunn, MBA, CEO

PROPOSER'S Telephone and Fax Number: (786) 728-7867

PROPOSER'S Email Address: Melissa@Mdmarketingnetwork.com

PROPOSER'S License Number (if applicable): N/A

(Please attach certificate of competency and/or state registration.)

PROPOSER'S Federal Identification Number: 47-0972280

Number of years your organization has been in business 8

State the number of years your firm has been in business under your present business name 8

State the number of years your firm has been in business in the work specific to this RFP: 8

Names and titles of all officers, partners or individuals doing business under trade name:

Melissa P. Dunn, MBA, CEO

The business is a: Sole Proprietorship ☐ Partnership ☐ Corporation ☒

IF USING A FICTITIOUS NAME, SUBMIT EVIDENCE OF COMPLIANCE WITH FLORIDA FICTITIOUS NAME STATUTE. (ATTACH IN PROPOSER EXHIBIT SECTION)

Under what former name has your business operated? Include a description of the business. Failure to include such information shall be deemed to be intentional misrepresentation by the City and shall render the proposer RFP submittals non-responsive.

N/A

We are a full-service Marketing, Communications, PR and Media Buying Agency MD Marketing Network has been in existence since 2014. The agency was formed to embody my personal belief system of providing exemplary service to every client. By first uncovering specific needs during our discovery and needs analysis phase, we can identify critical markers to use in developing customized plans for each organization. This tried-and-true methodology lends itself to the development of a well-organized executable plan that delivers those key performance indicators every marketing, advertising, public relations and social media plan strives to achieve.

Our firm will interview and analyze the current state of affairs for all 10 business entities. Upon conducting a deep analysis, we will create a comprehensive marketing plan customized for each company. It will detail every step at each phase of the plan inclusive of consultation, analysis, plan creation (inclusive of Marketing, advertisement development for print, broadcast TV, radio, online ads). The team will create social media management strategies, uncover promotions opportunities, and all available ways to enhance deliverables which are to increase business and brand awareness. Website development where necessary will be achieved and revamping of present websites will also be taken into consideration. Each business will have a full tool kit with all creatives necessary to continue executing their plans after the 6 month program has ended.

Of the 300 total hours assigned over the 6 month period, each business is allocated 5 hours monthly for training and consultations with the final 45 to 90 days being dedicated to plan execution, evaluations and changes where and when necessary.

The MD Marketing Network team are the subject matter experts who have been delivering desired results for our clients, in both private and public sector markets for over 60 plus years combined. Our vast experience counseling and developing achievable marketing, promotional and advertising options for small businesses is unmatched. Our breadth of services include:

- Marketing strategy and planning
- Online advertising
- Traditional advertising
- Advertising production - radio ad, online video ads, TV ads, buses, billboards etc.
- Graphic design of direct mail, flyers, display ads
- Branding - logos, brochures, business cards, websites, menus, point of sales displays
- Event management - grand openings, webinars, influencer marketing events
- Social media
- Market research
- Public relations
- Community outreach
- Media buying
- Success coaching
- Marketing consultations and technical assistance
- Video production
- Photography
- Web Design - restaurants, online shops, small businesses

MANAGEMENT TEAM

BUSINESS MARKETING CONSULTING SERVICES



MELISSA P. DUNN, MBA
Chief Marketing Officer
Full-Time



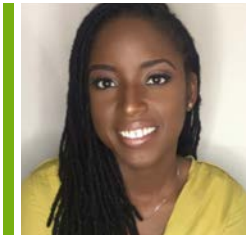
KIANA POWELL, MBA
Brand Strategist
Part-Time



KAREN GREY
Public Relations Strategist
Part-Time

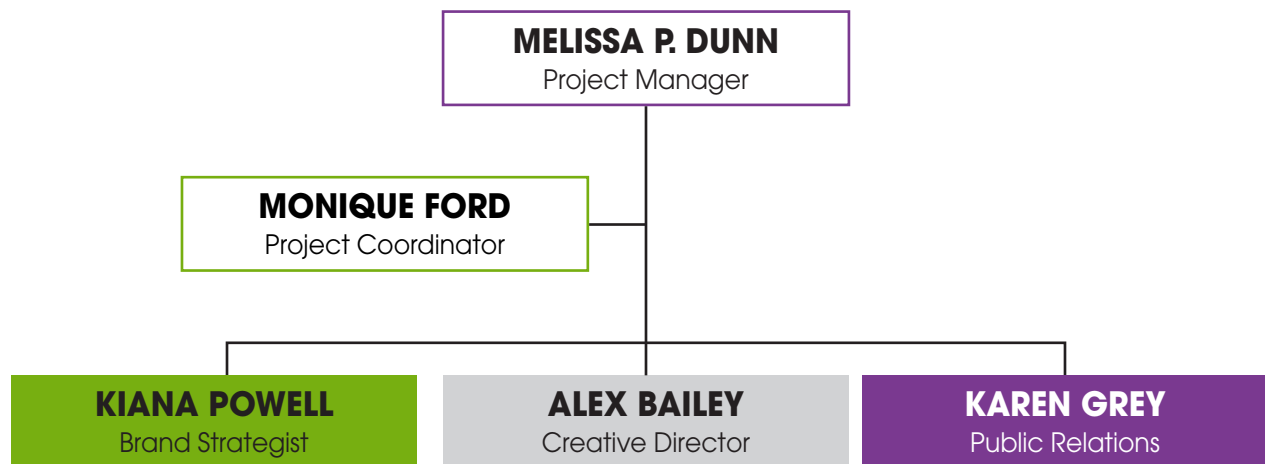


ALEX BAILEY
Creative Director
Part-Time



MONIQUE FORD, BPA
Marketing Coordinator
Part-Time

ORGANIZATIONAL STRUCTURE





20 YEARS OF EXPERIENCE

EXPERIENCE BY THE NUMBERS

EXPERTISE

- Project Management
- Marketing Plans
- Marketing Strategy
- Advertising Production
- Media Relations
- Video Production
- Management
- Account Management
- Technical Assistance
- Business Coaching

EDUCATIONAL BACKGROUND

- Bachelor of Science in Sociology
- Master of Business Administration in Healthcare
- Lean Six Sigma Green Belt Certified Ontological and Mindfulness Coach

VALUE TO PROJECT

Project manager and marketing expert experienced with providing technical assistance to small businesses.

BIOGRAPHY

Melissa P. Dunn MBA is a visionary leader and performance-driven executive with 20 years of experience. Her strong business acumen and management expertise fosters business growth and development, and process improvement. Melissa has worked with prominent companies, non profit organizations, and government entities including, City of Lauderdale Lakes, the City of Miami Gardens, Nova Southeastern University, Dukunoo Jamaican Kitchen, and the Lauderhill Regional Chamber of Commerce. Additionally, as Vice Mayor in the City of Lauderhill, Melissa has developed two business programs teaching entrepreneurs everything from marketing to government contracts. Over 70+ Lauderhill small businesses received education, mentorship, coaching, and technical assistance support.

RELEVANT EXPERIENCE

• MD Marketing Network - Lauderhill, FL *Chief Executive Officer*

Healthcare and cause marketing agency dedicated to creating campaigns and events that are designed to bring about social change and increase community engagement.

• City of Lauderdale Lakes

Developed, branded, produced and marketed the Lauderdale Lake's first Taste of Lauderdale Lakes: Food, Music, Arts & Culture Festival for 2,000 guests.

• City of Miami Gardens

Garnered over 2 million media impressions for Live Healthy Miami Gardens. Market research, health system assessment, community relations, brand management, strategy, marketing, advertising, media buy, events, project management, strategic planning, visual storytelling, training, and media relations.

• Dukunoo Jamaican Kitchen

Developed marketing strategies to keep business afloat by creating break-even marketing strategies that enabled the restaurant to keep their doors open during the COVID-19 pandemic and then pivoted post COVID to increase revenues two to three fold.



7 YEARS OF EXPERIENCE

EXPERIENCE BY THE NUMBERS

EXPERTISE

- Brand Strategy
- Social Media
- Web Design
- Copywriting
- Account Management
- Technical Assistance

EDUCATIONAL BACKGROUND

- Bachelors of Science in Public Relations - Florida A & M University
- Masters in Business Administration (MBA) - Marketing Concentration - Devry's Keller School of Management

VALUE TO PROJECT

Brand Development Strategist that produces cutting edge messaging to keep you top of mind with your ideal client and new prospects.

BIOGRAPHY

Kiana D. Powell is a Brand Strategist and native of Miami, FL. She is a proud alum of Florida A & M University where she earned her undergraduate degree in Public Relations and later her master's in Business Administration with a concentration in Marketing from the Devry-Keller Graduate School of Management.

With over seven years of public relations and marketing experience, she is skilled and well versed as she has experience in industry sectors like government, health and wellness, beauty and lifestyle, financial, law, entertainment, and non-profit. Kiana serves as a crucial team member where she cut her teeth working on small business branding and consulting, political campaigns, community festivals and music concerts like Jazz in the Gardens, Funk Fest Miami and iHeart Radio's radio personality Papa Keith's "People Matter Fest." Kiana is the host of, "The Branding Happy Hour," a branding segment on Instagram Live for small business owners.

RELEVANT EXPERIENCE

- **Forward Public Relations - Pembroke Pines, FL**
Brand Strategist and Social Media Manager Contractor

Manage and produce brand representation campaigns that guaranteed a uniformed message for pop-up events/activations, brand ambassador programs, media interviews, and community outreach activities. Create social media strategic plans aimed at increasing media exposure, reach and engagement, and followers. Develop brand strategies to secure new clients, increase client exposure, promote brand messaging, create brand loyalty and awareness. Design communication graphics for client's social media, print and advertising assets for campaigns, launches, special events, and announcements.

- **Circle of One Marketing Agency - Miami, FL**
Director of Public Relations and Marketing

Maintained a keen understanding of industry trends affecting clients and made appropriate recommendations regarding communication strategy surrounding them. Attended client meetings as the company's spokesperson.

- **KSF & Associates - Pembroke Pines, FL**
Director of Marketing

Copywriting and developing content for radio, print and web advertising, press releases, newsletters and media kits. Managed company public and media relations as well as coordinated special events and directed community outreach and videography team for projects and special events.



38 YEARS OF EXPERIENCE

EXPERIENCE BY THE NUMBERS

EXPERTISE

- Public Relations
- Copywriting
- Web Development - UI/UX
- Media Buying
- Media Relations
- Ad Production
- Technical Assistance
- Media Production - Audio and video

EDUCATIONAL BACKGROUND

- Bachelor of Science in Commerce & Engineering with a concentration in Marketing - Drexel University, Philadelphia, PA - 1984

VALUE TO PROJECT

Karen has 38 plus years working in several industries in the areas of public relations, marketing, advertising, media buying and sales development. Karen's ability to garner earned media in this new PR landscape makes her value, to any organization, priceless.

BIOGRAPHY

Karen Grey earned her Bachelor of Science in Marketing from Drexel University in 1984. Her 38 years in the industry has made her most effective in delivering messaging through earned media for her clients. In an age when journalism is challenged by cutting edge electronic communications, knowing how to navigate and balance both options is key to having an effective communications plan. Living and navigating in the public relations meta-verse is the new normal for PR professionals. It is also the key to having measurable results for her clients.

RELEVANT EXPERIENCE

• Broward County Environmental Division - Manatee Campaign *Communications and Media Buying*

Drafted copy content for ad scripts, then had them translated into Spanish and creole. All the commercials were produced in our in-house recording studio. We then planned and executed media buys on radio for the campaign during manatee season.

• Grace Kennedy Foods *Agency of Record*

Planned, managed and executed TV campaigns for multiple verticals for Grace Foods in Florida, Atlanta, Baltimore, New York and New Jersey. We also created opportunities for the company to execute several Corporate Social Responsibility programs and managed all public relations around these campaigns to bring attention to Grace Foods and their support of and service to multiple communities during COVID-19.

• Joshua's Heart Foundation (JHF) *Publicist*

Curated earned media for the foundation to make consumers and residents of Miami-Dade, Broward, Palm Beach and Monroe Counties aware of the organization's Food Distributions to alleviate hunger and poverty in the region. As COVID-19 raged throughout the state, JHF played a significant role in meeting the needs of families displaced by the lockdown. The goal was to maintain an open line of communication between the public and the foundation. Leveraging my relationships with reporters, editors and producers, provided a major lifeline for families from all walks of life, but was particularly important to the organization that families living in underserved communities were aware of the services and weekly distributions provided in their community by Joshua's Heart. Weekly and many times daily communications became standard operational procedure in order to keep up with the demand.



10+ YEARS OF EXPERIENCE

EXPERIENCE BY THE NUMBERS

EXPERTISE

- Marketing Coordination
- Email Marketing
- SMS Marketing
- Social Media
- Online Store - Shopify, Wix,
- Facebook and Instagram
- Commerce
- Project Reporting
- Meeting Coordination

EDUCATIONAL BACKGROUND

- Bachelor of Arts in Public Administration - Cum Laude Associates of Arts, Business Specialist

VALUE TO PROJECT

Monique's attention to detail and her ability to develop processes that enable smoother operations and cost saving outcomes, makes her an invaluable asset to any new or start-up organization looking to make sound financial decisions while growing their bottom-line.

BIOGRAPHY

Monique is a motivated administrative professional, with more than 10 years of industry experience, who seeks out challenging projects that bring out the best in her skills in leadership, operational, and business support. She has a well-developed skill set and strategic eye in brand development, communication, and customer orientation.

RELEVANT EXPERIENCE

- **MD Marketing Network - Lauderhill, FL**
Marketing Coordinator

Responsible for overseeing client social media interactions by implementing content strategies and designing communication graphics for client's social media campaigns, launches, special events and announcements. Monitors engagement data to identify trends in customer interactions and plans digital campaigns to build community online. Leverages monitoring tools for insights into alignment of clients' brand goals.

- **Queen Essentials- Lauderhill, FL**
CEO & Creative Director

Developed and designed the brand identity, mission, product offerings, social media marketing, ads and email strategies to build awareness and drive sales. Oversaw all operations and business activities to ensure produced the desired results and are consistent with the overall strategy and aligns with short-term and long-term objectives.

- **College Board**
Partnership Specialist

Responsible for the management and oversight of statewide grant programs. Duties include reviewing and approving proposals and monthly and quarterly compliance and finance reporting. Coordinated and executed multi-day conference as well as organizing lodging, meals and stipend disbursement for 300+ attendees.



7 YEARS OF EXPERIENCE

EXPERIENCE BY THE NUMBERS

EXPERTISE

- Video Production & Editing
- Graphic Design
- Motion Graphics
- Photo Editing
- Logo Development
- Brand Development
- Video Marketing
- Strategy
- Photography

EDUCATIONAL BACKGROUND

- Bachelor of Science in Marketing from Florida Atlantic University

VALUE TO PROJECT

Alex is a design muse whose creative process brings light and relevance to the storyline and brand. His videos, photographs and creative assets are constructed with careful detail that always leaves the brand top of mind with the consumer.

BIOGRAPHY

Alex Bailey is a professional videographer, photographer, and graphic designer. His focus is crafting branded content for businesses and government entities to be able to efficiently tell their story and/or initiative.

RELEVANT EXPERIENCE

- **BLIEVE Media, LLC.**
Videographer/Designer

Create unique and dynamic video content for clients to utilize in their social media campaigns and website. Conduct large scale video and photo productions. Create unique branding for clients through the use of graphic design. Create visually compelling website designs. Manage client social media accounts on various platforms.

- **Herman Advertising**
Graphic Artist

Work in conjunction with Client Account Managers to fulfill all design elements for a wide variety of clients in the automotive sales industry. Responsible for helping to develop advertising and marketing campaign pieces on a monthly basis for agency clients. Worked on various projects including logo design, website wire-frame mock-ups, web banner creation, email blast creation and HTML coding slices, landing page creation, creating animated GIFs, and also creating various video content for social media.

- **Berger Commercial Realty**
Marketing Coordinator

Create and curate various marketing collateral pieces (offering memorandums, sale flyers, mailers, etc.) utilizing various programs in Adobe. Managed multiple social media accounts on a daily basis. Recorded and maintained various marketing reports in excel. Edited various photographs using different techniques to improve overall look and feel.

QUALIFICATIONS AND EXPERIENCES

BUSINESS MARKETING CONSULTING SERVICES

PRIMARY CONTACT	COMPANY HEADQUARTERS	LEGAL INFORMATION
Melissa P. Dunn, MBA <i>Chief Executive Officer</i> melissa@mdmarketingnetwork.com 786-728-7867	4300 N University Dr Ste F-100, Lauderhill, FL 33351	MD Marketing Network, INC Incorporated in the State of Florida since 2014 Tax ID # 47-0972280

COMPANY OVERVIEW

We are a full-service agency with 20+ years of experience serving diverse communities, small businesses, healthcare organizations, and municipalities.

MD Marketing Network was established 8 years ago in 2014. We are a growth strategy firm specializing in marketing, event management, community engagement and visual storytelling. We believe that it is possible to do good AND make a profit. Therefore, we are passionate about helping non-profits, healthcare organizations, municipalities, small businesses and socially responsible corporations do both. We love adding value to our clients; and helping our clients add value to their communities. This commitment to service excellence improves lives and transforms communities while driving revenue.

MD+Marketing NETWORK



SMALL BUSINESS EXPERIENCE

- Dukunno Jamaican Kitchen
- Miami Squeeze Juice Bar
- Tytocare
- General Provision
- Wells Coffee
- Off Lease Only
- Green Cardigan Marketing
- Herman Advertising
- BluBliss Massage and Spa
- Harris Tax Pros
- Blanc, Defreitas and Associates
- Josh Jones Law, P.A.
- The Law Firm of Antonisha L. Baker
- Joshua's Heart Foundation
- Chef Irie Spice
- The Black Doll Affair
- Sistrunk Historical Festival
- Affirming Youth Foundation

HEALTHCARE EXPERIENCE

- Dr. Lynn Labrousse - Practice
- Dr. Lynn Labrousse - Fe Essence
- Health Foundation of South Florida
- City of Miami Gardens - Live Healthy Miami Gardens
- City of Miami Gardens - CDC COVID Grant
- City of Miami Gardens - Take Your Loved One To The Doctor Campaign
- City of Miami Gardens - Active People Campaign
- City of Miami Gardens - Florida Department of Health - Health Communications Grant
- Nova Southeastern University - Caribbean Diaspora Nutrition Outreach Project
- Women to Women OBGYN Care
- Carpe Diem Chiropractor

EVENT EXPERIENCE

- City of Lauderdale Lakes - Taste of Lauderdale Lakes
- City of Lauderdale Lakes - Unifest
- 103.5 The Beat's People Matter Fest
- Lauderhill Regional Chamber of Commerce - Women of Distinction Awards

DESTINATION EXPERIENCE

- City of Lauderhill - Visit Lauderhill

BRANDS WE'VE SERVED

BUSINESS MARKETING CONSULTING SERVICES



MEDIA OUR CLIENTS

BUSINESS MARKETING CONSULTING SERVICES

HAVE BEEN FEATURED ON



Miami Herald

4  **NEW YORK**



South Florida
Sun-Sentinel



MD Marketing Network was severely impacted by COVID-19. Prior to COVID, a significant portion of our revenue came from producing and filling events for government and nonprofits. For example, we had a contract with the City of Lauderdale Lakes to produce the Taste of Lauderdale Lakes for up to 3 years. However, COVID disrupted those plans. The only client who remained in our portfolio during COVID was the City of Miami Gardens. In fact, our work with that city increased as they utilized our services to promote COVID prevention and vaccination.

Dukunoo Jamaican Kitchen, also paused our contract because they had to shut down for a few months due to the pandemic. We stuck with them however, offering pro-bono strategy support until they reopened. Upon reopening, they pivoted to outdoor dining and eventually brought us back on-board.

In essence, the City of Miami Gardens and Dukunoo Jamaican Kitchen are our primary clients. We would love to bring back the City of Lauderdale Lakes.

CLIENT UNDER CONTRACT	City of Miami Gardens
PROJECTS	<ul style="list-style-type: none"> • CDC COVID Grant • FL DOH Health Communications Grant • Active People Campaign • Take Your Loved One To The Doctor (TYLOTD) Campaign
CONTRACT VALUE	\$180,900
FEE REMAINING	105,900
CONTRACT PERIOD	<ul style="list-style-type: none"> • CDC COVID Grant 2020-2023 • FL DOH Grant 2022-2023 • Active People Campaign July to Oct 2022 • TLOTD Campaign - Sept to Nov 2022
CONTRACT DURATION	3 years
NUMBER OF STAFF ASSIGNED	4
PERCENTAGE COMPLETE	<ul style="list-style-type: none"> • CDC COVID Grant - 70% • FL DOH Grant - 0% • Active People Campaign 20% • TLOTD Campaign - 0%
BRIEF PROJECT DESCRIPTION	We create health communications campaigns for the city's Live Healthy Miami Gardens initiative. This includes strategy, messaging, graphic design, webinars, produce and host monthly shows via Facebook and YouTube live, digital toolkits, advertising, video production, photography, public relations, influencer marketing, training and technical assistance for LHMG community partners and providers.

CLIENT UNDER CONTRACT	Dukunoo Jamaican Kitchen
CONTRACT VALUE	\$36,000 per year
FEE REMAINING	\$12,000 for 2022
CONTRACT PERIOD	2021-2022
CONTRACT DURATION	Annual with auto renewal
NUMBER OF STAFF ASSIGNED	2
PERCENTAGE COMPLETE	80%
BRIEF PROJECT DESCRIPTION	MDMN provides marketing, public relations and partnership development services for Dukunoo Jamaican Kitchen.

COMPANY

City of Lauderdale Lakes

PROJECT

Taste of Lauderdale Lakes

CONTACT PERSON

Treasa Brown Stubbs, MPA, CPRP / *Assistant City Manager*
City of Lauderdale Lakes

4300 NW 36th Street | Lauderdale Lakes, FL 33319
V: 954-535-2800
F: 954-777-3249

STATUS

Prime

DESCRIPTION

MD Marketing Network created and produced The Taste of Lauderdale Lakes Food, Music, Arts & Culture Festival - an outdoor, fully immersive experience showcasing diverse arts and activities. The festival positioned the City of Lauderdale Lakes as a vibrant community with multi-cultural dining, shopping, music, arts, and entertainment. The festival brought together some of the best of these attractions to give attendees a wonderful "taste" of Lauderdale Lakes.

OBJECTIVES

1. Brand the City of Lauderdale Lakes as a destination for residents and visitors alike
2. Showcase local restaurants and other businesses
3. Garner positive media coverage for the City

ACCOMPLISHMENTS

MD Marketing Network developed, marketed, and managed the Taste of Lauderdale Lakes community event in 2018 and 2019 which resulted in a combined approximate attendance of over 3,000 people. We also provided technical assistance to local business vendors by teaching them how to activate their brand during a live event. This event included a media partnership with radio station HOT 105, and garnered coverage from several media outlets including NBC 6, and radio station 103.5 The Beat, 99 JAMZ, and WAVS 1170.

CHALLENGES & RESOLUTIONS

Post-event in 2018 MD Marketing was awarded a three (3) year contract to continue to organize the Taste of Lauderdale Lakes event. We completed 1 year in 2019; however, the COVID-19 pandemic prevented us from continuing with our contract in 2020 and beyond.

START & END DATE

2018 and 2019



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

TASTEOFLAUDERDALELAKES.COM

CITY OF LAUDERDALE LAKES, FLORIDA
We Care



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

GENERAL ADMISSION: ONLY \$5

VIP EXPERIENCE: \$45
Includes 1 cocktail, lite bites by Shuchin & Jivin, and premium stage-view

CHILDREN 12 & UNDER: FREE

FEATURING:

A Randolph

CriStyle Renae **Sheena o. Murray** **Morrison Sisters**

Queen Illise **Zoumpa** **Shelly Sweetshells** **Antonia Jenaë**

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

VIP GARDEN | RESTAURANT SHOWCASE | ARTS & CULTURE VILLAGE



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

YELLOW CAB
(954) 777-7777

FREE PRIZES & GIVEAWAYS

FESTIVAL KICK-OFF ACTIVATION

OAKLAND SHOPPING CENTER
4329 FL-7, Lauderdale Lakes, FL 33319

SATURDAY, SEPTEMBER 28
11AM-3PM

EVENT SPONSORS:  

Get Tickets At: TASTEOFLAUDERDALELAKES.COM



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

A RANDOLPH



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

CRISTYLE RENAE



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

MORRISON SISTERS



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

QUEEN ILISE



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

ZOUMPA



TASTE OF LAUDERDALE LAKES
food • music • arts • culture

NOVEMBER 16
1PM-6PM

LAUDERDALE LAKES WATERFRONT
3900 NORTH SR 7, LAUDERDALE LAKES, FL 33309
(954) 535-2785

Get Tickets At: TASTEOFLAUDERDALELAKES.COM

SHELLY SWEETSHHELLS

CLICK TO ACCESS TOOLKIT SAMPLE

COMPANY

City of Miami Gardens

PROJECTLive Healthy Miami Gardens
General Communications**CONTACT PERSON**

Thamara Labrousse / *Program Director*
City of Miami Gardens
18605 NW 27th Avenue
Miami, FL 33056

305-622-8000 - Main #
305-914-9072 - Direct Line
tlabrousse@miamigardens-fl.gov

STATUS

Prime

DESCRIPTION

Live Healthy Miami Gardens is a community health initiative funded by a multi-year Healthy Communities Partnership grant from Healthy Foundation of South Florida. The initiative aims to improve health outcomes of residents in the City of Miami Gardens and create an overall healthier and active community. The four Health Impact Areas of focus are:

- Alcohol, Tobacco and Other Drugs (ATOD)
- Nutrition & Physical Activity
- Mental Health
- Primary Health Care

MD Marketing Network, received a grant from the Health Foundation of South Florida to develop a communications strategy and increase brand awareness for LHMG.

OBJECTIVES

1. Create a unified LHMG brand with clear guidelines that partners could follow while allowing them to maintain their own brand identities.
2. Increase brand awareness
3. Drive traffic to social media channels
4. Engage community partners

ACCOMPLISHMENTS

1. Developed a communications strategy and key message document outlining how to market the initiative and co-brand partner agencies
2. Created Live Healthy Miami Gardens Week which drove brand awareness, created social media buzz and gained positive mentions in the press.
3. Developed marketing toolkits for community and faith based partners for Live Healthy Miami Gardens Week
4. Trained partners on how to use marketing tools

CHALLENGES & RESOLUTIONS

There are over 60 partner organizations involved with the Live Healthy Miami Gardens initiative. Each with their own brand and communication priorities. Creating a unified voice while allowing each partner to maintain their own identity was the primary communications challenge facing LHMG. And while residents may have heard about the initiative, most did not know exactly what they offered.

- Produced rack cards for each focus area, developed a promotional video,
- Reached over 2 million people via advertising and public relations tactics for Live Healthy Miami Gardens Week
- Increased social media engagement- Facebook: 76%; Twitter: 112%; launched Instagram

START & END DATE

2017-2018



COMPANY

City of Miami Gardens

PROJECTLive Healthy Communica-
tions: COVID-19**CONTACT PERSON**

Thamara Labrousse / *Program Director*
City of Miami Gardens
18605 NW 27th Avenue
Miami, FL 33056

305-622-8000 - Main #
305-914-9072 - Direct Line
tlabrousse@miamigardens-fl.gov

STATUS

Prime

DESCRIPTION

Live Healthy Miami Gardens is a collaborative health impact initiative led by the City of Miami Gardens with over 65 partner organizations and 120 stakeholders. The initiative aims to improve health outcomes of residents in the City of Miami Gardens and create an overall healthier and active community. The four Health Impact Areas of focus are:

- Alcohol, Tobacco and Other Drugs (ATOD)
- Nutrition & Physical Activity
- Mental Health
- Primary Health Care

MD Marketing Network, along with 4 medical providers, was included in a multi-year grant from the CDC to increase COVID-19 vaccination in the City of Miami Gardens.

OBJECTIVES

1. Develop localized, culturally relevant message to counteract the misinformation about the efficacy of the COVID-19 vaccination.
2. Promote COVID-19 vaccine and booster shots.

ACCOMPLISHMENTS

- Created several notable campaigns in multiple languages.
- PR results delivered - features on local NBC, CBS, ABC, and Fox affiliates; secured coverage in print and radio outlets like the Miami New Times, South Florida Times, Miami Herald, HOT 105, 99 Jamz, 103.5 The Beat and WMBM
- Streaming Impressions Delivered: 19, 143 IMP - Over 95 IMP delivered at 100.50% Goal
- TV Spots Delivered: 100,949 IMP/ 852 TV Spots
- Provided technical assistance and training to over 40 Miami Gardens non-profit and faith-based partners on how to use various tool-kits that we developed to leverage their collective impact and amplify our message.

CHALLENGES & RESOLUTIONS

1. Misinformation about the efficacy of the COVID-19 vaccination
2. Medical mistrust and fear of being experimented
3. Lack of localized, culturally relevant messaging around COVID-19

Created messaging in English, Spanish and creole. Marketing, advertising, public relations, technical assistance, partner engagement and training, social media, digital toolkits, video production, photography, virtual events, influencer marketing.

START & END DATE

2020 - Present



COMPANY

City of Miami Gardens

PROJECT

Live Healthy Miami Gardens - Take Your Loved One To The Doctor Campaign

CONTACT PERSON

Thamara Labrousse / *Program Director*
City of Miami Gardens
18605 NW 27th Avenue
Miami, FL 33056

305-622-8000 - Main #
305-914-9072 - Direct Line
tlabrousse@miamigardens-fl.gov

STATUS

Prime

DESCRIPTION

Live Healthy Miami Gardens is a collaborative health impact initiative led by the City of Miami Gardens with over 65 partner organizations and 120 stakeholders. The initiative aims to improve health outcomes of residents in the City of Miami Gardens and create an overall healthier and active community. The four Health Impact Areas of focus are:

- Alcohol, Tobacco and Other Drugs (ATOD)
- Nutrition & Physical Activity
- Mental Health
- Primary Health Care

OBJECTIVES

1. Develop localized, culturally relevant message to counteract the misinformation about the efficacy of the COVID-19 vaccination.
2. Promote COVID-19 vaccine and booster shots.

ACCOMPLISHMENTS

In 4 years we have had about 1k people take the pledge and got over 10 million media impressions.

We produce a video the Mayor encouraged residents to take the pledge and go to the doctor- the audio from the video is edited into a 30-second radio spot that runs on HOT 105 and WMBM

We trained students from St. Thomas University to do community outreach in person and via the telephone. We recruited, trained, and engaged over 35 campaign partners who helped us to spread the word and encourage

residents to take themselves and their loved ones to the doctor.

We developed a digital toolkit that partners used to share across their channels as well

We hosted TLOTD screening days at local medical providers strategically located across the city.

In 2021 we hosted our 1st virtual Health Empowerment Summit and added COVID messaging targeting millennials

CHALLENGES & RESOLUTIONS

Research conducted by professors at St. Thomas University indicated that Miami Gardens residents are more likely to go to the doctor if they are encouraged to do so by someone that they trust. Unfortunately, that same study also indicated that residents were not aware of local primary care resources. MD Marketing Network was contracted to develop a campaign to:

- Promote primary care utilization
- Connect resident to local healthcare providers
- Increase medical trust in the community

PAST PERFORMANCE 2017-2022

BUSINESS MARKETING CONSULTING SERVICES

In response, we created a local version of Tom Joyner's national "Take A Loved One to the Doctor" campaign (TLOTD) in collaboration with HOT 105. The annual campaign launched in 2018, with year 5 scheduled for October 2022.

We also increased awareness through social media engagement, surveys, campaign videos, utilizing mayor community stakeholders, and residents and hosted a virtual Health Empowerment Summit, and added COVID messaging targeting millennials.

START & END DATE

2018 - Present



COMPANY

Dukunoo Jamaican
Kitchen

PROJECT

Marketing, Public Relations, Graphic Design, Social Media, Website Management

CONTACT PERSON

Rodrick Leighton & Shrusan Gray
Dukunoo Jamaican Kitchen
316 NW 24 Street,
Miami, FL 33127

Shrusan - 954-699-6178
ShrusanEmily@hotmail.com

STATUS

Prime

DESCRIPTION

Dukunoo Jamaican Kitchen is an eclectic, full-service restaurant offering fresh authentic Jamaican food, tropical hand-crafted cocktails, high energy vibes, and a vibrant Caribbean cultural experience. Established in September 2019, we are Miami's first upscale Caribbean restaurant located in the heart of Wynwood.

MD Marketing Network is responsible for developing corporate partnership relationships in efforts to increase brand exposure and maximize investment/lending opportunities. The agency is also responsible for securing local/national media placement and managing the reputation of the business.

OBJECTIVES

- Increase social media presence on all platforms to attract target consumers.
- Develop merchandise branding and logistics
- Develop corporate partnership relationships
- Curate tourism destination events in/out of the restaurant to create a successful consumer experience

ACCOMPLISHMENTS

- Secured local and national media placements:
 - Forbes.com
 - Essence.com
 - Travel Noire
 - Timeout
 - WSVN 7 Deco Drive
 - WPLG Local 10 News
 - Miami Herald
- Increased social media following from 13k to 31.8k in a year
- Featured on PepsiCo's national campaign, "Dig In," featuring Marcus Samuelson
- Partnered with Regions Bank for their teacher appreciation initiative
- Two-year invited VIP Vendor participant at the Food Network's South Beach Wine & Food Festival
- Participated at the Atlanta Carnival Event

CHALLENGES & RESOLUTIONS

The restaurant was forced to close for months due to the global COVID-19 pandemic causing a decline in generating revenue and creating a brand presence within the county. Created a community outreach initiative by catering to local hospitals feeding the first responders. Invested in brand photoshoots and improving the website quality to attract new consumers. Developed various social media campaigns to grow digital presence and increase brand visibility. Secured media placements to communicate with patrons and create new relationships and opportunities.

START & END DATE

2019 - Present



During the last two years, our Chief Executive Officer and your Project Manager, Melissa P. Dunn has been serving as Commissioner and now Vice Mayor in the City of Lauderhill.

She created 2 programs that are very relevant to this work:

- **Lauderhill Shines** - A capacity building initiative that teaches entrepreneurs everything from marketing to government procurement over a 12 week period using eLearning technology. Over 70 businesses received education, mentorship, coaching, and technical assistance (staff provided COU process navigation and VM Dunn provided coaching and support)
- **Lauderhill Inclusive Entrepreneurship Program** - Leverages content from Lauderhill Shines to support previously incarcerated Lauderhill residents who want to start a business in the city by providing them with in-person success coaching, start-up technical assistance and mentoring.

We are leveraging the lessons learned from our work with providers in Miami Gardens and her work with small businesses in Lauderhill to inform our approach to this work in the City of Lauderdale Lakes.

BRANDED PROGRAM - We will treat this initiative as a pilot that can be branded and marketed to the community and media as a tangible service being offered by the Commission and Economic Development Department. This Lauderdale Lakes BizGrow Academy (example of a possible name) can then be packaged and pitched to organizations like the National League of Cities and the Community Foundation of Broward for future funding to ensure sustainability. It can also be pitched to the press as a way of gaining positive media exposure for the City of Lauderdale Lakes.

COHORT MODEL - All 10 businesses in this “pilot” will be placed in a cohort. This will create an opportunity for them to move through the program together, support each other, and become program and city ambassadors upon graduation.

LIVE VIRTUAL TRAININGS - For the first 12 weeks, the entire cohort will meet via Zoom where we will teach a marketing topic live, assign homework and answer questions. These sessions will be recorded. Copies of the recording will be provided to the City. You may archive those classes and create your own eLearning platform, so in the future students will have access to the recordings.

TECHNICAL ASSISTANCE - The cohort will be divided into 2 small groups based on industry and growth stage. One will be coached by Melissa P. Dunn, MBA and the other by Kiana Powell, MBA. Each business owner will meet individually with their marketing coach bi-weekly.

PEER-NETWORKING - business owners will have an opportunity to network with each other via a welcome reception and program orientation during the 1st week of the program. They will also connect face to face at 2 lunch meet-ups at a local Lauderdale Lakes restaurant. We will invite members of the Commission and senior staff to these events so that the City may leverage them as photo-ops that showcase the city’s investment in their business community.

RECOGNITION - We will create a final report that staff may share with the Commission, media, residents and future funders. We will also create a final “graduation” reception where the 10 businesses in this pilot program will receive a certificate of completion and a chance to showcase their business to the community and the media.

PROJECT MANAGEMENT - There will be bi-weekly meetings between the MDMN team and city staff. We will also provide a monthly progress report that details how each business is doing.

WORK PLAN

The program will be divided into four distinct phases:

Phase 1: On-boarding

Phase 2: Discover

Phase 3: Develop

Phase 4: Deploy

On-boarding

Month 1 - work with City staff to brand the program, identify and on-board the 10 businesses, as well as plan and host the welcome reception.

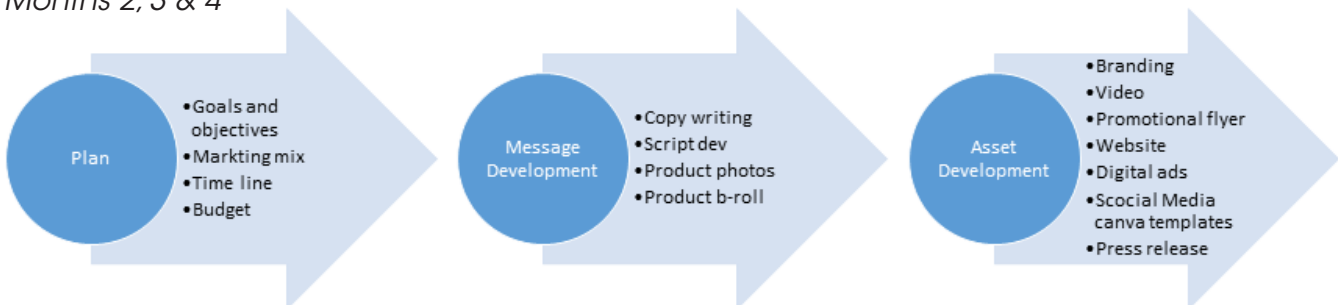
DISCOVER PHASE

Months 1 & 2



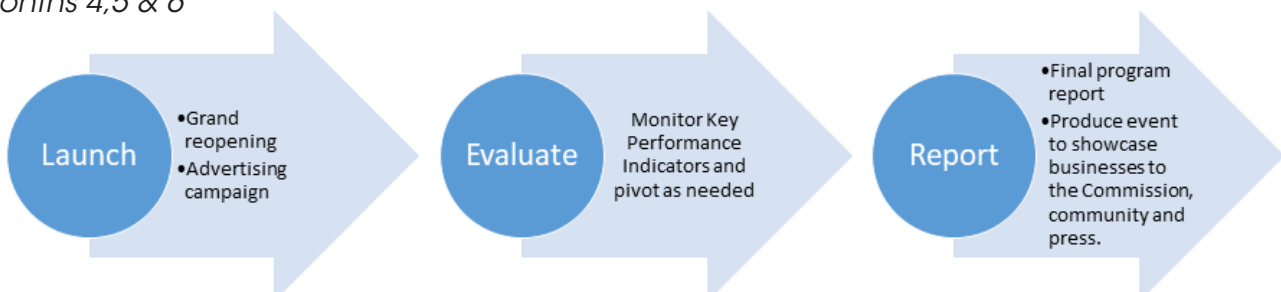
DEVELOP PHASE

Months 2, 3 & 4



DEPLOY PHASE

Months 4,5 & 6



MONTH	ACTIVITY	DELIVERABLE
1	<p>Program Branding - work with city to create a name for the program</p> <p>On-boarding - work with staff to plan welcome reception for business owners who are enrolled in the program</p>	<ul style="list-style-type: none"> • Program logo • Reception flyer • Program manual • Welcome reception • Retractable banner • Branded staff t-shirts
1	Discover - take business through marketing research and target market process	<ul style="list-style-type: none"> • Brand audit • SWOT Analysis • Competitive Analysis • Target Market Analysis
2	<p>Discover - help businesses to refine or develop their offer in a way that will appeal to their target audience.</p> <p>Develop - begin to put the marketing plan together.</p>	<ul style="list-style-type: none"> • Product / service description noting benefits • Price / value proposition • Marketing goals, objectives and strategy
3	<p>Develop - finish the marketing plan and begin working on marketing assets and begin to create marketing tools</p> <p>Lunch Meet-up #1</p>	<ul style="list-style-type: none"> • Final draft of marketing plan • 1st draft of marketing tools • Share elevator pitch and 1st draft of marketing tools for feedback from entire cohort
4	Develop - refine marketing tools and begin planning launch campaign	Finalize marketing tools and launch campaign
5	Deploy - launch campaign & Lunch Meet-up #2	<ul style="list-style-type: none"> • Launch campaign • Share progress
6	<p>Deploy - measure and report</p> <p>Deploy - report outcomes and plan graduation</p>	<ul style="list-style-type: none"> • Final report • Graduation invitation • Program press release • Plan and host graduation • Pitch graduation to the media

COST APPROACH

BUSINESS MARKETING CONSULTING SERVICES

CATEGORY	DESCRIPTION	EST. HOURS X HOURLY	COST
PROGRAM BRANDING	Package this program for the city by creating a name, logo and flyer	Flat Fee	\$1,000
	Program manual	Flat Fee	\$750
	Press release at the beginning and end of the program; pitch to media	Flat Fee	\$5,000
	Event planning - welcome reception, 2 lunch meet-ups and graduation	Flat Fee	\$3,000

CATEGORY	DESCRIPTION	EST. HOURS X HOURLY	COST
TECHNICAL ASSISTANCE	12 LIVE virtual training sessions to show business owners how to do market research, clarify their target audience, refine their offer, create an effective message and develop a marketing plan.	1.5 hours per session for prep 1.5 hour per session 3 hours x 12 sessions = 36 hours x \$150	\$5,400
	Bi-weekly Individual sessions - work with students to write their marketing plans and guide them in completing the activities taught during the virtual training	300 x \$150 (5 hour per month per business)	\$45,000

COST APPROACH

BUSINESS MARKETING CONSULTING SERVICES

CATEGORY	DESCRIPTION	EST. HOURS X HOURLY	COST
MARKETING TOOLS	One headshot per business owner Five product or lifestyle photos per biz One 30 sec promo video per biz One Flyer or sells sheet per biz One digital ad in 4 sizes per biz	\$2,325 X 10	\$23,250
	Social media templates	\$500 X 10	\$5,000
	**Website - five page max; including design, website copy, created bio, forms, standard plug-ins and standard SEO.	\$3,500 per business if needed	\$3,500 each
	**Corporate branding bundle 1 - logo, style guide, business card, social media covers.	\$1,000 Price per business if needed (design only)	\$1,000 each
	**Corporate branding bundle 2 - retractable banner, table cloth, tent design (production/printing additional)	Price per business if needed (design only)	\$400 each

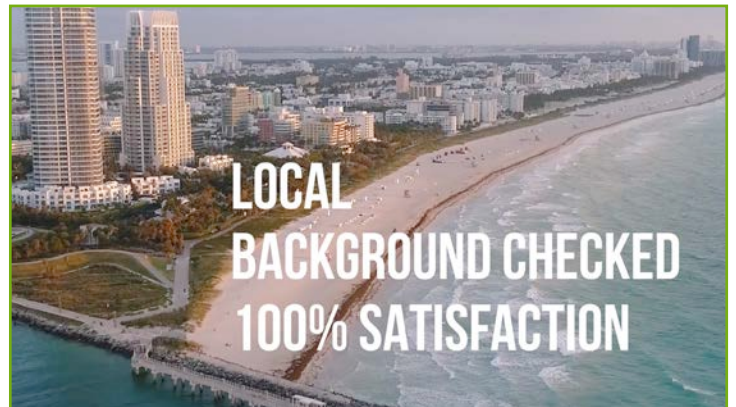
CATEGORY	DESCRIPTION	EST. HOURS X HOURLY	COST
PROJECT MANAGEMENT	Manage the project to ensure that we deliver on time and within budget while maintaining an open line of communication with staff. Bi-weekly meetings with staff as well as produce monthly reports and the final project report.	\$2,500 per month x 6	\$15,000

PROJECT FEE: \$103,650 (excluding website development)

The following pages reflect previous samples of
our work with other clients

VIDEOGRAPHY

BUSINESS MARKETING CONSULTING SERVICES





BRANDING

BUSINESS MARKETING CONSULTING SERVICES



The following pages offer additional attachments for review

SUBMITTAL CHECKLIST

Checklist must be inserted before Tab #1

PROPOSER NAME: Melissa P. Dunn, MBA

PROPOSER PHONE: 786-728-7867

PROPOSER EMAIL: Melissa@mdmarketingnetwork.com

Check all that apply. This Proposal is to be considered for the following component(s):

☐ Marketing Consultation

BEFORE SUBMITTING YOUR PROPOSAL MAKE SURE THE FOLLOWING ITEMS ARE INCLUDED:

☐ Qualification Statement (Attachment "A"). Complete and sign the qualification statement.

(Failure to properly complete and sign this document shall cause the Bid submittal to be rejected as non-responsive.)

☐ Client Reference Listing

☐ Non-Collusive Affidavit (Attachment "B"). This form must be properly notarized.

☐ Cost Schedule (Attachment "C"). Attach the price of items available.

☐ Drug-Free Workplace Affidavit (Attachment "D")

☐ E-Verify Statement ("E")

☐ Signature Page (Attachment "F"). This form must be properly notarized.

☐ Debarment Certification (Attachment "G")

☐ Public Entity Crime Statement (Attachment "H"). This form must be properly notarized.

☐ Certificate of Insurance (proof only)

☐ Business Tax Receipt and Licenses. Attach Business Tax Receipt from the City or County. Include a copy of state registration and any other applicable licenses.

Other Notes:

☐ Submit electronic version

I have read the solicitation, RFP-22-3410-10R, Business Marketing Consulting Services, and I acknowledge and fully understand the scope of services and further have read the instructions and general information in its entirety. I agree to perform in accordance with the terms and conditions set forth in this Request for Proposal.



Company/Individual Signature

Melissa P. Dunn MBA, CEO

Printed Name, Title

**City of Lauderdale Lakes
ATTACHMENT "A"
PROPOSER'S QUALIFICATIONS STATEMENT**

PROPOSER shall furnish the following information. Failure to comply with this requirement will render Bid non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

Melissa P. Dunn, MBA, CEO

4300 N University Dr. Suite F-100 Lauderhill, FL 33351

Contact Person's Name and Title: Melissa P. Dunn, MBA, CEO

PROPOSER'S Telephone and Fax Number: (786) 728-7867

PROPOSER'S Email Address: Melissa@Mdmarketingnetwork.com

PROPOSER'S License Number (if applicable): N/A

(Please attach certificate of competency and/or state registration.)

PROPOSER'S Federal Identification Number: 47-0972280

Number of years your organization has been in business 8

State the number of years your firm has been in business under your present business name 8

State the number of years your firm has been in business in the work specific to this RFP: 8

Names and titles of all officers, partners or individuals doing business under trade name:

Melissa P. Dunn, MBA, CEO

The business is a: Sole Proprietorship ☐ Partnership ☐ Corporation ☒

IF USING A FICTITIOUS NAME, SUBMIT EVIDENCE OF COMPLIANCE WITH FLORIDA FICTITIOUS NAME STATUTE. (ATTACH IN PROPOSER EXHIBIT SECTION)

Under what former name has your business operated? Include a description of the business. Failure to include such information shall be deemed to be intentional misrepresentation by the City and shall render the proposer RFP submittals non-responsive.

N/A

At what address was that business located?

4300 N. University Dr Suite F-100 Lauderhill, FL 33351

Name, address, and telephone number of surety company, and agent who will provide the required bonds on this contract: **Not Required.**

N/A

Have you ever failed to complete work awarded to you. If so, when, where and why?

No

Have you personally inspected the proposed WORK and do you have a complete plan for its performance?

Yes

Will you subcontract any part of this WORK? If so, give details including a list of each sub-Proposer(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each Sub-Contractor(s).

N/A

The foregoing list of Sub-Contractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

N/A

List and describe all successful Bond claims made to your surety(ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

N/A

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (5) years. The list shall include all case names; case, arbitration or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

N/A

List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

N/A

Has the Proposer, its principals, officers or predecessor organization(s) been CONVICTED OF A Public Entity Crime, debarred or suspended from bidding by any government during the last five (5) years? If so, provide details.

N/A

Are you an ☒ Original provider ☐ sales representative ☐ distributor, ☐ broker, ☐ manufacturer ☐ other, of the commodities/services proposed upon? If other than the original provider, explain below.

The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.



PROPOSER'S Signature

Melissa P. Dunn, MBA
(Print Type Name)

**City of Lauderdale Lakes
CLIENT REFERENCE LISTING**

Please list government agencies and/or private firms with whom you have done business during the last five years. Include this completed document in Tab 4, Specific Related Experience of the Firm.

Your Company Name: MD Marketing Network
Contact: Melissa P. Dunn, MBA
Address: 4300 N. University Dr Suite F-100 Lauderhill, FL 33311
Email: Melissa@MdMarketingNetwork.com
Phone/Fax: 786-728-7867

Agency/Firm Name: City of Lauderdale Lakes
Contact: Treasa Brown Stubbs
Address: 4300 NW 36th Street Lauderdale Lakes, FL 33319
Email: Treasab@lauderdalelakes.org
Phone/Fax: 954-535-2789

Agency/Firm Name: Greater Fort Lauderdale Alliance-Prosperity Broward
Contact: Tracy Vertus
Address: 110 East Broward Boulevard Suite 1990 Fort Lauderdale FL, 33301
Email: Tvertus@gflalliance.org
Phone/Fax: 954-524-3116

Agency/Firm Name: Nova Medical School
Contact: Dr. Farzanna S. Haffizulla
Address: 3200 S University Dr, Fort Lauderdale, FL 33328
Email: Fhaffizull@nova.edu
Phone/Fax: 954-262-1192

Agency/Firm Name: City of Miami Gardens
Contact: Thamara Labrousse
Address: 18605 NW 27th Avenue Miami, FL 33056
Email: Tlabrousse@miamigardens-fl.gov
Phone/Fax: 305-914-9072

Agency/Firm Name: Dr. Lynn Labrousse Clinic
Contact: Dr. Lynn Labrousse
Address: 17101 NE 6th Ave, North Miami Beach, FL 33162
Email: Drllabrousse@gmail.com
Phone/Fax: 305-757-5117

I UNDERSTAND THAT ALL INFORMATION LISTED ABOVE MAY BE CHECKED BY THE CITY OF LAUDERDALE LAKES AND I AUTHORIZE ALL ENTITIES OR PERSONS LISTED ABOVE TO ANSWER ANY AND ALL QUESTIONS. I HEREBY INDEMNIFY THE CITY OF LAUDERDALE LAKES AND THE PERSONS AND ENTITIES LISTED ABOVE AND HOLD THEM HARMLESS FROM ANY CLAIM

ARISING FROM SUCH AUTHORIZATION OR THE EXERCISE THEREOF, INCLUDING THE DISSEMINATION OF INFORMATION PURSUANT THERETO.

The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.

Melissa P. Dunn, MBA
(Authorized Representative)

By _____
(Signature)

City of Lauderdale Lakes
ATTACHMENT "B"
NON-COLLUSIVE AFFIDAVIT

STATE OF Florida
COUNTY OF Broward

Melissa P. Dunn being first duly sworn, deposes and says that:

PROPOSER is the Owner
(Owner, Partner, Officer, Representative or Agent)

PROPOSER is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid;

Such Bid is genuine and is not a collusive or sham Bid;

Neither the said PROPOSER nor any of its officers, partners, owners, agents, representative, employees or parties in interest, including this affidavit, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other PROPOSER, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached Bid has been submitted; or to refrain from bidding in connection with such Contract; or have in any manner, directly or indirectly, sought by agreement or collusion, or communications, or conference with any PROPOSER, firm, or person to fix the price or prices in the attached Bid or any other PROPOSER, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other PROPOSER, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

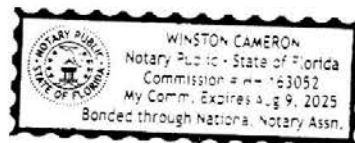
The price of items quoted in the attached Bid are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the PROPOSER or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

By Winston Cameron

Sworn to and subscribed before me by means of ☐ physical presence or ☐ online notarization on this 30 day of August, 2022 by Melissa P. Dunn who ☒ is personally known to me or who ☐ has presented the following type of identification: _____

Winston Cameron
Signature of Notary Public, State of Florida

Notary seal (stamped in black ink)
OR
Printed, typed or stamped name of Notary and
Commission Number



**City of Lauderdale Lakes
ATTACHMENT "C"
PROPOSED FEE SCHEDULE**

Marketing Consulting:

☐ **Option No. 1.** If this option is selected, Proposer must include hourly rate of team members associated with the consultation services.

Flat fee per business. This fee will include the consulting activities up to 30 hours per business as described in Proposal.	\$
Written Flat Fee per business:	

☒ **Option No. 2.**

Hourly rate for consulting activities described in Proposal. Maximum number of hours per business is 30 hours.	\$ 150.00
Written Hourly Rate: One Hundred Fifty Dollars	

Proposer may include pricing for additional services. Additional services are not included in base price, but as needed.

CONSULTANT must furnish all labor, materials, and supplies to perform all the necessary WORK in the manner and form provided in the Contract Documents.

Contact Person Melissa P. Dunn, MBA

Business Address 4300 N Univeristy Dr. F-100

CITY, State, Zip Code Lauderhill, FL 33351

Business Phone Number/Email 786-728-7867 Melissa@mdmarketingnetwork.com

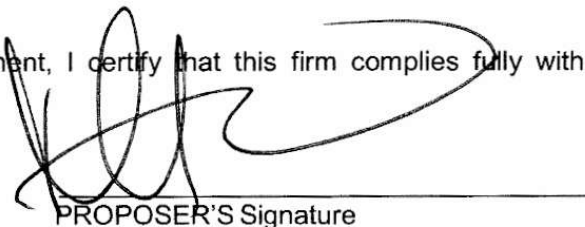
**City of Lauderdale Lakes
ATTACHMENT "D"
CONFIRMATION OF DRUG-FREE WORKPLACE**

In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibitions.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or Contractual services that are under Bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or Contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendens to, any violation of Chapter 893 or of any controlled substance law of the United States or any State, for a violation occurring in the workplace no later than five (5) days after the conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

A signed copy of your Drug-Free Workplace Policy must be attached to this signed copy and submitted with the Bid Documents.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



PROPOSER'S Signature

Melissa P. Dunn, MBA
(Print Type Name)

**City of Lauderdale Lakes
ATTACHMENT "E"
E-VERIFY STATEMENT**

Per Florida State Statutes, Chapter 448.095(2), effective January 1, 2021, no public contract can be entered into without an E-Verify certificate. This applies to both prime Contractors and Subcontractors. It is the responsibility of the prime Contractor to verify compliance with Subcontractors.

A certificate of compliance must accompany this affirmation.

Proposal/Contract No: RFP 22-3410-10R

Project Description: Marketing Consulting Program

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of:

- a) All persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- b) All persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify system during the term of the Contract is a condition of the Contract.

MD Marketing Network

Contractor/Proposer/Bidder Company Name

Authorized Company Signature

Melissa P. Dunn, MBA

Authorized Company Printed Name

CEO

Title

City of Lauderdale Lakes
ATTACHMENT "F"
SIGNATURE PAGE

The undersigned attests to his (her, their) authority to submit this Submittal and to bind the firm(s) herein named to perform as per agreement. Further, by signature, the undersigned attests to the following:

1. The Proposer is financially solvent and sufficiently experienced and competent to perform all of the work required of the Proposer in the Contract;
2. The facts stated in the Proposer's response pursuant to Request for Submittals, instructions to Proposer and Specifications are true and correct in all respects;
3. The Proposer has read and complied with, and submits their proposal agreeing to all of the requirements, terms and conditions as set forth in the Request for Proposals.
4. The Proposer warrants all materials supplied by it are delivered to the CITY of Lauderdale Lakes, Florida, free from any security interest, and other lien, and that the Proposer is a lawful owner having the right to supply the same and will defend the conveyance to the CITY of Lauderdale Lakes, Florida, against all persons claiming the whole or any part thereof.
5. **Proposer understands that if a team is short listed and selected to make oral presentations to the selection committee and/or CITY, only the team members evaluated in the written submissions may present at the oral presentations. Any changes to the team at the oral presentations will result in that team's disqualification.**
6. The undersigned certifies that if the firm is selected by the City the firm will negotiate in good faith to establish an agreement.
7. Proposer understands that all information listed above may be checked by the City of Lauderdale Lakes and Proposer authorizes all entities or persons listed above to answer any and all questions. Proposer hereby indemnifies the City of Lauderdale Lakes and the persons and entities listed above and holds them harmless from any claim arising from such authorization or the exercise thereof, including the dissemination of information pursuant thereto.

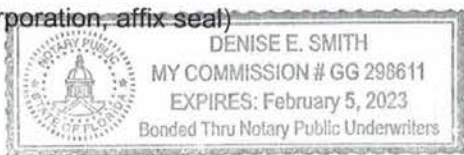
Submitted on this _____ day of August _____, 2022.

(If an individual, partnership, or non-incorporated organization)

Witness
DENISE E. SMITH
Printed
Notary
Title

MD Marketing Network
Company
By
Melissa Dunn CEO
Printed Name, Title

(If a corporation, affix seal)



Company

By

Printed Name, Title

Attested by Secretary

Incorporated under the laws of the State of Florida

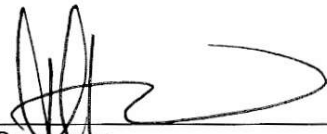
CERTIFICATE
(For Corporation)

I HEREBY CERTIFY that a meeting of the Board of Directors of
MD Marketing Network, a corporation under the laws of the State of Florida
held on August 30, 2022, the following resolution was duly passed and adopted:

"RESOLVED, that Melissa P. Dunn as CEO of the
Corporation, is hereby authorized to execute the Bid Form dated August 30
2022, between the City of Lauderdale Lakes, Florida, and this Corporation, and that the
execution thereof, attested by the Secretary of the Corporation and with corporate seal affixed,
shall be the official act and deed of this Corporation".

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this 30 day of August,
2022.


Secretary

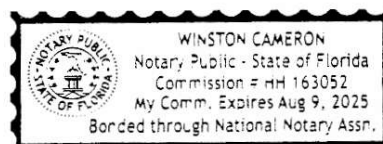
STATE OF FLORIDA

COUNTY OF Broward

Sworn to and subscribed before me on this 30 day of August,
2022 by Melissa P Dunn who ☒ is personally known to me or who ☐ has presented the
following type of identification: _____.


Signature of Notary Public, State of Florida

Notary seal (stamped in black ink)
OR
Printed, typed or stamped name of Notary
and Commission Number



**City of Lauderdale Lakes
ATTACHMENT "G"
DEBARMENT CERTIFICATION**

**49 CFR Part 29- Appendix B
CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND
VOLUNTARY EXCLUSION--LOWER TIER COVERED TRANSACTIONS**

Instructions for Certification

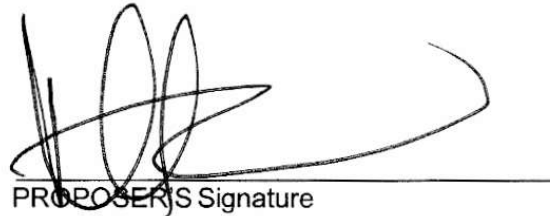
1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or had become erroneous by reason of changed circumstances.
4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meaning set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, Subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, Subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from covered transactions, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions: if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntary excluded from participation in this transaction, in. addition to other remedies available to the Federal Government, the

department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION-LOWER TIER COVERED TRANSACTIONS

(1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal department or agency.

(2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

A handwritten signature in black ink, appearing to read 'Melissa P. Dunn', is written over a horizontal line.

PROPOSER'S Signature

Melissa P. Dunn, MBA

(Print Type Name)

**City of Lauderdale Lakes
ATTACHMENT "H"
PUBLIC ENTITY CRIMES**

SWORN STATEMENT PURSUANT TO SECTION 287.133(3) (a),

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR
OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted to City of Lauderdale Lakes, Florida
by Melissa P. Dunn, MBA (name and title of individual) For

MD Marketing Network (name of entity) whose business address is 6

and (if applicable) its Federal Employer Identification Number (FEIN) is
47-0972280 (If the entity has no FEIN, include the Social Security Number of the
individual signing this sworn statement: _____).

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1) (b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or no lo contendere.

4. I understand that an "affiliate" as defined in Paragraph 287.133(1) (a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime; or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. [Indicate which statement applies]

☒ Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity,

ATTACHMENTS

BUSINESS MARKETING CONSULTING SERVICES

nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☒ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☒ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. [Attach a copy of the final order]

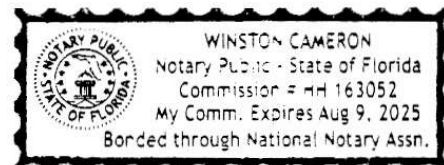
I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

By _____

Sworn to and subscribed before me by means of ☒ physical presence or ☐ online notarization on this 30 day of Aug, 2022 by Winston Cameron who ☐ is personally known to me or who ☐ has presented the following type of identification: _____

Winston Cameron
Signature of Notary Public, State of Florida

Notary seal (stamped in black ink)
OR
Printed, typed or stamped name of Notary and
Commission Number





City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, Fl., 33319

Department of Financial Services
Phone: (954) 535-2828
Fax: (954) 535-1892

ADDENDUM No. 1

ADDENDUM NO. 1

RFP NO.: 22-3410-10R

TITLE: Business Marketing Consulting Services

RFP CLOSING DATE: August 31, 2022 at 10:00 AM

DATE: August 10, 2022

NUMBER OF PAGES: 3

This Addendum to the contract documents is issued to provide additional information and clarification to the original solicitation requirements and is hereby declared a part of the original contract documents. In case of conflict, this Addendum shall govern. Bidders shall acknowledge receipt of this Addendum by signature of this form to be included with their intended Bid submission. Failure to sign and provide with bid submission shall deem your company as non-responsive.

Clarifications & Announcements:

N/A

Questions & Answers:

- Q.1. The City of Lauderdale Lakes will implement the Marketing Consultation Program (MCP). The Program will primarily serve to assist businesses with their marketing efforts. At the end of a six-month period, will services last up to 6 months?
- A.1. Per the Scope of Services, the project timeline is six months.
- Q.2. The City of Lauderdale Lakes will strive to achieve the following:
- Provide a measurable increase in business development opportunities through consultation. When is the start date and end date of the measurable data that needs to be tracked? What type of measurable data will you be looking to receive?
- A.2. (a) After the bid is closed proposals will be reviewed, bidder selected, then approved by the City Commission. Project start date is dependent on these and other variables including acceptance by bidder. The six-month timeline is also contingent on these.
(b) Measurable data is identified in Scope of Work.
- Q.3. The expectation is that ten (10) businesses (or more) will be served
- Completion of ten (10) marketing plans, will 10 businesses or more be served and only 10 will receive marketing plans?
- A.3. Revision to SECTION 2 – SCOPE OF SERVICES, I. Background:
The expectation is that ten (10) businesses will be served.
- Q.4. Facilitate 300 total program hours of consultation services
- Will the 300 program hours of consultation include hands-on work or just verbal guidance?
- A.4. It is expected that the consultant will provide verbal guidance and, when needed or appropriate, complete hands-on work.

- Q.5.** Are the consultations expected to be 1 on 1 for each business or in a group setting? Is there a specific time of day or day of the week that the consultations are expected to take place?
- A.5.** See Scope of Services: "Sessions may be in person or held virtually. If held in person, firm must provide location that is most advantageous to the business and must adhere to the Center for Disease Control (CDC) guidelines or restrictions." It is expected to be one-on-one basis.
- Q.6.** Technical assistance to eligible businesses includes marketing and consultation.
- **For technical assistance, what type of tech assistance will be needed?**
- A.6.** Please refer to the Scope of Work
- Q.7.** What type of tools are being used currently?
- A.7.** Currently, we are not using any tools. The City has hired a consulting firm to assist those businesses that qualifies with advise/hands-on work on business structure, budgeting/finance and when needed marketing recommendations. This firm will be ending services this month – August 2022.
- Q.8.** What considers a business eligible for tech assistance?
- A.8.** The City will identify businesses to be served.
- Q.9.** Is tech assistance something we will be able to approve of?
- A.9.** It is clear that not all businesses may qualify for the program. Staff will be open to marketing firm's feedback/recommendation.
- Q.10.** Scope of Work
- The City is seeking an experienced and qualified firm(s) to provide marketing consulting services to local businesses, referred by the City.
- a. Marketing Consultation.** It is anticipated that services may include, but not limited to:
- Creation of a marketing strategy
 - Development of advertising and other promotions
 - Direct mail, purchased lists, display ads
 - Advise on online advertising
 - Printed materials and displays
 - Social media monitoring and participation
 - Development of website
- If approved for websites, how many pages are expected to be on each company website?
- A.10.** Number of pages covered by the program should not exceed five (5). Additional pages should be considered at the expense of the client.
- Q.11.** Tools and technology – If approved for tech assistance how many hours will be dedicated to each business?
- A.11.** Thirty (30) hours
- Q.12.** Overall, what type of niche businesses will be in need of services?
- A.12.** Demographically speaking, Lauderdale Lakes is characterized as a mixed eclectic community with an accentuated artistic Caribbean flavor. The population is close to 36,000 residents with approximately 1,000 businesses out of which 90% are small businesses. Many are in the Retail, Trade, Healthcare & Social Assistance, Professional & Technical Services and Accommodation & Food Services industries. Additionally, there is a high concentration of businesses in the personal services business sector which includes auto repair shops, barbershops, nail and beauty salons. A significant percentage of the small businesses in Lauderdale Lakes are what is considered "Mom and Pop" businesses with expertise in their field but lacking in management and marketing experience.



City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, Fl., 33319

Department of Financial Services
Phone: (954) 535-2828
Fax: (954) 535-1892

ACKNOWLEDGED BY:

COMPANY NAME

SIGNATURE/DATE

PRINTED NAME

MD Marketing Network
8/30/22
Melissa F. Dunn

CITY OF LAUDERDALE LAKES

Bobbi Williams

Bobbi Williams, MPA
Assistant Director, Financial Services



City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, FL, 33319

Department of Financial Services
Phone: (954) 535-2828
Fax: (954) 535-1892

executing marketing consultation to businesses." The goal is to give the business the tools so that they may implement the plan with guidance from the consultant.

ALL ELSE REMAINS THE SAME

ACKNOWLEDGED BY:

COMPANY NAME

SIGNATURE/DATE

PRINTED NAME

Marketing Network
8/30/22
Melissa Dunn

CITY OF LAUDERDALE LAKES

Bobbi Williams

Bobbi Williams, MPA
Assistant Director, Financial Services



City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, Fl., 33319

Department of Financial Services
Phone: (954) 535-2828
Fax: (954) 535-1892

ADDENDUM No. 2

ADDENDUM NO. 2

RFP NO.: 22-3410-10R

TITLE: Business Marketing Consulting Services

RFP CLOSING DATE: August 31, 2022 at 10:00 AM

DATE: August 15, 2022

NUMBER OF PAGES: 2

This Addendum to the contract documents is issued to provide additional information and clarification to the original solicitation requirements and is hereby declared a part of the original contract documents. In case of conflict, this Addendum shall govern. Bidders shall acknowledge receipt of this Addendum by signature of this form to be included with their intended Bid submission. Failure to sign and provide with bid submission shall deem your company as non-responsive.

Clarifications & Announcements:

N/A

Questions & Answers:

- Q.1. Would you advise as to whether there is a current agreement in place for Business Marketing Consulting Services with the City and provide the contract and bid tabulation if so?
- A.1. This is a special federally funded project so the City does not have an existing agreement.
- Q.2. Does the City have an anticipated or approved budget for the solicited services?
- A.2. The budget for this project has not yet been determined by the City.
- Q.3. Please advise of any charges associated with the current contract and bid tabulation request, if any.
- A.3. The City has no charges associated with the current bid and tabulation request.
- Q.4. Do the 30 hours of technical assistance allotted for business include the development of marketing materials and the marketing plan?
- A.4. Marketing plan needs to be completed. Please refer to the SCOPE OF SERVICES.
- Q.5. Will each business be responsible for the cost of executing the marketing plan or is the City providing funds for advertising, printing, tools and technology?
- A.5. This is a City of Lauderdale Lakes project to provide support for its businesses so funding will be provided by the City. This program will provide support to the businesses by funding the creation of a marketing plan tailored to their business. However, cost to advertise, production of printed materials, tools and technology will be covered by the business. An exception is considered with the creation of a website, but the hosting server and maintenance expenses will have to be covered by the business. The firm may design a brochure or one-pager for the business, but production and dissemination will be at the business expense. The consulting firm may recommend an application or software at the expense to business.

- Q.6. Is the goal for us to prepare the businesses to execute their campaign? Or is the goal for us to give them the tools so that they may implement the plan with guidance from us?
- A.6. Please refer SCOPE OF SERVICES. "Firm must be able to provide an approach or methodology



City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, FL, 33319

Department of Financial Services
Phone: (954) 535-2828
Fax: (954) 535-1892

ADDENDUM No. 3

ADDENDUM NO. 3

RFP NO.: 22-3410-10R

TITLE: Business Marketing Consulting Services

RFP CLOSING DATE: August 31, 2022 at 10:00 AM

DATE: August 16, 2022

NUMBER OF PAGES: 2

This Addendum to the contract documents is issued to provide additional information and clarification to the original solicitation requirements and is hereby declared a part of the original contract documents. In case of conflict, this Addendum shall govern. Bidders shall acknowledge receipt of this Addendum by signature of this form to be included with their intended Bid submission. Failure to sign and provide with bid submission shall deem your company as non-responsive.

Clarifications & Announcements:

N/A

Questions & Answers:

Q.1. Am I required to register with the City of Lauderdale Lakes or am I required to register with the State of Florida?

A.1. a. Businesses and individuals wishing to do Business with the City of Lauderdale Lakes are encouraged to register as vendors with the City's Purchasing Division. All successful bidders, before the commencement of a contract by the City, per RFP's Section 12 – General Conditions, 12.17, is required to register as a vendor with the City's Purchasing Division.

b. Per Section 9, 9.5 of the RFP, "You must submit a State of Florida Certificate of Status for your firm."

ALL ELSE REMAINS THE SAME



City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, Fl., 33319

Department of Financial Services
Phone: (954) 535-2828
Fax: (954) 535-1892

ACKNOWLEDGED BY:

MD Marketing Network
COMPANY NAME

[Signature] 8/30/22
SIGNATURE/DATE

Melissa P. Dunn
PRINTED NAME

CITY OF LAUDERDALE LAKES

[Signature]

Bobbi Williams, MPA
Assistant Director, Financial Services



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Document Number](#) /

Detail by Document Number

Florida Profit Corporation
MD MARKETING NETWORK, INC

Filing Information

Document Number	P14000010077
FEI/EIN Number	47-0972280
Date Filed	01/31/2014
Effective Date	01/31/2014
State	FL
Status	ACTIVE
Last Event	REINSTATEMENT
Event Date Filed	07/14/2017

Principal Address

4300 N University Drive
Suite F-100
Lauderhill, FL 33351

Changed: 05/16/2022

Mailing Address

4300 N University Drive
Suite F-100
Lauderhill, FL 33351

Changed: 05/16/2022

Registered Agent Name & Address

DUNN, MELISSA P
4360 W Oakland Park Blvd
Lauderdale Lakes, FL 33313

Name Changed: 07/14/2017

Address Changed: 06/30/2020

Officer/Director Detail**Name & Address**

Title CEO

DUNN, MELISSA P
4360 W Oakland Park Blvd
Lauderdale Lakes, FL 33313

Annual Reports

Report Year	Filed Date
2020	06/30/2020
2021	04/24/2021
2022	05/01/2022

Document Images

05/01/2022 -- ANNUAL REPORT	View image in PDF format
04/24/2021 -- ANNUAL REPORT	View image in PDF format
06/30/2020 -- ANNUAL REPORT	View image in PDF format
06/03/2019 -- ANNUAL REPORT	View image in PDF format
04/30/2018 -- ANNUAL REPORT	View image in PDF format
07/14/2017 -- REINSTATEMENT	View image in PDF format
01/31/2014 -- Domestic Profit	View image in PDF format

BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-831-4000

VALID OCTOBER 1, 2022 THROUGH SEPTEMBER 30, 2023**DBA:**
Business Name: MD MARKETING NETWORK INC**Receipt #:** 376-328489
Business Type: ADVERTISING/MARKETING
(MARKETING AGENCY)**Owner Name:** MELISSA P DUNN MBA
Business Location: 4300 N UNIVERSITY DR STE F100 LAUDERHILL
Business Phone: 786-728-7867
Business Opened: 08/23/2022
State/County/Cert/Reg: N/A
Exemption Code:

Rooms

Seats

Employees

Machines

Professionals

For Vending Business Only						
Number of Machines:			Vending Type:			
Tax Amount	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost	Total Paid
45.00	0.00	0.00	0.00	0.00	0.00	45.00

THIS RECEIPT MUST BE POSTED CONSPICUOUSLY IN YOUR PLACE OF BUSINESS

THIS BECOMES A TAX RECEIPT**WHEN VALIDATED**

This tax is levied for the privilege of doing business within Broward County and is non-regulatory in nature. You must meet all County and/or Municipality planning and zoning requirements. This Business Tax Receipt must be transferred when the business is sold, business name has changed or you have moved the business location. This receipt does not indicate that the business is legal or that it is in compliance with State or local laws and regulations.

Mailing Address:MD MARKETING NETWORK INC
4300 N UNIVERSITY DR STE
F100
LAUDERHILL, FL 33351-6243**Receipt #02A-21-00002964**
Paid 08/23/2022 45.00

2022 - 2023

BROWARD COUNTY LOCAL BUSINESS TAX RECEIPT

115 S. Andrews Ave., Rm. A-100, Ft. Lauderdale, FL 33301-1895 – 954-831-4000

VALID OCTOBER 1, 2022 THROUGH SEPTEMBER 30, 2023

DBA: MD MARKETING NETWORK INC
Business Name:

Receipt #: 376-328489
Business Type: ADVERTISING/MARKETING
(MARKETING AGENCY)

Owner Name: MELISSA P DUNN MBA
Business Location: 4300 N UNIVERSITY DR STE F100 LAUDERHILL
State/County/Cert/Reg: N/A

Business Opened: 08/23/2022

Business Phone: 786-728-7867

Exemption Code:

Rooms Seats Employees Machines Professionals

Signature	For Vending Business Only					
	Number of Machines:			Vending Type:		
Tax Amount	Transfer Fee	NSF Fee	Penalty	Prior Years	Collection Cost	Total Paid
45.00	0.00	0.00	0.00	0.00	0.00	45.00

Receipt #02A-21-00002964

Paid 08/23/2022 45.00



A Guide To Your General Liability Policy

The following is a guide to your General Liability policy. We have identified several key coverage items along with the limits and deductibles you have selected. To make it easier, we have also added a brief explanation of those items.

We want you to feel confident about your new policy. If any of the information below is incorrect or if you have any questions, please contact one of our advisors at 844-357-0840 (Mon-Fri, 7am-10pm ET) or manage your policy at: www.hiscox.com/manage-your-policy.

Your business details

Name:	Melissa Dunn
Business Name:	MD Marketing Network
Address:	4300 N University Dr Suite F100
City:	lauderhill
State:	FL
Zip code:	33351
Occupation:	Marketing/media consulting
Telephone number:	786-728-7867
Email address:	melissa@mdmarketingnetwork.com

Your General Liability Policy

Policy number:	P100.871.037.1
Policy effective dates: This determines the time period during which your coverage applies.	From: August 30, 2022 To: August 30, 2023
Form of business: This identifies the legal structure of your business and determines who is insured under your policy.	Corporation
Business Property and Equipment Coverage:	Rejected
Optional terrorism coverage:	Included
Total cost of policy:	\$ 357.00

Your coverage and limits

Each occurrence limit

The most we will pay for all damages due to bodily injury and property damage, and medical expenses that arise out of any one occurrence. Defense costs we incur, in the defense of a lawsuit filed against you, will not reduce this limit.

\$ 2,000,000

General aggregate limit

The most we will pay for all damages and medical expenses for the entire policy. Defense costs we incur, in the defense of a lawsuit filed against you, will not reduce this limit.

\$ 2,000,000

Medical expenses

The most we will pay for all medical expenses sustained by any one person.

\$ 5,000 any one person

Deductible for General Liability Coverage

However, a \$1,000 per occurrence deductible does apply to properties managed by you, premises listed by you or shown by you for sale or rental.

No deductible

Other policy information

Notice of claim

If you have a claim, please call us at 866-424-8508. You may also e-mail us at reportaclaim@hiscox.com

What does my General Liability Policy cover?

For a summary showing examples of what you are and are not covered for, please read the Coverage Summary document.

This guide does not modify the terms and conditions of your policy, which are contained in your policy documents, nor does it imply any claim is covered or not covered. We recommend that you read your policy documents to learn the details of your coverage.



Reinventing Small Business Insurance®

General Liability Coverage Summary

We want you to understand the Hiscox General Liability coverage. This summary explains the main areas of coverage and exclusions.

If you have any questions about your coverage, please contact one of our advisors at 844-357-0840 (Mon-Fri, 7am-10pm ET). Or, you can **manage your policy** by visiting <https://www.hiscox.com/manage-your-policy>.

☒ This policy does cover

Bodily injury or property damage

To the extent you are legally liable, we cover damages or claims expenses if you injure a third-party or damage someone else's property. However, damage to premises you rent is only covered if caused by fire or if the premises is rented to you for a period of 7 or fewer consecutive days.

Medical payments

We will make medical payments as a result of bodily injury that occurs in the course of your business operations, regardless of fault.

Defense costs

If you're sued, even if you're not at fault, we will appoint an attorney to defend you, even if the lawsuit is groundless. We will pay these defense costs on your behalf.

Personal and advertising injury

We cover claims of libel and slander that are not part of your professional services. We also protect you if your advertisement unintentionally uses a third party's advertising idea or infringes upon another's copyright. We do not provide this coverage to marketing or PR professionals, research consultants, graphic designers, lawyers, recruiters, real estate agents/brokers or property managers.

Electronic data liability

Specifically added for consultants and technology service providers, Hiscox covers your liability for damage to someone's electronic data resulting from the physical damage of property. We provide up to \$25,000 of coverage.

Worldwide insurance coverage

We cover damage that occurs in the United States, its territories and Canada. We also offer some coverage for instances outside these areas while you're away on short periods of travel.

Employees or temporary staff

Hiscox will cover claims arising from your employees' or temporary staff's actions if they were performed on behalf of your business.

Supplemental payments

Your Hiscox policy covers the following expenses, should they be incurred, without reducing your limit of liability:

- All expenses we incur, including the defense of lawsuits
- Up to \$250 a day for reasonable expenses (including loss of earnings) you incur as a result of assisting us in the defense of a claim or lawsuit
- Interest on damage awards

This policy does not cover

Intent to injure

We won't cover you for any act that occurs with the intent to injure. This includes personal and advertising injuries if you knew your actions were false or violated the rights of others.

Outside the policy period

We won't cover claims for bodily injury, property damage, or personal and advertising injury that do not occur during the policy period.

Known claims and circumstances

We won't cover your business for any claim or circumstance that could result in a claim you knew about prior to the start of your first Hiscox policy.

Personally identifiable information

We won't cover your failure to protect any personally identifiable information that is in your care.

Professional services

We won't cover any professional services performed by you. These types of risks may be covered as part of our Professional Liability Policy.

Vehicles and boats

We won't cover any claims arising out of the ownership or use of an automobile or a watercraft.

Workers' compensation

We won't cover any obligation you may have under a workers' compensation claim or similar law.

Your property

We won't cover claims for damage to property you own or have in your care. However, protection for your own business equipment can be purchased as part of our Business Owners Policy.

Personal and advertising injury

We don't provide this coverage to marketing or PR professionals, research consultants, graphic designers, lawyers, recruiters, real estate agents/brokers or property managers. However, this coverage is available as part of our Professional Liability Policy.

Common claims examples

Bodily injury — A client falls over your bag and you are legally liable for the injury. We will cover the subsequent claim and related medical expenses up to your limits of liability.

Property damage and data loss — You spill coffee on a client's server causing damage and loss of data. We will cover the subsequent claim up to your limits of liability.

Personal injury — One of your employees is at lunch. He talks to the owner of the shop about one of your clients in a false and unflattering way. The client learns of this discussion and sues for slander. We will cover the subsequent claim, up to your limits of liability, and pay for an attorney to defend you if necessary.

Coverage summaries, descriptions, and claims examples are provided for illustrative purposes only and are subject to the applicable policy limits, deductibles, exclusions, terms, and conditions. Not all insurance products and services are available in all states. Hiscox recommends you read the policy documents to learn the full details of coverage.

Underwritten by Hiscox Insurance Company Inc., 104 South Michigan Avenue, Suite 600, Chicago, IL 60603, as administered by Hiscox Inc., a licensed insurance provider in all states and DC.

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact: No

Contract Requirement: No

Title

RESOLUTION 2023-003 APPROVING JOINT COLLABORATION WITH ALPHA KAPPA ALPHA SORORITY, INC, ZETA RHO OMEGA CHAPTER ("ZETA RHO OMEGA") TO HOST A FOOD DISTRIBUTION EVENT ON JANUARY 14, 2023

Summary

This resolution will approve joint collaboration with the City of Lauderdale Lakes and authorizes Alpha Kappa Alpha Sorority, Inc., Zeta Rho Omega Chapter ("Zeta Rho Omega") to use the City's name and logo in certain written publications specifically intended for marketing and advertising.

Staff Recommendation

Background:

Alpha Kappa Alpha Sorority, Inc., Zeta Rho Omega Chapter ("Zeta Rho Omega") has requested to jointly collaborate with the city to host a food distribution event on January 14, 2023, at the Vincent Torres Park, for the benefit of food insecure residents.

Funding Source:

Fiscal Impact:

Sponsor Name/Department: Mayor Veronica Edwards Phillips, Mayor and City Commission

Meeting Date: 1/10/2023

ATTACHMENTS:

Description	Type
□ Resolution 2023-003 Approving joint collaboration with Alpha Kappa Alpha Sorority, Inc. Zeta Rho Omega Chapter to host a food distribution event	Resolution

1 RESOLUTION 2023-003

2
3 A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES,
4 FLORIDA, APPROVING JOINT COLLABORATION WITH ALPHA KAPPA ALPHA
5 SORORITY, INC., ZETA RHO OMEGA CHAPTER ("ZETA RHO OMEGA") TO
6 HOST A FOOD DISTRIBUTION EVENT ON JANUARY 14, 2023, TO BE HELD
7 AT THE CITY'S VINCENT TORRES PARK FOR FOOD INSECURE RESIDENTS
8 WITHIN THE CITY OF LAUDERDALE LAKES; AUTHORIZING THE LIMITED USE
9 OF THE CITY NAME AND LOGO IN CERTAIN WRITTEN PUBLICATIONS
10 SPECIFICALLY INTENDED TO MARKET AND ADVERTISE THE EVENT TO BE
11 EFFECTIVE FROM JANUARY 10, 2023 AND TERMINATING ON JANUARY 15,
12 2023; PROVIDING FOR THE ADOPTION OF RECITALS; PROVIDING FOR
13 INSTRUCTIONS TO THE CITY CLERK; PROVIDING AN EFFECTIVE DATE.
14

15 WHEREAS, pursuant to the Code of Ordinances, City of Lauderdale Lakes, Florida
16 ("Lauderdale Lakes Code"), Chapter 2, Article I, Section 2-5, the use of the name, logo, slogan,
17 emblem or registered trademark of the City of Lauderdale Lakes (the "City") in connection with
18 any public or private event not wholly controlled by the City must be granted pursuant to a
19 resolution of the city commission;

20 WHEREAS, Alpha Kappa Alpha Sorority, Inc. Zeta Rho Omega Chapter ("Zeta Rho Omega")
21 has requested to jointly collaborate with the City to host a food distribution event on January 14,
22 2023, at the Vincent Torres Park ("Park"), located at 4331 NW 36th Street, Lauderdale Lakes,
23 Florida 33319 (the "Event") for the benefit of food insecure residents;

24 WHEREAS, Zeta Rho Omega, is providing economic and funding support for the Event, but
25 also request the City's permission and authorization to use the Park, as well as the limited and
26 conditional use of the City's name and logo;

27 WHEREAS, City staff recommends that the City jointly collaborate with Zeta Rho Omega
28 to effectuate the Event, by and through granting the City's limited permission to use the Park on

January 14, 2023, and commencing on January 10, 2023, and further the limited and conditional use of the City's name and logo in reasonably appropriate written publications with reference to the Event, which shall terminate on January 15, 2023; and

WHEREAS, the requested joint collaboration between the City and Zeta Rho Omega serves a fundamental public purpose and is worthy of the City's authorization for the use of the Park and the City's name and logo.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AS FOLLOWS:

SECTION 1. ADOPTION OF RECITALS: The foregoing RECITALS are hereby ratified and confirmed as being true, and the same are hereby made a part of this Resolution.

SECTION 2. AUTHORIZATION: The City Commission of Lauderdale Lake hereby approves and authorizes the City's joint collaboration with Alpha Kappa Alpha Sorority, Inc., Zeta Rho Omega Chapter, to effectuate and host a food distribution event for the benefit of food insecure residents, which shall be held at the City's Vincent Torres Park, located at 4331 NW 36th Street, Lauderdale Lakes, Florida 33319, on January 14, 2023; and further hereby authorizes the limited and conditional use of the City's name and logo in reasonably appropriate written publications intended to market and advertise the Event beginning on January 10, 2023 and which authority shall cease and terminate on January 15, 2023.

SECTION 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk and other appropriate City Officials are hereby authorized and directed to take any and all actions necessary to effectuate the intent of this Resolution.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK.]

SECTION 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

ADOPTED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AT ITS REGULAR MEETING HELD JANUARY 10, 2023.

VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:

VENICE HOWARD, CMC, CITY CLERK

Approved as to form and legality
for the use of and reliance by the
City of Lauderdale Lakes only:

Sidney C. Calloway, City Attorney

Sponsored by: Mayor Veronica Edwards Phillips

VOTE:

Mayor Veronica Edwards Phillips	_____ (For)	_____ (Against)	_____ (Other)
Vice-Mayor Karlene Maxwell-Williams	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Tycie Causwell	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Mark Spence	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Sharon Thomas	_____ (For)	_____ (Against)	_____ (Other)