



## Finance & Operations Committee

Thursday, June 29, 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.

### AGENDA

#### Board of Directors

Kenneth C. Hoffman  
Chair  
Pamela Hollingsworth  
Vice-Chair  
Mark A. Trowbridge  
Treasurer  
Karen Weller  
Secretary

Edward Abraham, M.D.  
Laura Adams  
Matthew Arsenault  
Daniel Bagner, Ph.D.  
Hon. Dorothy Bendross-Mindingall, Ph.D.  
Morris Copeland  
Lourdes Diaz  
Victor Diaz-Herman  
Mary Donworth  
Richard P. Dunn II  
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  
Marissa Leichter  
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

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

Matthew Arsenault  
*Committee Vice Chair*

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

Matthew Arsenault  
*Committee Vice Chair*

#### 9:40 a.m. **Approval of June 5, 2023, Finance & Operations Committee minutes summary** *(Addl. Items packet, Pgs. 3)*

Matthew Arsenault  
*Committee Vice Chair*

#### 9:45 a.m. **Presentation and Approval of the 2023-24 Preliminary Budget and Millage Rate (Pgs. 4-9)**

James R. Haj  
*President/CEO*  
  
William Kirtland  
*Chief Financial Officer*

#### 10:15 a.m. **Resolutions**

Matthew Arsenault  
*Committee Vice Chair*

**Resolution 2023-A:** 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. *(Pgs. 10-11)*

**Resolution 2023-B:** 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. *(Pgs. 12-13)*

**Resolution 2023-C:** 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. *(Pgs. 14-15)*

**Resolution 2023-D:** 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. *(Pgs. 16-17)*

**Resolution 2023-E:** 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. *(Pgs. 18-20)*

10:40 a.m. **CEO Report**

James R. Haj  
President/CEO

- *Monthly Financial Statements*
- *Battle of the Books – July 13, 2023 (10 am – 12 pm)*  
*Trust funded summer camps across the county*
- *The Children's Trust Family Expo events:*
  - ✓ *Booker T. Washington Senior High School – July 22, 2023 (10 am – 3 pm)*  
*1200 NW 6th Ave, Miami, FL 33136*
  - ✓ *Miami Dade College Kendall Campus – July 29, 2023 (10 am – 3 pm)*  
*11011 SW 104th St, Miami, FL 33176*
  - ✓ *Florida Memorial University – August 5, 2023 (10 am – 3 pm)*  
*15800 NW 42nd Ave, Miami Gardens, FL 33054*
  - ✓ *TRIM I & TRIM II – September 11 & September 18, 2023*

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

**Reminder:**  
**Next Committee Meeting: Monday, September 7, 2023**



**Finance & Operations Committee Meeting  
Summary of Actions Taken  
June 05, 2023  
9:33 a.m.**

**These actions were taken by the Finance & Operations Committee meeting held on June 05, 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 May 04, 2023, Finance & Operations committee meeting minutes was made by Javier Reyes and seconded by Hon. Norman Gerstein. Motion passed unanimously, 3-0.**

**Presentation & Discussion Items:**

**A review of the Children's Trust investments along with a presentation from representatives from TD Bank and City National Bank took place. In addition, the preliminary budget and millage rate for FY 2023-24 was presented by James Haj and William Kirtland and discussed among committee members.**

**Resolution 2023-A: Motion to recommend the resolution to the Board of Directors on June 12, 2023, was made by Isaac Salver and seconded by Nelson Hincapie.** Authorization is being sought to waive the formal competitive procurement process and, contingent on the final merger, to enter into a contract agreement with Confident Clouds, LLC, as a result of a change in agency ownership from Merge IT, LLC to Confident Clouds, LLC, to ensure the continuous delivery of services, for a term of 12 months, commencing October 1, 2023, and ending September 30, 2024. **Motion passed unanimously, 5-0.**

**Resolution 2023-B: Motion to recommend the resolution to the Board of Directors on June 12, 2023, was made by Javier Reyes and seconded by Isaac Salver.** Authorization to renew services and execute related agreements with multiple IT vendors in a total amount not to exceed \$1,888,268.00, inclusive of \$50,000.00 contingency for IT budgeted enhancement projects, for a term of 12 months, with two agreements commencing on October 1, 2023, and ending September 30, 2024; and request a waiver of the procurement policy. **Motion passed unanimously, 5-0.**

**Resolution 2023-C: Motion to recommend the resolution to the Board of Directors on June 12, 2023, was made by Javier Reyes and seconded by Hon. Norman Gerstein.** Authorization to negotiate and execute contracts with 6 providers, identified herein and selected following a competitive solicitation, in an amount not to exceed \$3,473,514.00, inclusive of a \$250,000.00 contingency for enhancement and unforeseen needs, for various terms and commencement dates as indicated below and subject to appropriation each year to support the infrastructure of The Children's Trust. **Motion passed unanimously, 5-0.**

**Meeting adjourned at 11:06 a.m.**

**THE CHILDREN'S TRUST  
BUDGET SUMMARY  
FISCAL YEAR 2023-2024**

**THE PROPOSED OPERATING BUDGET EXPENDITURES OF THE CHILDREN'S TRUST ARE 19.2% MORE THAN LAST YEAR'S TOTAL OPERATING EXPENDITURES.**

General Fund Budget

**REVENUES:** Estimated at 95% of ad valorem tax levy of .5000 mills.

Ad valorem tax revenue	\$ 202,445,000
Interest/miscellaneous	4,487,105
<b>Total Revenues</b>	<b>206,932,105</b>
Fund balance/net assets, October 1, 2023	47,422,738
<b>Total Estimated Revenues/ Fund Balance/ Net Assets</b>	<b>\$ 254,354,843</b>

**EXPENDITURES:**

<b>Contracted Programs</b>	<b>\$ 207,179,548</b>	91.11%
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**Operating Expenditures:**

**General Administration:**

Personnel expenditures: salaries & fringe benefits	\$ 11,861,223
Non-personnel & capital expenditures	1,365,000
<b>Total General Administration Expenditures</b>	<b>\$ 13,226,223</b>

<b>Total Operating Expenditures</b>	<b>\$ 13,226,223</b>	5.82%
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**Non-Operating Expenditures:**

CRA refund of taxes, property appraiser, tax collector fees	7,000,000	
<b>Total Non-Operating Expenditures</b>	<b>\$ 7,000,000</b>	3.08%

<b>Total Expenditures</b>	<b>\$ 227,405,771</b>	100.00%
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<b>Fund Balance, Reserves/ Net Assets</b>	<b>\$ 26,949,072</b>
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<b>Total Expenditures, Reserves, and Fund Balance</b>	<b>\$ 254,354,843</b>
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The tentative, adopted and/or final budgets are on file in the office of the above-mentioned taxing authority as a public record.

The Children's Trust  
Fund Balance  
Fiscal Years 2022-2024

Description	2022-23 Budget	2022-23 Projected	2023-24 Budget
Millage rate	0.5000	0.5000	0.5000
Beginning fund balance	\$ 37,383,080	\$ 37,791,567	\$ 47,422,738
Revenue: Ad valorem tax	180,468,238	180,468,238	202,445,000
Revenue: Interest/ miscellaneous	4,000,000	4,000,000	4,487,105
<b>Total funds available</b>	<b>\$ 221,851,318</b>	<b>\$ 222,259,805</b>	<b>\$ 254,354,843</b>
Sustain and expand direct services	\$ 159,495,248	\$ 146,735,628	\$ 193,475,248
Community awareness and advocacy	6,034,300	5,026,572	6,034,300
Program and professional development	6,670,000	5,002,500	7,670,000
The Children's Trust management and administration	12,575,382	12,072,367	13,226,223
Non-operating expenditures	6,000,000	6,000,000	7,000,000
<b>Total expenditures</b>	<b>\$ 190,774,930</b>	<b>\$ 174,837,067</b>	<b>\$ 227,405,771</b>
<b>Ending fund balance, reserves/ net assets</b>	<b>\$ 31,076,388</b>	<b>\$ 47,422,738</b>	<b>\$ 26,949,072</b>

The Children's Trust  
Core Strategies  
Fiscal Years 2022-2024

Description	2022-23 Budgeted Expenditures	2023-24 Budgeted Expenditures	Dollar Difference	Percentage Difference
<b>SUSTAIN AND EXPAND DIRECT SERVICES</b>				
Parenting	\$ 22,409,460	\$ 30,359,460	\$ 7,950,000	35.48%
Early childhood development	37,841,017	43,411,017	5,570,000	14.72%
Youth development	62,248,817	81,748,817	19,500,000	31.33%
Health and wellness	20,831,778	21,791,778	960,000	4.61%
Family and neighborhood supports	16,164,176	16,164,176	-	0.00%
<b>Total sustain and expand direct services</b>	<b>\$ 159,495,248</b>	<b>\$ 193,475,248</b>	<b>\$ 33,980,000</b>	<b>21.30%</b>
<b>COMMUNITY AWARENESS AND ADVOCACY</b>				
Promote public policy and legislative agendas	\$ 215,300	\$ 215,300	\$ -	0.00%
Public awareness and program promotion	2,969,000	2,969,000	-	0.00%
Promote citizen engagement and leadership to improve child and family conditions	1,115,000	1,115,000	-	0.00%
Cross-funder collaboration of goals, strategies and resources	1,735,000	1,735,000	-	0.00%
<b>Total community awareness and advocacy</b>	<b>\$ 6,034,300</b>	<b>\$ 6,034,300</b>	<b>\$ -</b>	<b>0.00%</b>
<b>PROGRAM AND PROFESSIONAL DEVELOPMENT</b>				
Supports for quality program implementation	\$ 3,650,000	\$ 3,650,000	\$ -	0.00%
Information technology	1,050,000	2,050,000	1,000,000	95.24%
Program evaluation and community research	570,000	570,000	-	0.00%
Innovation fund	1,400,000	1,400,000	-	0.00%
<b>Total program and professional development</b>	<b>\$ 6,670,000</b>	<b>\$ 7,670,000</b>	<b>\$ 1,000,000</b>	<b>14.99%</b>
<b>ADMINISTRATION AND NON-OPERATING EXPENDITURES</b>				
Management of The Children's Trust	\$ 12,575,382	\$ 13,226,223	\$ 650,841	5.18%
Non-operating expenditures	6,000,000	7,000,000	1,000,000	16.67%
<b>Total administration and non-operating expenditures</b>	<b>\$ 18,575,382</b>	<b>\$ 20,226,223</b>	<b>\$ 1,650,841</b>	<b>8.89%</b>
<b>Total</b>	<b>\$ 190,774,930</b>	<b>\$ 227,405,771</b>	<b>\$ 36,630,841</b>	<b>19.20%</b>

**THE CHILDREN'S TRUST  
BUDGET SUMMARY  
FISCAL YEAR 2023-2024**

**THE PROPOSED OPERATING BUDGET EXPENDITURES OF THE CHILDREN'S TRUST ARE 19.2% MORE THAN LAST YEAR'S TOTAL OPERATING EXPENDITURES.**

General Fund Budget

**REVENUES:** Estimated at 95% of ad valorem tax levy of .4457 mills.

Ad valorem tax revenue	\$ 180,459,473
Interest/miscellaneous	4,000,000
<b>Total Revenues</b>	<b>184,459,473</b>
Fund balance/net assets, October 1, 2023	47,422,738
<b>Total Estimated Revenues/ Fund Balance/ Net Assets</b>	<b>\$ 231,882,211</b>

**EXPENDITURES:**

<b>Contracted Programs</b>	<b>\$ 207,179,548</b>	91.11%
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**Operating Expenditures:**

**General Administration:**

Personnel expenditures: salaries & fringe benefits	\$ 11,861,223
Non-personnel & capital expenditures	1,365,000
<b>Total General Administration Expenditures</b>	<b>\$ 13,226,223</b>

<b>Total Operating Expenditures</b>	<b>\$ 13,226,223</b>	5.82%
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**Non-Operating Expenditures:**

CRA refund of taxes, property appraiser, tax collector fees	7,000,000	
<b>Total Non-Operating Expenditures</b>	<b>\$ 7,000,000</b>	3.08%

<b>Total Expenditures</b>	<b>\$ 227,405,771</b>	100.00%
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<b>Fund Balance, Reserves/ Net Assets</b>	<b>\$ 4,476,440</b>
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<b>Total Expenditures, Reserves, and Fund Balance</b>	<b>\$ 231,882,211</b>
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The tentative, adopted and/or final budgets are on file in the office of the above-mentioned taxing authority as a public

The Children's Trust  
Fund Balance  
Fiscal Years 2022-2024

Description	2022-23 Budget	2022-23 Projected	2023-24 Budget
Millage rate	0.5000	0.5000	0.4457
Beginning fund balance	\$ 37,383,080	\$ 37,791,567	\$ 47,422,738
Revenue: Ad valorem tax	180,468,238	180,468,238	180,459,473
Revenue: Interest/ miscellaneous	4,000,000	4,000,000	4,000,000
<b>Total funds available</b>	<b>\$ 221,851,318</b>	<b>\$ 222,259,805</b>	<b>\$ 231,882,211</b>
Sustain and expand direct services	\$ 159,495,248	\$ 146,735,628	\$ 193,475,248
Community awareness and advocacy	6,034,300	5,026,572	6,034,300
Program and professional development	6,670,000	5,002,500	7,670,000
The Children's Trust management and administration	12,575,382	12,072,367	13,226,223
Non-operating expenditures	6,000,000	6,000,000	7,000,000
<b>Total expenditures</b>	<b>\$ 190,774,930</b>	<b>\$ 174,837,067</b>	<b>\$ 227,405,771</b>
<b>Ending fund balance, reserves/ net assets</b>	<b>\$ 31,076,388</b>	<b>\$ 47,422,738</b>	<b>\$ 4,476,440</b>



The Children's Trust  
Core Strategies  
Fiscal Years 2022-2024

Description	2022-23 Budgeted Expenditures	2023-24 Budgeted Expenditures	Dollar Difference	Percentage Difference
<b>SUSTAIN AND EXPAND DIRECT SERVICES</b>				
Parenting	\$ 22,409,460	\$ 30,359,460	\$ 7,950,000	35.48%
Early childhood development	37,841,017	43,411,017	5,570,000	14.72%
Youth development	62,248,817	81,748,817	19,500,000	31.33%
Health and wellness	20,831,778	21,791,778	960,000	4.61%
Family and neighborhood supports	16,164,176	16,164,176	-	0.00%
<b>Total sustain and expand direct services</b>	<b>\$ 159,495,248</b>	<b>\$ 193,475,248</b>	<b>\$ 33,980,000</b>	<b>21.30%</b>
<b>COMMUNITY AWARENESS AND ADVOCACY</b>				
Promote public policy and legislative agendas	\$ 215,300	\$ 215,300	\$ -	0.00%
Public awareness and program promotion	2,969,000	2,969,000	-	0.00%
Promote citizen engagement and leadership to improve child and family conditions	1,115,000	1,115,000	-	0.00%
Cross-funder collaboration of goals, strategies and resources	1,735,000	1,735,000	-	0.00%
<b>Total community awareness and advocacy</b>	<b>\$ 6,034,300</b>	<b>\$ 6,034,300</b>	<b>\$ -</b>	<b>0.00%</b>
<b>PROGRAM AND PROFESSIONAL DEVELOPMENT</b>				
Supports for quality program implementation	\$ 3,650,000	\$ 3,650,000	\$ -	0.00%
Information technology	1,050,000	2,050,000	1,000,000	95.24%
Program evaluation and community research	570,000	570,000	-	0.00%
Innovation fund	1,400,000	1,400,000	-	0.00%
<b>Total program and professional development</b>	<b>\$ 6,670,000</b>	<b>\$ 7,670,000</b>	<b>\$ 1,000,000</b>	<b>14.99%</b>
<b>ADMINISTRATION AND NON-OPERATING EXPENDITURES</b>				
Management of The Children's Trust	\$ 12,575,382	\$ 13,226,223	\$ 650,841	5.18%
Non-operating expenditures	6,000,000	7,000,000	1,000,000	16.67%
<b>Total administration and non-operating expenditures</b>	<b>\$ 18,575,382</b>	<b>\$ 20,226,223</b>	<b>\$ 1,650,841</b>	<b>8.89%</b>
<b>Total</b>	<b>\$ 190,774,930</b>	<b>\$ 227,405,771</b>	<b>\$ 36,630,841</b>	<b>19.20%</b>

## The Children's Trust Board Meeting

**Date: July 10, 2023**

**Resolution: 2023-A**

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**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 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.

**Budget Impact:** Funding in the amount of \$48,000.00 for this resolution is projected to be available in FY 2023-2024.

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**Description of Services:** In May 2023, The Children's Trust requested quotes seeking a public relations agency to collectively work with the communications department to create, manage, and implement an annual comprehensive media and public relations plan that adheres to The Children's Trust's communications strategies and operating processes. This includes, but is not limited to the following:

- Provide advice and guidance for The Children's Trust public relations, media relations, and public policy initiatives.
- Position The Trust as a subject matter expert and thought leader in early and school-aged child development, health and wellness, parenting, literacy, and more.
- Develop and implement an annual strategic communications plan for The Children's Trust's overall programs and initiatives.
- Garner positive media exposure for The Trust's staff, providers, and partners, and assist with all media interactions.
- Develop media collateral, such as press kits, op-eds, letters to editors, press releases, key messages, Q&As, and talking points.
- Create and pitch community or funding stories for national or local placement.

**Procurement Policy:** Per the procurement policy, section 2000-E, General Purchasing and Procurement Policy – Purchase of Goods and Services greater than \$5,000, and up to \$50,000, bids were solicited for the opportunity. The Children's Trust sent out a request for bids to several agencies on May 19, 2023. After receiving one response, The Children's Trust sent an additional request for quotes starting May 26, 2023 for one week. Three agencies responded, two with quotes and one choosing to decline to submit a bid. Below is the list of responsive agencies and their proposals:

1. Balsera Communications, \$48,000, annually.
2. EvClay Public Relations, \$90,000, annually.
3. Boardroom PR, with a decline to submit a bid.

After reviewing the quotes, Balsera Communications was the lowest bidder.

**Background:** In fiscal year 2021-2022, The Trust contracted with Boardroom PR to plan and execute public relations campaigns on behalf of the Trust for \$42,000. In fiscal year 2022-2023, The Children's Trust received quotes from five agencies to provide the services, including Balsera Communications at \$60,000 annually, and from Boardroom PR at \$42,000 annually. Ultimately, in 2022-2023, The Trust contracted with Balsera Communications in the amount of \$48,000. Balsera Communications has managed The Children's Trust external public relations responsibilities since 2022, and has provided valuable professional support, aligned with the scope of services.

**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 **10<sup>th</sup> day of July, 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: July 10, 2023**

**Resolution: 2023-B**

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**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 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.

**Budget Impact:** Funding in the amount of \$75,000.00 for this resolution is projected to be available in FY 2023-2024.

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**Description of Services:** The Children's Trust needs to publish advertisements in the Miami Herald's printed newspaper and website to reach a broad audience throughout the year. These advertisements include announcements of the Truth in Millage (TRIM) rate, board vacancies, funding opportunities, and community activities, initiatives, events, and programs. The Miami Herald Silver Knight Awards is among the nation's most highly regarded student awards programs. It recognizes outstanding high school students who have unselfishly applied their knowledge and talents to contribute significant service to their communities. The Miami Herald Spelling Bee offers the opportunity for South Florida schools to participate in the Scripps National Spelling Bee program, with the champion representing their county in the annual Scripps National Spelling Bee near Washington, D.C.

**Background:** The Miami Herald has published print and online advertisements for The Children's Trust since 2003. The Children's Trust has also sponsored the Silver Knight and the Spelling Bee events for six and 11 years, respectively. The Children's Trust wishes to continue its relationship with the Miami Herald as it has proven to be a valuable and helpful advertising partner offering a significant return on its investment.

**Request for Procurement Waiver (requires approval of a 2/3 vote of board members present):** This resolution requests a procurement waiver from a formal competitive solicitation to expend monies to advertise The Children's Trust's TRIM information, funding announcements, activities, initiatives, events and programs, and participate as a sponsor of the 2024 Miami Herald Silver Knight Awards and Spelling Bee. A waiver is being sought because using a formal competitive process is impractical, as the Miami Herald is the only major newspaper company in Miami-Dade County that publishes daily and in two languages. Additionally, the Miami Herald extends its nonprofit rate to 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 duly passed and adopted this  
**10th day of July, 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: July 10, 2023**

**Resolution: 2023-C**

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**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 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.

**Budget Impact:** Funding in the amount of \$30,553.00 for this resolution is projected to be available in FY 2023-2024.

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**Description of Services:** Print Dynamics will be responsible for printing, sorting, boxing, labeling, and preparing 64,075 copies of The Children's Trust's parenting newsletter to be distributed to over 60 locations throughout Miami-Dade. The newsletter is a trilingual publication (English, Spanish, and Haitian Creole) distributed to select sites, including after-school programs, child care centers, faith-based institutions, and community outreach events.

**Background:** For over a decade, The Children's Trust has produced and delivered the Parenting Our Children newsletter monthly, with a special edition for the holidays (November and December combined). It is a detail-focused, precisely timed publication that reaches approximately 60,000 readers through digital and printed distribution.

Through Resolution 2022-68, the Board of Directors approved an agreement with Print Dynamics to prepare, print, and distribute the newsletter, in a total amount not to exceed \$48,000.00. Following a re-evaluation of the number of newsletter copies that were being utilized, staff adjusted the contracted amount to 64,075 printed copies for a cost of \$27,000.00. This year's quotes are aligned with the adjusted amounts.

1. Print Dynamics for a \$2,525.00 per month rate (\$27,775.00 per year, 11 months)
2. Rex Three, Inc. for a \$4,395.00 per month rate (\$48,345.00 per year, 11 months but does not include distribution service)
3. Press Miami for a \$5,643.00 per month rate (\$62,073.00 per year, 11 months)

Print Dynamics was selected for this service as its quote was significantly lower than other vendors. Additionally, it has recent experience printing the Parenting Our Children newsletter and other collateral material for The Children's Trust and has shown its reliability in fulfilling complex print work.

In addition to the quoted amount, The Children's Trust requests \$2,778.00 contingency to be added to the agreement listed above. Projects are currently cost-estimated at least 90 days before the projects start, as such this 10 percent contingency will cover additional costs that

might be incurred during the project that may not have been previously estimated. This allows for greater flexibility when completing projects.

**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 **10<sup>th</sup> day of July 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: July 10, 2023**

**Resolution: 2023-D**

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

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

**Recommended Action:** 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.

**Budget Impact:** Funding in the amount of \$36,000.00 for this resolution is projected to be available in FY 2023-2024

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**Description of Services:** Yellow Box kiosks are a highly visual and helpful tool to disseminate information about Trust-funded programs throughout the Haitian American community. Funding for Yellow Box, Inc. will provide The Children's Trust access to 15 custom-built displays in the Haitian American community and regularly restocking printed resource materials in English and Haitian Creole. Funding will also cover the display of images and videos promoting Trust-funded programs and initiatives in Haitian Creole on the video screens located at the top of the kiosks.

**Background:** The Children's Trust has utilized Yellow Box, Inc.'s kiosks to disseminate information in the Haitian American community since May 2014. Yellow Box, Inc. uses community relations and outreach specific to Yellow Box, Inc. to identify key strategic locations throughout Miami-Dade County that are believed to be the most effective for reaching the intended community. On July 18, 2022, resolution #2022-69 was approved for the Yellow Box kiosk service for the 2022-2023 fiscal year, and this resolution seeks the continuation of those services for the upcoming fiscal year.

**Procurement Policy:** Yellow Box kiosks, owned by Yellow Box, Inc., are unique and proprietary products that have grown in popularity and visibility in Miami-Dade County. Per The Children's Trust's procurement policy section 2000, General Purchasing and Procurement Policy, Exemptions to Formal Competitive Procurement Process (G-4, single-source purchases), a competitive solicitation is not required.

**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 **10<sup>th</sup> day of July, 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: July 10, 2023**

**Resolution: 2023-E**

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy – Promote citizen engagement and leadership.

**Strategic Plan Headline Community Results:** Supports all community headline results.

**Recommended Action:** 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.

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

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**Description of Services:** In partnership with The Children's Trust, Hermantin Consulting, LLC will work with the Haitian American community to design and implement culturally sensitive community-driven projects and plans. A vital facet of the work of The Children's Trust community engagement team is to focus on enhancing neighborhood conditions and building capacity to improve communal environmental factors that support youth development.

The principal responsibilities of Hermantin Consulting, LLC include:

- facilitating and participating in meetings with individuals, community organizations, professional groups, neighborhood groups, faith-based groups, corporations, and others to promote an understanding of community needs;
- promoting and raising awareness of The Children's Trust program investments;
- serving as a liaison between The Children's Trust and the Haitian American communities throughout Miami-Dade County to build relationships and further increase community awareness and engagement;
- facilitating community listening sessions, focus groups, and surveys to assist in gathering information to address issues affecting children and families;
- convening community/resident leaders to solicit cultural understanding for community issues, needs, and priorities;
- providing recommendations and action plan steps that support children and family involvement;
- working with community groups/collaborations to facilitate the development and execution of resident plans and projects;
- remaining informed about data-driven community information, demographic characteristics, growth patterns, projected municipal and community plans, and other information affecting children and families to contribute to a strategic plan;
- jointly planning and participating in the development of community-based special events;

- assisting in the planning and development of new community programs, the expansion of existing programs, and special events based on community priorities and data-demonstrated needs;
- engaging in organized youth violence prevention efforts led by the community;
- developing, maintaining, and implementing a community engagement action plan; and
- preparing reports of findings, conclusions, and recommendations to provide guidance for improved programmatic, community outreach, and engagement investments.

**Background:** The Children’s Trust established the community engagement team in 2015 to support the core values of The Children's Trust’s strategic plan to engage and empower youth, families, and the community. The team supports and promotes the mission and vision of The Children’s Trust by collaborating with various levels of community stakeholders. Contracting with a Haitian community liaison to assist these efforts has intrinsic value.

**Procurement Policy:** As was done in 2022, and per the procurement policy, section 2000-E, General Purchasing and Procurement Policy – Purchase of Goods and Services greater than \$5,000.00 and up to \$50,000.00, bids were solicited for the announced opportunity. The independent contractor solicitation was posted on The Children’s Trust website from April 21, 2023, to May 5, 2023. Additionally, the advertisement was posted on The Children’s Trust’s official LinkedIn page in April. The posting was also included as an article with a direct link to the application in April in the Haitian American Chamber of Commerce e-newsletter, which provides direct email communication to Haitian American businesses, organizations, and community members.

Last year the Trust received two responses. This year, three entities/individuals submitted bids for the opportunity: Hermantin Consulting, LLC, Caribbean Media Group, and Kathylynn Pierre Griff, Ed.D. Staff reviewed the proposals and supporting documents. One proposal (Kathylynn Pierre Griff, Ed.D) was determined by staff to be non-responsive due to it being a proposal from 2020 for a project involving Puerto Rico, not a proposal responsive to this scope of work. Interview panels were conducted with the remaining two proposers. Staff members scored the two responsive bids based on the following criteria:

- submission completeness;
- relevant professional skills and demonstrable related experience;
- proposed scope of work;
- proposed fee for the services;
- professional references provided; and
- written summary of activities and outcomes/accomplishments related to community engagement conducted in the Haitian American community.

Hermantin Consulting, LLC met the criteria listed above, submitted the lowest-priced bid, and demonstrated extensive experience providing the services requested. Hermantin Consulting, LLC has contracted with The Children’s Trust for this position since 2017, following a competitive funding process each year. Hermantin Consulting, LLC is recommended for approval again for FY 2023-2024.

**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 **10<sup>th</sup> day of July, 2023.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

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