

**MIAMI-DADE EXPRESSWAY AUTHORITY (MDX)
INTER-GOVERNMENTAL AND PUBLIC COMMUNICATIONS
COMMITTEE MEETING**

TUESDAY, DECEMBER 8, 2015

3:00 PM

**WILLIAM M. LEHMAN MDX BUILDING
3790 NW 21ST STREET
MIAMI, FLORIDA 33142**

SUMMARY MINUTES

Present Committee Members:

Luz Weinberg, Chair
Arthur J. Meyer, Vice Chair
Jose “Pepe” Cancio
Javier L. Vázquez, Esq.
Cliff Walters

Absent Committee Members:

Present Board Members:

Louis V. Martinez, Esq., MDX Chair
Shelly Smith Fano, MDX Vice Chair
Rick Rodriguez Piña, MDX Treasurer
Gus Pego, P.E., District VI Secretary – not present for Action items
Maurice A. Ferré

Staff Present:

Javier Rodriguez, P.E., Executive Director
Juan Toledo, Director of Engineering
Steve Andriuk, Director of Toll Operations
Carlos Zaldivar, General Counsel
Francine Steelman, Associate General Counsel
Bernardo Escobar, Special Projects Manager
Mario A. Diaz, Public Information Manager
Maria Luisa Navia Lobo, MDX Board Secretary

Consultants:

Courtney Cunningham, Commonground/MGS (“CG/MGS”)
Albert Sosa, HNTB – GEC-A
Tere Garcia, Bermello Ajamil Partners, GEC-A

CALL TO ORDER

Ms. Weinberg, Chair of the Inter-Governmental and Public Communications Committee called the meeting to order. Ms. Navia Lobo called the roll and announced that a quorum was present.

DECLARATION OF VOTING CONFLICTS

- Potential Conflict of Interest Report

Mr. Zaldivar asked if Members had any Conflicts of Interest to declare regarding the agenda. No conflicts were declared.

PUBLIC COMMENT

No public comments were received.

ACTION ITEMS

A) Approval of Summary Minutes:

- Inter-Governmental & Public Communications Committee Meeting of September 24, 2015

Mr. Vazquez moved to approve the Summary Minutes. Mr. Meyer seconded the motion. The motion was unanimously approved.

B) Endorsement of the Sponsorship Agreement with Univision

Mr. Zaldivar read the agenda item into the record. Mr. Diaz informed Members that Univision and its radio station affiliates, presented MDX with an opportunity to leverage its #1 rated local TV programming through various media placement opportunities. Univision will place MDX's messages in: traffic report sponsorships, positive talent conversational content integration, strategic interviews, and make Univision talent available for MDX's public service announcements. Other digital opportunities, such as website banners and social media posts on Univision's social networks will also be included in this partnership. The total value of Univision partnership contribution is \$428,900.

As consideration for Univision's sponsorship, MDX will co-brand 7 of 14 MDX Road Ranger vehicles with Univision's logo and talent picture(s). The new vehicle wrap design will also feature the MDX logo and required Road Ranger messaging. MDX will also add Univision's sponsorship acknowledgments to the 15 MDX Road Ranger awareness signs on the expressway system. The total cost provided by MDX through this partnership is \$55,000.

The sponsorship agreement with Univision affords MDX a rare opportunity to leverage a local and national media outlet to further MDX's community education efforts. Univision's Ms. Monica Rabassa addressed the Committee regarding the opportunity provided by the sponsorship agreement for both Univision and MDX.

Mr. Diaz entertained questions from Members. The item was thoroughly discussed.

Mr. Cancio moved to endorse the sponsorship agreement with Univision. Ms. Smith Fano seconded the motion. The motion was unanimously endorsed.

DISCUSSION ITEM

A) Legislative Update

Mr. Rodriguez gave an update on House Bill 299 and Senate Bill 574. The State's legislative session begins on January 14, 2016.

Mr. Rodriguez informed Members that he and staff met with legislators in Tallahassee.

He clarified that the Expressway Authority Act includes language regarding the multimodal transportation concept, transportation redevelopment zone and Florida Department of Transportation's federal funding.

Mr. Ferré asked the Committee to make a motion authorizing the Executive Director to work with the Miami-Dade Legislative Delegation to develop legislation that would provide MDX with the "legal tools" to become a county-wide agency for planning and implementing multimodal transportation projects, in accordance with the general principals of MDX's Strategic Plan.

Mr. Rodriguez entertained questions from Members.

Mr. Vazquez moved to accept Mr. Ferré's recommendation. Mr. Cancio seconded the motion. The motion was unanimously approved.

ANNOUNCEMENTS

- Board of Directors Meeting, 12/8/15 at 4:00 p.m., William M. Lehman MDX Building
- Attorney/Client Privilege meeting (Shade Meeting) Re: ETCC Litigation, 12/16/15 at 10:30 a.m., William Lehman MDX Building, Dolphin Conference Room
- Operations Committee Meeting, 1/20/16 at 1:00 p.m., William Lehman MDX Building, Board Room
- Board Meeting, 1/26/16 at 4:00 p.m., William M. Lehman MDX Building, Board Room

ADJOURNMENT

Ms. Weinberg adjourned the meeting. Minutes prepared by Maria Luisa Navia Lobo, MDX Board Secretary.