



## Finance & Operations Committee Meeting

Thursday, November 2, 2023  
3150 S.W. 3<sup>rd</sup> Avenue – 8<sup>th</sup> Floor  
The Children's Trust – Training Room  
9:30 a.m. – 11:00 a.m.

### Board of Directors

Kenneth C. Hoffman  
Chair  
Pamela Hollingsworth  
Vice-Chair  
Mark A. Trowbridge  
Treasurer  
Marissa Leichter  
Secretary

Edward Abraham, M.D.  
Laura Adams  
Islamiyat Nancy Adebisi  
Matthew Arsenault  
Daniel Bagner, Ph.D.  
Hon. Dorothy Bendross-Mindingall, Ph.D.  
Morris Copeland  
Norie del Valle  
Lourdes Diaz  
Richard P. Dunn II  
Jacqueline Exceus  
Gilda Ferradaz  
Hon. Norman S. Gerstein (Ret.)  
Lourdes P. Gimenez  
Nicole Gomez  
Valrose Graham  
Mindy Grimes-Festge  
Hon. Keon Hardemon  
Malou C. Harrison, Ph.D.  
Nelson Hincapie  
Annie R. Neasman  
Maria Norton  
Clara Lora Ospina, Psy.D.  
Ashna Paudel  
Hon. Orlando Prescott  
Javier Reyes  
Hon. Alex Rizo  
Hon. Isaac Salver  
David Lawrence Jr.  
Founding Chair

James R. Haj  
President & CEO

County Attorney's Office  
Legal Counsel

### AGENDA

9:30 a.m. **Welcome and opening remarks**

Mark Trowbridge  
*Committee Chair*

9:35 a.m. **Public Comments**

Mark Trowbridge  
*Committee Chair*

9:40 a.m. **Approval of June 29, 2023 Finance & Operations Committee minutes summary**  
*(Addl. Items packet, Pgs. 3-4)*

Mark Trowbridge  
*Committee Chair*

9:45 a.m. **Resolutions**

Mark Trowbridge  
*Committee Chair*

**Resolution 2024-A:** Authorization to enter into a sponsorship agreement with Actors' Playhouse at the Miracle Theatre Inc. for presenting sponsorship of the Young Talent Big Dreams talent search, in an amount not to exceed \$65,000.00, for a term of 10 months, commencing on December 1, 2023, and ending on September 30, 2024. *(Pgs. 5-6)*

**Resolution 2024-B:** Authorization to enter into a purchase agreement with Hitex Marketing Group, Inc. in a total amount not to exceed \$50,000.00, for The Children's Trust-branded promotional items for a term of 10 months, commencing on November 15, 2023, and ending on September 30, 2024. *(Pgs. 7-8)*

**Resolution 2024-C:** Authorization to negotiate and execute a contract renewal with Armstrong Creative Consulting, Inc. for event planning services, in a total amount not to exceed \$290,000.00, for a term of 10 months, commencing on December 1, 2023, ending on September 30, 2024, with one remaining 12-month renewal. *(Pgs. 9-10)*

**Resolution 2024-D:** Authorization for a procurement waiver from a formal competitive solicitation to enter into a purchase agreement with DoubleTree by Hilton Miami Airport Convention Center in a total amount not to exceed \$69,565.54 inclusive of a contingency of \$6,324.14, to host and cater the 2024 Champions for Children event. *(Pgs. 11-13)*

The public is allowed to comment on a specific agenda item but must register with the Clerk of the Board prior to being allowed to comment.

**Resolution 2024-E:** Authorization for the expenditure of dues for membership in the Florida Association of Children’s Councils and Trusts (FACCT) in an amount not to exceed \$85,000.00, inclusive of training and analytics tools to support public policy initiatives for a term of 12 months, commencing retroactively October 1, 2023, and ending September 30, 2024. *(Pgs. 14-16)*

**Resolution 2024-F:** Authorization to amend resolution #2023-43 and to execute contract amendments with Miami-Dade Family Learning Partnership, Inc. and All in One Mail Shop, Inc. d/b/a All in One Direct Marketing Solutions for the support and maintenance of a birth to five book club, to add an additional \$1,000,000.00 to the contract amount, for a new total contract amount not to exceed \$3,602,239.00, and to correct/clarify that there are no remaining 12-month renewals on this agreement. Authorization to amend the FY 2023-2024 budget to increase the total allocations of Book Club to accommodate the increase in funding. *(Pgs.17-21)*

**Resolution 2024-G:** Authorization to release competitive solicitations, in alignment with the board’s strategic priorities and projected available funding, across multiple investment areas with funding cycles that have ended or are ending within the 2023-2024 fiscal year. *(Pgs. 22-25)*

10:45 a.m. **CEO Report**

- Book Fair – November 17 - 19
- US Soccer Foundation Project
- Finalist for the National Grade Level Reading Pacesetter Honors Award
- Champions for Children Nominations
- Spooky Symphony
- Monthly Financial Statements

James R. Haj  
*President & CEO*

11:00 a.m. **Adjourn**

**Reminder:**  
**Next Committee Meeting: Thursday, March 7, 2024**



**Finance & Operations Committee Meeting  
Summary of Actions Taken  
June 29, 2023  
9:30 a.m.**

**These actions were taken by the Finance & Operations Committee meeting held on June 29, 2023:**

**\*Please note that the number of board members fluctuate based on arrival and departure of some of them throughout the meeting.**

**Motion to approve the June 05, 2023, Finance & Operations committee meeting minutes was made by Isaac Salver and seconded by Hon. Norman Gerstein. Motion passed unanimously, 5-0.**

**Motion to approve the millage rate of \$.5000 and the Preliminary Budget for FY 2023-24 as proposed by staff was made by Hon. Norman Gerstein and seconded by Nelson Hincapie. Motion passed, 4-0. Opposed by Isaac Salver.**

**Resolution 2023-A: Motion to recommend the resolution to the Board of Directors on July 10, 2023, was made by Hon. Norman Gerstein and seconded by Nelson Hincapie.** Authorization to negotiate and execute an agreement with Balsera Communications, a public relations agency, for a term of 12 months, commencing on October 1, 2023, and ending September 30, 2024, to plan and execute public relations campaigns on behalf of The Children's Trust, in a total amount not to exceed \$48,000.00. **Motion passed unanimously, 5-0.**

**Resolution 2023-B: Motion to recommend the resolution to the Board of Directors on July 10, 2023, was made by Isaac Salver and seconded by Hon. Norman Gerstein.** Authorization for a procurement waiver from a formal competitive solicitation to expend monies to be paid to the SIJ Holdings, LLC d/b/a The McClatchy Company, LLC, parent company of the Miami Herald, for services rendered by the Miami Herald to advertise The Children's Trust's Truth in Millage rate, board vacancies and other advertisements related to funding announcements, activities, initiatives, events and programs, in addition to the 2024 Silver Knight and Spelling Bee sponsorships, in a total amount not to exceed \$75,000.00 for a term of 12 months, commencing October 1, 2023, and ending September 30, 2024. **Motion passed unanimously, 5-0.**

**Resolution 2023-C: Motion to recommend the resolution to the Board of Directors on July 10, 2023, was made by Isaac Salver and seconded by Nelson Hincapie.** Authorization to negotiate and execute a service agreement with Print Dynamics, to print and prepare for distribution The Children's Trust's trilingual monthly Parenting Our Children newsletter, in a total amount not to exceed \$30,553.00, for a term of 12 months, commencing on October 1, 2023, and ending on September 30, 2024. **Motion passed unanimously, 5-0.**

**Resolution 2023-D: Motion to recommend the resolution to the Board of Directors on July 10, 2023, was made by Isaac Salver and seconded by Hon. Norman Gerstein.** Authorization to execute a service agreement with Yellow Box, Inc., to rent and maintain Yellow Box kiosks in a total amount not to exceed \$36,000.00, for a term of 12 months, commencing October 1, 2023, and ending September 30, 2024. **Motion passed unanimously, 5-0.**

**Resolution 2023-E: Motion to recommend the resolution to the Board of Directors on July 10, 2023, was made by Javier Reyes and seconded by Hon. Norman Gerstein.** Authorization to expend up to \$50,000.00 for Community Engagement Team support services in the Haitian community with Hermantin Consulting, LLC for a term of 12 months, commencing on October 1, 2023, and ending September 30, 2024. **Motion passed unanimously, 5-0.**

**Meeting adjourned at 10:08 a.m.**

## The Children's Trust Board Meeting

**Date: November 13, 2023**

**Resolution: 2024-A**

---

**Strategic Framework Priority Investment Area:** Community Engagement, Awareness and Advocacy: Public Awareness, Outreach and Program Promotion.

**Strategic Framework Headline Community Results:** Academic success; Healthy lifestyle habits for eating, sleeping, physical activity and mental wellness; Good choices for prosocial behaviors in schools, homes and communities; and Successful transition to adulthood.

**Recommended Action:** Authorization to enter into a sponsorship agreement with Actors' Playhouse at the Miracle Theatre Inc. for presenting sponsorship of the Young Talent Big Dreams talent search, in an amount not to exceed \$65,000.00, for a term of 10 months, commencing on December 1, 2023, and ending on September 30, 2024.

**Budget Impact:** Funding in the amount of \$65,000.00 for this resolution is allocated for FY 2023-24.

---

**Background:** Young Talent Big Dreams (YTBD) is an annual countywide performing arts competition now entering its fourteenth year. It is open to all children and youth ages 8-17 in Miami-Dade County. Actors' Playhouse is a 501 (c)(3) entity that operates a theater and has over 30 years of experience implementing programs for children and youth. The Children's Trust is recognized as the competition's presenting sponsor in exchange for financial support and partnership.

The competition continues to successfully achieve The Children's Trust's goals of increasing participation in the spoken word and dance categories and attracting more diverse contestants. Additionally, many YTBD participants have subsequently participated in other national live and televised performances and pursued careers in the performing arts.

**Description of Services:** Actors' Playhouse works closely with The Children's Trust to plan, develop, and execute all aspects of the YTBD competition. Participants compete in six individual and three group categories, including pop, rock, or rap vocals; dance; musical instrument; and original spoken word. The competition consists of several auditions throughout Miami-Dade County, along with semi-final and final competitions. Actors' Playhouse manages the coordination of the competitions' many components, including:

1. Securing audition venues, either at a reduced cost or free of charge.
2. Overseeing all audition sessions.
3. Creation and production of graphic materials.
4. Recruiting dozens of professional volunteer judges.
5. Producing the semifinal and final shows.
6. Soliciting and securing the donation of masterclasses and other prizes for participants.
7. Promoting auditions and the semifinal and final shows.
8. Video production for the finals' event

This funding is recommended for approval as per the procurement policy, Section 2008 Community Outreach Activities, which allows The Children’s Trust to be a paid sponsor in association with other entities for community outreach activities that support the mission and vision of The Children’s Trust.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution \_\_\_\_\_ this **13<sup>th</sup> day of November, 2023.**

THE CHILDREN’S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

**Date: November 13, 2023**

**Resolution: 2024-B**

---

**Strategic Framework Priority Investment Area:** Community Engagement, Awareness and Advocacy: Public Awareness, Outreach and Program Promotion

**Strategic Framework Headline Community Results:** This investment supports all headline community results.

**Recommended Action:** Authorization to enter into a purchase agreement with Hitex Marketing Group, Inc. in a total amount not to exceed \$50,000.00, for The Children's Trust-branded promotional items for a term of 10 months, commencing on November 15, 2023, and ending on September 30, 2024.

**Budget Impact:** Funding in the amount of \$50,000.00 for this resolution is allocated for FY 2023-2024.

---

**Description of Services:** Hitex Marketing Group, Inc. specializes in manufacturing and delivering various branded materials. The Children's Trust distributes Trust-branded materials, including backpacks, as part of its annual outreach initiatives, including to community-based organizations and children at The Children's Trust Family Expo.

**Background:** In accordance with Procurement Policy, section 2000. E. Purchase for Goods and Services greater than \$5,000 and up to and including \$50,000, to identify a source for The Children's Trust branded promotional items, staff solicited quotes for the highest quantity of backpacks that could be provided for an amount not to exceed \$50,000.00 from the following vendors: (1) Hitex Marketing Group, Inc.; (2) 4Imprint; and (3) Captured Glory Miami. Hitex Marketing Group, Inc. quoted a total of 6,975 backpacks, 4Imprint quoted 2,900 backpacks, while Captured Glory quoted 6,000 bags. Hitex Marketing Group, Inc. was selected as the vendor for the items identified in this resolution because it provided the lowest cost per unit, and the highest number of backpacks. Hitex was also the selected vendor in FY 2022-2023.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly \_\_\_\_\_ this **13<sup>th</sup> day of November 13, 2023.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency. \_\_\_\_\_



## The Children's Trust Board Meeting

**Date: November 13, 2023**

**Resolution: 2024-C**

---

**Strategic Framework Priority Investment Area:** Community Engagement, Awareness and Advocacy: Public Awareness, Outreach and Program Promotion.

**Strategic Framework Headline Community Results:** This investment supports all headline community results.

**Recommended Action:** Authorization to negotiate and execute a contract renewal with Armstrong Creative Consulting, Inc. for event planning services, in a total amount not to exceed \$290,000.00, for a term of 10 months, commencing on December 1, 2023, ending on September 30, 2024, with one remaining 12-month renewal.

**Budget Impact:** Funding in the amount of \$290,000.00 for this resolution is allocated for FY 2023-2024.

---

**Description of Services:** Armstrong Creative Consulting, Inc. will provide event planning and execution services for the 2024 Children's Trust Family Expo events. The Family Expo events are among the most significant community resource events in Miami-Dade County, attracting thousands of families and children each year. Services to be provided include, but are not limited to:

- managing and tracking exhibitor registration;
- providing live and online customer support to exhibitors throughout the registration process, leading up to the event, during setup and breakdown afterward;
- managing, tracking, and coordinating all event sponsors;
- applying for and securing all permits and inspections;
- hiring security;
- obtaining estimates, paying for, scheduling, and managing the execution of all décor, AV services, entertainment, and educational/interactive special areas;
- obtaining estimates, paying for, scheduling, and managing all entertainment and outdoor activities, such as rock-climbing walls, face painters, balloon artists, magicians, stilt walkers, and other entertainers;
- selecting and managing an event food vendor for the public and volunteers;
- obtaining estimates, producing and paying for on-site event signage and programs;
- hiring and managing all event staff;
- coordinating and managing up to 100 volunteers;
- obtaining estimates, paying for, scheduling, and managing sign language interpreters;
- collaborating with all venues on all event logistics and requirements, including obtaining insurance certificates from exhibitors;
- overseeing all aspects of the event and troubleshooting all issues that may arise; and
- reconciling all event expenses.

**Background:** On October 21, 2019, the board of The Children’s Trust approved the release of requests for proposals (RFPs) seeking applicants with demonstrated expertise to provide event planning services for The Children’s Trust Family Expo. After a comprehensive review of applicants, staff recommended Armstrong Creative Consulting, Inc.’s application for funding. On February 18, 2020, The Children’s Trust board approved the funding recommendations from the competitive requests for proposals, RFPs #2020-01 and 2020-02, for a five-year funding cycle.

On November 14, 2022, by resolution #2023-13 the board approved the renewal of this contract for FY 22-23. The 2023 Family Expo series of three events was successfully planned, organized, and executed by Armstrong Creative Consulting between July and August 2023. The events had a combined attendance of approximately 11,000 people, a new record since Family Expo moved to the multi-event model. The 2023 events featured indoor and open-air venues in neighborhood-based areas (Overtown, Kendall, and Miami Gardens). In the past years, sponsorships have helped cover and offset rising event expenses. The end-of-year financial report will include the event’s sponsorship revenue and reconciliation.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **13<sup>th</sup> day of November 2023.**

THE CHILDREN’S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board

**Date: November 13, 2023**

**Resolution: 2024-D**

---

**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy: Public Awareness and Program Promotion.

**Strategic Plan Headline Community Results:** This investment supports all headline community results.

**Recommended Action:** Authorization for a procurement waiver from a formal competitive solicitation to enter into a purchase agreement with DoubleTree by Hilton Miami Airport Convention Center in a total amount not to exceed \$69,565.54 inclusive of a contingency of \$6,324.14, to host and cater the 2024 Champions for Children event.

**Budget Impact:** Funding in the amount of \$69,565.54 for this resolution is allocated for FY 2023-2024.

---

**Description of Services:** DoubleTree by Hilton Miami Airport Convention Center will provide the venue and catering services for the 2024 Champions for Children Award Ceremony for up to 1,300 guests.

**Background:** The Children's Trust's Champions for Children awards luncheon is an annual signature event for Miami-Dade stakeholders and advocates for children. The aim of the event is to recognize those whose contributions to children and families in Miami-Dade have been truly excellent over the past year. In 2023, the Champions for Children awards ceremony attracted its largest crowd ever, with over 1,200 individuals attending. A venue with catering services, parking, and a seating capacity of up to 1,300 people is necessary for the 2024 event. In September 2023, staff contacted five venues to request quotes, and compare costs of potential locations for the event. DoubleTree by Hilton Miami Airport Convention Center and InterContinental Miami responded and submitted their quotes accordingly, while Jungle Island responded by informing The Children's Trust that its maximum capacity was 1,000 and did not provide additional information. Two venues, Hilton Miami Downtown and Miami Beach Convention Center did not respond to the request for quotes. Below is a summary of the quotes received. The lowest bid came from the DoubleTree by Hilton Miami Airport Convention Center. Additionally, InterContinental Miami did not meet the seating capacity requirements for the event.

Venue	Response Received	Seating Capacity	Dates availability	Average food cost per person	Parking Cost per car	Service Fee	Day before available for set up
<b>DoubleTree by Hilton Miami Airport Convention Center (MACC)</b>	Yes	1,300	April 11, 2024	\$36	\$7	22 percent	Yes
<b>Hilton Miami Downtown</b>	No	n/a	n/a	n/a	n/a	n/a	n/a
<b>InterContinental Miami</b>	Yes	800	April 18, 2024	\$81.25	\$20	25 percent	n/a
<b>Jungle Island</b>	Yes	1,000	n/a	n/a	n/a	n/a	n/a
<b>Miami Beach Convention Center</b>	No	n/a	n/a	n/a	n/a	n/a	n/a

DoubleTree by Hilton Miami Airport Convention Center was selected for this service as its quote came in lower than other vendors and it was the only respondent that met all the event requirements.

The board has previously approved a budget for this event as part of the budget adoption. For the past four years, however, the catering and hosting/venue portion of the event has been cost neutral. The combination of ticket sales and event sponsorships has covered expenses for the ceremony, and also offset the catering and hosting/venue portion of the event. These same revenue streams for the 2024 event will likewise be utilized to offset the cost of the ceremony, the catering and hosting/venue cost of the event. The event’s sponsorship revenue and reconciliation will be included in the financial end-of-year report.

**Request for Procurement Waiver (requires approval of a 2/3 vote of board members present):** This resolution requests a procurement waiver from formal competitive solicitation for catering and hosting/venue services at the 2024 Champions for Children event. A waiver is being sought because a competitive process for this event is impractical. Instead, staff followed the process under the procurement policy for purchase of goods and services up to \$50,000, by requesting informal quotes from three or more sources.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **13<sup>th</sup> day of November 2023.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

# The Children’s Trust Board Meeting

**Date: November 13, 2023**

## **Resolution 2024-E**

---

**Strategic Framework Priority Investment Area:** Community Engagement, Awareness and Advocacy: Public policy priorities, advocacy and youth civic engagement.

**Strategic Framework Headline Community Results:** This investment supports all community results.

**Recommended Action:** Authorization for the expenditure of dues for membership in the Florida Association of Children’s Councils and Trusts (FACCT) in an amount not to exceed \$85,000.00, inclusive of training and analytics tools to support public policy initiatives for a term of 12 months, commencing retroactively October 1, 2023, and ending September 30, 2024.

**Budget Impact:** Funding in the amount of \$85,000.00 for this resolution is allocated for FY 2023-2024.

---

**Description of Services:** The Florida Association of Children’s Councils and Trusts (FACCT) is a statewide non-profit organization whose members consist of eleven Children’s Services Councils (CSCs):

- Children’s Board of Hillsborough County
- Children’s Trust of Alachua County
- CSC of Broward County
- CSC of Leon County
- CSC of Martin County
- CSC of Palm Beach County
- CSC of St. Lucie County
- Kids Hope Alliance (Jacksonville)
- Manatee Children’s Services
- The Children’s Trust
- The Children’s Trust of Escambia County

FACCT serves as the unified messenger for all member CSCs and the interests of the hundreds of thousands of children and families they collectively represent. FACCT develops a unified legislative strategy to ensure that Florida's children are healthy, safe, and successful in school with the help of its policy staff and membership expertise.

The Children’s Trust plays a vital and active role in statewide advocacy. Success comes from collaborating with other CSCs to pursue a common legislative agenda on issues such as early childhood education and care, children’s safety, health, the child welfare system, and juvenile justice. FACCT is instrumental in the CSCs’ cooperative endeavors. Collectively, they have reached a significant investment and success in investing local resources in evidence-based services. This positions the CSCs to exert meaningful influence on state policies affecting children and families through state-wide advocacy and dissemination of evidence-based literature. Collaborative efforts with state leaders are key in developing a long-term policy plan to strengthen crucial supports and resources for children and families. In this work,

FACCT maintains active relationships with leaders in the executive and legislative branches that further the members' collective work.

FACCT aims to make a difference in children's lives by strengthening and expanding the work and mission of CSCs. A snapshot of FACCT's work is provided below:

- FACCT hosts weekly meetings with Executive Directors including key staff members from the CSCs to provide opportunities to engage in cross-community sharing on essential work areas.
- FACCT hosts multiple affinity groups as part of its membership to include Research, IT, Finance, Policy, Programs, Communications and HR. This cross-section collaboration allows staff to participate in sessions that support problem-solving, innovation, and information sharing to maximize sharing of best practices.
- FACCT serves as a resource for counties to collect information from other CSCs, conduct presentations on the outcomes and impact of CSCs, provide information and advice on procedural items, and more.
- FACCT continues to work with community and state partners and the National Grade-Level Reading Campaign to create a statewide movement to ensure all children read on grade-level by the end of third grade through promoting school readiness and quality instruction, tackling chronic absenteeism, improving summer learning, and engaging parents as their children's first teachers.
- FACCT serves as the technical expert and leader to research and identify opportunities for more effective public policy supporting children's issues.
- During the 2023 legislative session, FACCT was successful on several fronts, including advocating for issues affecting children such as the successful passage of Florida Kid Care Eligibility Expansion and Level 2 Background Screenings.
- Additionally, the approved state budget (General Appropriations Act FY 22-23/SB 2500) includes increased funding for early childhood education, K-12 school safety, child welfare, mental health, and substance abuse, as well as family services.

**Background:** By engaging and enhancing the collective strengths of the CSCs, FACCT promotes policies that build effective prevention and early intervention systems of support for Florida's children and families. Among other things, FACCT:

1. Provides an umbrella for leadership, coordination, and centralized management.
2. Promotes and supports the needs of children and their families.
3. Advocates at the state level for policy decisions to help those children, their families, and their communities.

In its mission to promote policies that build effective prevention and early intervention systems, FACCT focuses on four key areas:

- **Advocacy** – Advance a prevention and early intervention agenda for children at state and national levels.
- **Awareness** – Educate local communities, policymakers, businesses, community leaders, and other organizations about the work and worth of CSCs.
- **Relationships** – Build productive partnerships with individuals and organizations interested in making smart, strategic investments in Florida's children and their families.
- **Expansion** – Help communities maximize their return on investment through peer learning and resource maximization and by establishing CSCs in additional counties.

FACCT is located in Tallahassee, Florida. Each Council is assessed membership dues to support FACCT's operating expenses, including FACCT staff salaries. The Children's Trust has been a

member of FACCT since 2004. The membership fee structure is tiered and calculated based on the total ad valorem collected by each CSC member. The fee structure is as follows:

- Tier 1: Up \$20,000,000.00, fee = \$20,000.00 per year
- Tier 2: \$20,000,001.00 to \$50,000,000.00, fee = \$40,000.00 per year
- Tier 3: \$50,000,001.00 and up fee = \$80,000.00 per year

The 2023-2024 membership dues for The Children’s Trust are \$85,000.00, a \$25,000.00 decrease from last year due to new Children Services Councils joining the association. The additional \$5,000.00 is to join a shared membership for a bill tracking and analysis database and FACCT staff leadership training.

Per the procurement policy, Section 2000 – G-8, Exemptions to Formal Competitive Procurement Process, this expenditure for membership dues is exempt from the competitive solicitation process.

**Geographic Area:** Statewide.

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **13<sup>th</sup> day of November 2023.**

THE CHILDREN’S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_



# The Children’s Trust Board Meeting

**Date: November 13, 2023**

**Resolution: 2024-F**

---

**Strategic Framework Priority Investment Area:** Parenting: Book Club

**Strategic Framework Headline Community Results:** Nurturing and involved parents; and kindergarten readiness.

**Recommended Action:** Authorization to amend resolution #2023-43 and to execute contract amendments with Miami-Dade Family Learning Partnership, Inc. and All in One Mail Shop, Inc. d/b/a All in One Direct Marketing Solutions for the support and maintenance of a birth to five book club, to add an additional \$1,000,000.00 to the contract amount, for a new total contract amount not to exceed \$3,602,239.00, and to correct/clarify that there are no remaining 12-month renewals on this agreement. Authorization to amend the FY 2023-2024 budget to increase the total allocations of Book Club to accommodate the increase in funding.

**Budget Impact:** Funding in the amount of \$2,602,239.00 for resolution #2023-43 was allocated for FY 2023-2024 and requires a budget amendment to add additional \$1,000,000.00 for FY 2023-2024, for a total of \$3,602,239.00 for FY 2023-2024.

---

**Description of services:** Community interest in being part of The Children’s Trust Book Club continues to grow exponentially, leading The Trust to seek to increase funding for the program to expand membership.

Approval of this resolution will amend the previously approved board resolution #2023-43 to allocate an additional \$1,000,000.00 to expand enrollment in The Children’s Trust Book Club program by 50 percent, to at least 60,000 members. Due to a surge in enrollment and popularity of the Book Club, additional dollars are necessary to accommodate the demand and re-open registration, which was temporarily paused from May to late September 2023 due to enrollment exhausting previously funded levels. Vendors for the above-described implementation components and The Children's Trust work together to ensure coordination and effective operations. The following vendors are recommended for contract amendments.

<b>Agency Name</b>	<b>Services Provided</b>	<b>Additional Amount</b>	<b>Current Contract Amount</b>	<b>New Amount Not to Exceed</b>
Miami-Dade Family Learning Partnership, Inc.	Content Development/ Book Buying	\$550,000.00	\$1,453,039.00	\$2,003,039.00
All in One Mail Shop, Inc. d/b/a All in One Marketing Solutions	Professional Fulfillment	\$450,000.00	\$1,149,200.00	\$1,599,200.00

This amendment includes the continued procurement and development of book packages in Haitian Creole and their accompanying educational materials. These books and educational materials will be provided in a single package to families who would like to receive Haitian Creole books at various outreach activities, birthing hospitals, and professional fulfillment services. Additional incentives may be purchased to support enrollment in priority ZIP codes.

**Background:** The Children's Trust issued a request for proposals (RFP) #2019-10, on March 27, 2019 to fund one or more vendors to implement The Children's Trust expanded Book Club. Applicants could apply for one or more of three implementation components in the RFP: content development and book-buying, professional fulfillment services, and ongoing operations. Two agencies were funded for the Book Club's content development/book buying and professional fulfillment services components. The Book Club's operations, functions, and marketing are managed by The Children's Trust and contracted marketing vendors. There are no remaining contract renewals after this year. In February of 2023, the Book Club membership began experiencing a rapid increase in enrollment. By May 2023, the number of active members increased to 46,000, far surpassing our target goal of 40,000. The Book Club general registration was paused due to this surge. These additional funds will allow the Book Club membership to increase to 60,000 members.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **13<sup>th</sup> day of November, 2023.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

**Date: May 15, 2023**

**Resolution: 2023-43**

---

**Strategic Plan Priority Investment Area:** Parenting: Early literacy programs

**Strategic Plan Headline Community Results:** Children are supported by nurturing and involved parents; and children are ready for kindergarten.

**Recommended Action:** Authorization to negotiate and execute renewal contracts with the Miami-Dade Family Learning Partnership, Inc. and All in One Mail Shop, Inc. d/b/a All in One Direct Marketing Solutions for the support and maintenance of a birth to five book club, in a total amount not to exceed \$2,602,239.00, for a term of 12 months, commencing October 1, 2023, and ending September 30, 2024, with one remaining 12-month renewal, subject to annual funding appropriations.

**Budget Impact:** Funding in the amount of \$2,602,239.00 for this resolution is projected to be available in FY 2023-2024.

---

**Description of Services:** The Children's Trust Book Club provides free, monthly age-appropriate books and supporting materials for Miami-Dade County families with children from birth to their fifth birthday. By participating in the Book Club, parents and caregivers are provided with the means to help their children build strong learning and social skills. The opportunity to remain in The Children's Trust Book Club for five years also increases touchpoints with parents, provides families with information and strategies that bolster early interactions, and supports child brain development and kindergarten school readiness.

National research shows poverty is a leading indicator of limited early reading skills since it may contribute to lower school readiness, poor school attendance, and learning loss in the summer. These factors contribute to achievement gaps between children in low and middle-income households. To reduce these disparities, focused marketing and recruitment for this universal book club is prioritized in neighborhoods where early child development, kindergarten readiness and third grade reading levels are historically lower, and rates of lower socio-economic status are higher than the county average.

The Children's Trust's early literacy investments include The Children's Trust Book Club, Reach Out and Read, and the Books for Free programs, which are all part of the community-wide campaign for grade-level reading in Miami-Dade County. The campaign focuses in part on increasing high-quality early learning experiences, including early access to books in English, Spanish, and Haitian Creole and early parent-child reading interactions supported by parent-friendly guides for developmentally appropriate practices with young children.

The Children's Trust Book Club is comprised of four implementation components, which include the following key services:

- **Content Revision/Development and Book Buying** – Includes the: (i) selection of developmentally-appropriate books for young children, (ii) revision and creation of culturally-relevant content and activities to accompany the books, inclusive of content

for children with disabilities, (iii) revision and development of digital content, activities that support early literacy, math and social-emotional skills, and (iv) procurement of books.

- **Professional Fulfillment Services** – Includes packaging, storing and monthly mailing of the books and accompanying materials.
- **Marketing** – Includes the creation and implementation of specialized marketing campaigns and other supporting collateral materials for grassroots outreach efforts. This component is approved under a separate resolution (Resolution 2022-20) for marketing services.
- **Ongoing Operations** – Includes project and vendor management, relationship building to coordinate outreach and enrollment with other early childhood organizations and the community, customer service, and day-to-day oversight. These tasks are carried out by a dedicated Children’s Trust staff member. The Book Club’s existing software management solution assists with the management of operational tasks.

Vendors for the above-described implementation components and The Children’s Trust are working together to ensure coordination and effective operations. The following vendors are recommended for contract renewals.

<b>Agency</b>	<b>Service Provided</b>	<b>Amount Not to Exceed (2023-2024)</b>
Miami-Dade Family Learning Partnership, Inc.	Content Development/ Book Buying	\$1,453,039.00
All in One Mail Shop, Inc. d/b/a All in One Direct Marketing Solutions	Professional Fulfillment Services	\$1,149,200.00

These projections include maintenance of the previous fiscal year’s budget for content development, fulfillment, and outreach events. This includes procuring and developing of a complete set of five new books in Haitian Creole and their accompanying educational materials. These books and educational materials will be provided in a single package to families who would like to receive Haitian-Creole books at various outreach activities, birthing hospitals and through professional fulfillment services.

**Background:** The Children’s Trust issued a request for proposals (RFP) #2019-10, on March 27, 2019, to fund one or more vendors to implement The Children’s Trust expanded Book Club. Applicants could apply for one or more of three implementation components in the RFP: content development and book-buying; professional fulfillment services; and ongoing operations. Two agencies were funded for the Book Club's content development/book buying and professional fulfillment services components. The operations, functions, and marketing of the Book Club are managed by The Children’s Trust and contracted marketing vendors.

The Board previously approved resolution #2023-24 to add \$300,000.00 in funds for the expansion of Haitian Creole book packages, accompanying reading guides, as well as outreach materials and contractors, for a new total not to exceed \$2,617,239.00, and to amend fiscal year 2022-23 general budget to reflect the increase.

The intent is to continue the Haitian Creole book expansion by selecting five new book titles and developing the accompanying reading guides and activities. Numerous early childhood organizations comprising The Children’s Trust Book Club Community Advisory Committee collaborate and support the efforts to select age-appropriate books and develop the accompanying educational collateral materials.

- A Central
- Creoletrans
- Dr. Marisel Elias-Miranda
- Dr. Melissa Baralt
- Dr. Nick Andre
- Florida International University
- Lisa Blair
- University of South Florida
- Leonie Hermantin

The Book Club reached its target goal of 40,000 active members and plans to retain that number, taking into account natural monthly attrition due to aging out throughout the following year.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by **Judge Orlando Prescott** who moved its approval. The motion was seconded by **Annie R. Neasman** and upon being put to a vote, the vote was as follows:

**Motion passed, 20-0.**

**Recusals by Daniel Bagner, and Pamela Holligsworth**

The Chairperson thereupon declared the resolution duly passed and adopted this **15<sup>th</sup> day of May, 2023.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children’s Trust Board Meeting

**Date: November 13, 2023**

**Resolution: 2024-G**

**Strategic Plan Priority Investment Area:** Parenting: Books for Free & Parent Club; Youth Development: Reading Enhancements; and Learning & Quality Improvement: Innovation fund.

**Strategic Plan Headline Community Results:** This investment supports all headline community results.

**Recommended Action:** Authorization to release competitive solicitations, in alignment with the board’s strategic priorities and projected available funding, across multiple investment areas with funding cycles that have ended or are ending within the 2023-2024 fiscal year.

**Budget Impact:** Funding for this resolution is projected to be available in FY 2024-2025.

**Description of Services:** This resolution authorizes The Children’s Trust to release competitive solicitations across the initiatives below. The table presents each initiative's estimated timing to release the solicitation and prepare the funding recommendation, and the funding amounts. All funding recommendations will return to the board for approval following the application reviews.

<b>Priority Investment Area: Initiative</b> (funding cycle)	<b>Estimated Release</b>	<b>Estimated Funding Recommendations</b>	<b>Current Allocation</b>	<b>Funding to Release for New Cycle</b>
<b>Parenting: Books for Free</b> (5-year funding cycle starting October 2024)	January 2024	July 2024	\$450,000.00	\$700,000.00
<b>Parenting: Parent Club*</b> (5-year funding cycle starting October 2024)	March 2024	July 2024	\$1,500,000.00	\$1,700,000.00
<b>Youth Development: Reading Enhancements</b> (5-year funding cycle starting October 2024)	February 2024	July 2024	\$945,752.00	\$1,500,000.00
<b>Learning &amp; Quality Improvement: Innovation Fund</b> (1-year funding cycle starting October 2024)	February 2024	July 2024	\$1,000,000.00	\$1,000,000.00
			<b>Total Funding</b>	<b>\$4,700,000.00</b>

\* Parent Club was approved for release last fiscal year by resolution #2023-17 on January 23, 2023, but contracts were renewed for an additional year with a procurement waiver to allow for more time for planning and development of the solicitation through resolution #2023-42 on May 15, 2023.

All services shall include children and youth with disabilities and their families. Programs and projects will also be encouraged to reach other populations with more significant needs, such as those negatively impacted by dependency or delinquency system involvement, homelessness, poverty, lack of opportunity, and related neighborhood and social factors.

Services will be delivered throughout Miami-Dade County, with an expected concentration in high-need communities. Solicitations will require applicants to describe how they will appropriately address the needs of diverse populations across the county with the required evidence-based and best practices suitably adapted for the proposed populations. The intended populations, primary activities, and expected outcomes for each solicitation to be released are listed below.

Initiative	Intended Populations	Primary Activities & Program Structure	Expected Outcomes
<p><b>Parenting</b> Books for Free</p>	<p>Young children from birth through 8 years of age</p>	<p>Selection of one entity to place, stock and maintain bookshelves in public spaces throughout Miami-Dade County where parents and young children frequent, such as Women, Infant and Children (WIC) offices, barbershops, laundromats, and similar community organizations in under-resourced neighborhoods.</p> <p>The program engages communities, businesses, volunteers, and the public sector to collect, sort, and categorize donated gently used and newly purchased books. Additional community outreach and engagement activities include cultural storytelling events and temporary pop-up bookshelves throughout the county.</p> <p>This program has a minimum annual 15 percent match requirement in cash or in-kind resources.</p>	<p>Increased access to books for young children to take home at no cost</p>
<p><b>Parenting</b> Parent Club</p>	<p>Parents and primary caregivers of children prenatal to 18 years (up to 22 for families with child/ youth with disabilities)</p>	<p>Selection of multiple entities to operate The Children’s Trust Parent Club, including in-person and virtual delivery of universal parenting workshops and supports across the developmental spectrum from prenatal/early childhood through adolescence.</p> <p>All entities follow a Parent Club Handbook to ensure a common vision and standard practices and branding across providers.</p> <p>Brief, evidence-based parenting workshops are delivered in English, Spanish, and Haitian Creole for diverse groups of primary caregivers across Miami-Dade County. Group educational contacts with parents encourage social supports through connecting parents with one another to share experiences and through linking families with additional needs to appropriate services.</p> <p>Topics address children’s healthy development and common parenting strategies and information about available community resources. Content is kept up to date through development of new topics that include research-informed high interest information and/or follow</p>	<p>Increased access to general parenting information and supports</p> <p>Parents are satisfied with the services</p> <p>Parents learn positive parenting skills that they put into practice</p>

Initiative	Intended Populations	Primary Activities & Program Structure	Expected Outcomes
		<p>a prescribed evidence-based program. This will include interactive, family engagement activities, support groups, community passport family outings, and brief session parenting series options of one to five sessions.</p> <p>One entity will be selected as the Parent Club Coordinating Agency to work collaboratively with The Children’s Trust and Parent Club providers to ensure consistency and quality of program implementation. This role includes development of community partnerships and communication to increase access and availability of Parent Club workshops and resources; identification of topics and guest speakers to include in workshops; work group and provider meeting facilitation; coordinating staffing at outreach events; annual review and update of the Parent Club Handbook; fidelity observations and feedback; support of initial and ongoing development of Trust Central’s Parent Club data reporting, including periodic reviews of data for continuous learning and improvement; and management of the Parent Club Pass, which offers free, high-interest family engagement events and activities throughout the community.</p>	
<p><b>Youth Development Reading Enhancements</b></p>	<p>Trust-funded after-school &amp; summer programs</p> <p>Trust-affiliated early child care programs</p> <p>Program staff implementing reading intervention services</p> <p>Rising K, 1<sup>st</sup> &amp; 2<sup>nd</sup> graders in these programs for DLI</p> <p>K-5<sup>th</sup> graders in these programs for dyslexia intervention</p>	<p>Selection of one entity to offer and coordinate an array of reading and literacy supports within Trust funded and affiliated programs.</p> <p>School-year services support Trust-funded after-school program staff professional development through onsite observation, collaborative coaching, and consultation to ensure the delivery of high-quality, evidence-based differentiated (i.e., individualized) literacy instruction (DLI).</p> <p>Summer services include direct services DLI for young children (rising K, 1<sup>st</sup> &amp; 2<sup>nd</sup> graders) attending Trust summer camps and affiliated child care programs. This includes pre/post reading assessments to identify children in need of individualized DLI; small-group DLI services (with no more than five children, four days per week for 30-45 minutes per session, led by certified teachers or the equivalent) for struggling readers and pre-readers using an age-appropriate, evidence-based curriculum; and parent involvement activities to engage families in supporting literacy skills at home.</p> <p>Year-round, individual evidence-based dyslexia intervention services and professional development and capacity building to deliver such services will be incorporated in the next funding cycle for children in grades K-5 attending</p>	<p>Improve funded after-school and summer program implementation of reading intervention services</p> <p>Reduce summer learning loss in literacy and reading skills for rising K, 1<sup>st</sup> &amp; 2<sup>nd</sup> graders</p> <p>Improve reading skills for K-5<sup>th</sup> graders receiving dyslexia intervention</p> <p>Increase the number of trained professionals able to offer dyslexia specific DLI intervention</p>



Initiative	Intended Populations	Primary Activities & Program Structure	Expected Outcomes
		Trust after-school and summer programs. This will include screening to identify children in need.	
<b>Learning &amp; Quality Improvement</b> Innovation Fund	Children and families in Miami-Dade County	Fund innovative projects and test new ideas that address an existing community need and have not been previously implemented in our community. Successful proposals will demonstrate invention, theoretical reason for success and courage to explore uncharted territory.	Progress in developing and sharpening ideas

**Background:** This resolution to release competitive funding has been designed to align with The Children’s Trust’s strategic priorities and the board’s guidance. New solicitations for the areas described above will be released as noted. The Parenting/Books for Free and Parent Club initiatives were renewed through September 2024, with a procurement waiver on May 15, 2023, through resolutions #2023-44 and #2023-42, respectively, as the prior funding cycles had concluded in September 2023. The Youth Development/ Reading Enhancements funding cycle ends in September 2024. The new five-year funding cycles for all three initiatives will run through FY 2028-2029. The Innovation Fund operates on a one-year funding cycle, the last of which ended in September 2023, with the option for a no-cost extension for up to six months. The new funding cycle for Innovation will run through FY 2024-2025, with the option for a no-cost extension for up to six months.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this

**13<sup>th</sup> day of November 2023.**

THE CHILDREN’S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_