

MIAMI BEACH

City Commission Meeting

ADDENDUM MATERIAL 1

City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive
March 16, 2016

Mayor Philip Levine
Commissioner John Elizabeth Alemán
Commissioner Ricky Arriola
Commissioner Kristen Rosen Gonzalez
Commissioner Michael Grieco
Commissioner Joy Malakoff
Commissioner Micky Steinberg

City Manager Jimmy L. Morales
City Attorney Raul J. Aguila
City Clerk Rafael E. Granada

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ATTENTION ALL LOBBYISTS

Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.

ADDENDUM AGENDA

R7 - Resolution

- R7D A Resolution Consenting To The Appointment Of Tonya Daniels As The Director Of The Office Of Communications For The City Of Miami Beach.
(Human Resources)

R9 - New Business & Commission Requests

- R9A Discussion Regarding The Coordination Efforts For Major Events On The Beachfront, Such As Spring Break And Floatopia.
(Sponsored by Commissioner Ricky Arriola)

1 The sponsor of the addendum agenda item deems that such item either constitutes a public emergency affecting life, health, property, or public safety and should be considered immediately; or does not constitute a public emergency, but should be considered immediately. See Miami Beach Code Sec. 2-12 (c)(3).

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Condensed Title:

A Resolution Of The Mayor And The City Commission Of The City Of Miami Beach, Florida, Consenting To The Appointment Of Tonya Daniels As The Director Of Communications For The City Of Miami Beach.

Key Intended Outcome Supported:

Enhance external and internal communications from and within the City of Miami Beach.

Item Summary/Recommendation:

Pursuant to the requirements of Article IV, Section 4.02 of the City Charter, it is recommended that the Mayor and the City Commission adopt the attached resolution consenting and confirming Tonya Daniels as the Director to the Office of Communications for the City of Miami Beach.

The appointment of Ms. Daniels will support any and all efforts within the Communications Department. As Director, Ms. Daniels will integrate communications efforts and enhance external and internal communication from and within the City of Miami Beach.

The Administration recommends adopting the resolution.

Advisory Board Recommendation:

N/A

Financial Information:

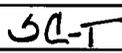
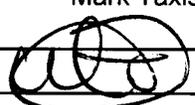
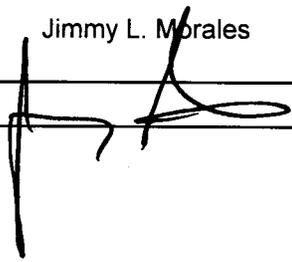
Source of Funds:		Amount	Account
<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center;"> OBPI </div>	1	NA	NA
	2	NA	NA
	3	NA	NA
	Total	NA	

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Sylvia Crespo-Tabak, Human Resources Director

Sign-Offs:

Department Director	Assistant City Manager	City Manager
Sylvia Crespo-Tabak	Mark Taxis	Jimmy L. Morales
		





MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: March 16, 2016

SUBJECT: **A RESOLUTION OF THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CONSENTING TO THE APPOINTMENT OF TONYA DANIELS AS DIRECTOR OF THE OFFICE OF COMMUNICATIONS FOR THE CITY OF MIAMI BEACH.**

ADMINISTRATION RECOMMENDATION

Pursuant to the requirements of Article IV, Section 4.02 of the City Charter, it is recommended that the Mayor and City Commission adopt the attached resolution consenting and confirming Tonya Daniels as Director of the Office of Communications for the City of Miami Beach.

ANALYSIS

Tonya Daniels began working for the City of Miami Beach as the development coordinator in 2013 after she relocated from the Chicago area. After only 18 months, Ms. Daniels was promoted to marketing, tourism and development manager in the Tourism, Cultural Affairs and Economic Development Department. While in this role, she successfully grew the sponsorship and advertising program from \$500,000 per year to over \$1 million per year; streamlined and standardized the process for contracts and forms; and began working with city departments to coordinate their marketing and media buys to receive significantly better rates and in-kind advertising from media outlets. Her efforts resulted in the addition of over \$150,000 in added-value advertising each year.

Ms. Daniels also spearheaded using promotional posts via social media to promote city events and programs, worked with Coca-Cola to create a limited edition Miami Beach Centennial Coke bottle – something Coke had not done in 10 years, worked with the Miami Herald to create a special edition; which was negotiated for free, and was instrumental in creating the City's anti-litter campaign – the first anti-litter campaign the City has ever had.

In addition, Ms. Daniels has taken the initiative in becoming a certified licensing executive, and has begun the extensive process of creating a strategic licensing plan for the City of Miami Beach and analyzing the City's logo and overall brand.

As the interim Director of Communications, Ms. Daniels has already built a strong relationship with employees in the department, organized a team-building event and started implementing changes to coordinate workflow within the department. The communications department has already started to work more as an in-house agency rather than on separate functions, allowing for a cohesive flow of communications. Ms. Daniels has an optimistic can-do attitude and lives by the motto of getting things done. She has already proven to be an effective leader and in a short amount of time has led the team to a new proactive approach of communicating. In 2001, Ms. Daniels graduated with her Bachelor's Degree and went on to receive her Master's Degree in 2012.

CONCLUSION

Ms. Daniels appointment as Director will support all communications and enhance external and internal communication from and within the City of Miami Beach. I am proud to promote Tonya Daniels as Director of the Office of Communications.

Pursuant to the requirements of Article IV, Section 4.02, of the City Charter, it is recommended that the Mayor and City Commission adopt the resolution consenting and confirming Tonya Daniels as the Director of the Office of Communications.

C: SC-T/JMT

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CONSENTING TO THE APPOINTMENT OF TONYA DANIELS AS DIRECTOR OF THE OFFICE OF COMMUNICATIONS FOR THE CITY OF MIAMI BEACH.

WHEREAS, Tonya Daniels has proven to possess the education, leadership, and visionary skills needed to lead as Director of the Office of the Communications Department; and

WHEREAS, the City Manager has appointed Tonya Daniels as the Director of Communications of the City of Miami Beach; and

WHEREAS, pursuant to Article IV, Section 4.02, of the City of Miami Beach Charter, the City Manager has power to appoint directors of the City departments with the consent of the Mayor and the City Commission; and

WHEREAS, the Mayor and the City Commission wish to consent to and confirm the appointment of Tonya Daniels as the Director of Communications for the City of Miami Beach.

NOW, THEREFORE, BE IT DULY RESOLVED THAT THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, hereby consent to and confirm the appointment of Tonya Daniels as the Director of the Communications Environment Department for the City of Miami Beach.

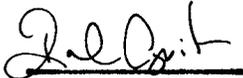
PASSED and **ADOPTED** this 16th day of March, 2016.

ATTEST:

Philip Levine, Mayor

Rafael E. Granado, City Clerk

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

 3/11/16
City Attorney Date

MIAMI BEACH

OFFICE OF THE MAYOR AND COMMISSION

MEMORANDUM

TO: Jimmy Morales, City Manager
FROM: Ricky Arriola, Commissioner
DATE: March 12, 2016
SUBJECT: **DISCUSSION REGARDING THE COORDINATION EFFORTS FOR MAJOR EVENTS ON THE BEACHFRONT, SUCH AS SPRING BREAK AND FLOATOPIA.**

Please add the above subject as a consent agenda item to the March 16, 2016 Commission meeting agenda.

Sincerely,
Ricky Arriola

MIAMI BEACH

Ricky Arriola, *Commissioner*
Office of the Mayor and Commission
1700 Convention Center Drive, 4th Floor, Miami Beach, FL 33139
Tel: 305-673-7000 x7107
www.miamibeachfl.gov

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