

To: The Honorable Mayor and City Council

From: Stephen Johnson, City Manager

Date: June 12, 2012

RE: **AUTHORIZING THE CITY MANAGER TO ALLOCATE AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000.00), TO LAUNCH AN EDUCATIONAL AND PUBLIC AWARENESS CAMPAIGN REGARDING THE BOND REFERENDUM FOR THE AUGUST 14, 2012 ELECTION**

RECOMMENDATION

The City Council authorize City Manager to allocate an amount not to exceed one hundred thousand dollars (\$100,000.00), to launch an educational and public awareness campaign regarding the bond referendum for the August 14, 2012 election

BACKGROUND

The City Council passed Resolution R-2012-66, calling for a bond referendum that will ask the City of North Miami voters whether to authorize the use of bonds to finance the renovation and expansion of the Museum of Contemporary Art (MOCA), at a cost not to exceed Fifteen Million Dollars (\$15,000,000.00). In an effort to provide accurate information to the public, the City Administration desires to launch an effective educational and public awareness campaign in accordance with Chapter 106, Florida Statutes. The City recognizes that it is prohibited from advocating for a position in support of or against the ballot question, but is limited to providing neutral, objective and accurate, factual information regarding the referendum.

Attachments

Resolution

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, AUTHORIZING THE CITY MANAGER TO ALLOCATE AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000.00), TO LAUNCH AN EDUCATIONAL AND PUBLIC AWARENESS CAMPAIGN REGARDING THE REFERENDUM THAT WILL TAKE PLACE ON THE AUGUST 14, 2012, PRIMARY ELECTION PROPOSING THE USE OF GENERAL OBLIGATION BONDS TO FINANCE THE RENOVATION AND EXPANSION OF THE CITY OF NORTH MIAMI MUSEUM OF CONTEMPORARY ART (MOCA); PROVIDING FOR AN EFFECTIVE DATE AND ALL OTHER PURPOSES.

WHEREAS, the City Council passed Resolution R-2012-66, calling for a bond referendum that will ask the City of North Miami (“City”) voters whether to authorize the use of bonds to finance the renovation and expansion of the Museum of Contemporary Art (“MOCA”), at a cost not to exceed Fifteen Million Dollars (\$15,000,000.00); and

WHEREAS, the City recognizes the importance of an educated and well informed electorate on important ballot questions and desires to launch an effective educational and public awareness campaign in accordance with Chapter 106, Florida Statutes; and

WHEREAS, the City also recognizes that it is prohibited from advocating for a position in support of or against the ballot question, but is limited to providing neutral, objective and accurate, factual information regarding the referendum.

NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:

Section 1. Authorization to City Manager. The Mayor and City Council of the City of North Miami, Florida, hereby authorize the City Manager to allocate up to an amount not to exceed One Hundred Thousand Dollars (\$100,000.00), to fund an educational and public awareness campaign in accordance with Florida law.

Section 2. Effective Date. This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED by a _____ vote of the Mayor and City Council of the City of North Miami, Florida, this _____ day of June 2012.

ANDRE D. PIERRE, ESQ.
MAYOR

ATTEST:

MICHAEL A. ETIENNE, ESQ.
CITY CLERK

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

REGINE M. MONESTIME
CITY ATTORNEY

SPONSORED BY: CITY ADMINISTRATION

Moved by: _____

Seconded by: _____

Vote:

Mayor Andre D. Pierre, Esq.	_____ (Yes)	_____ (No)
Vice Mayor Jean R. Marcellus	_____ (Yes)	_____ (No)
Councilperson Michael R. Blynn, Esq.	_____ (Yes)	_____ (No)
Councilperson Scott Galvin	_____ (Yes)	_____ (No)
Councilperson Marie Erlande Steril	_____ (Yes)	_____ (No)