

RESOLUTION NO. 15- 1342

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF MIAMI LAKES, FLORIDA, AUTHORIZING THE TOWN MANAGER TO ENTER INTO AN AGREEMENT ON BEHALF OF THE TOWN WITH THE EASTON GROUP, INC. AND THE GRAHAM COMPANIES FOR A MIAMI LAKES MARKETING CAMPAIGN; PROVIDING FOR EXPENDITURE OF \$50,000 OF BUDGETED FUNDS; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Miami Lakes (the “Town”) wishes to expand its economic development efforts towards business recruitment to promote growth and increase job opportunities within the Town; and

**WHEREAS**, The Easton Group, Inc. (the “Eastons”) and The Graham Companies (the “Grahams”) are two of the Town’s largest commercial landowners who have agreed to partner with the Town to create and execute a marketing campaign to promote economic development and business expansion in the Town; and

**WHEREAS**, the Eastons, the Grahams, and the Town have each agreed to contribute \$50,000.00 for a total of \$150,000.00 to be used to market the Town to prospective residential and commercial tenants and buyers; and

**WHEREAS**, the Eastons and the Grahams have selected a highly regarded firm, Ronin Advertising Group, to create and execute the Miami Lakes Marketing Campaign (“Marketing Campaign”) for creative development and campaign management in order to market Miami Lakes as an attractive and favorable location in South Florida to locate businesses and conduct business and to attract more commercial/business inquiries to brokers;

**WHEREAS**, the budget for the Marketing Campaign is \$150,000.00; and

**WHEREAS**, the Eastons, the Grahams, and the Town have agreed that they will each contribute \$50,000.00 towards the Marketing Campaign, with the Town’s \$50,000.00 contribution being used directly for payment of media costs and advertising expenses; and

**WHEREAS**, the Town is authorized to expend public funds to attract and retain business enterprises toward the achievement of economic development goals; and

**WHEREAS**, the Town Council finds that it is necessary and in the public interest to facilitate the growth and creation of business enterprises in the Town and that expending

\$50,000.00 for the Miami Lakes Marketing Campaign will assist in achieving the Town's economic development goals; and

**WHEREAS**, the Town Council has determined that approval of this Resolution is in the best interest of the residents and citizens of the Town.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF MIAMI LAKES, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals.** The foregoing recitals are true and correct and are incorporated herein by this reference.

**Section 2. Approval of Agreement.** The Town Council hereby approves of the Agreement between the Town of Miami Lakes, The Easton Group, Inc., and The Graham Companies, attached hereto as Exhibit "A."

**Section 3. Authorization of Town Manager.** The Town Manager is authorized to execute the Agreement attached hereto as Exhibit "A" on behalf of the Town with The Easton Group, Inc. and The Graham Companies, together with such changes as may be acceptable to the Town Manager and approved as to form and legality by the Town Attorney. The Town Manager and the Town Attorney are authorized to take all steps necessary to implement the terms and conditions of the Agreement and this Resolution.

**Section 4. Authorization of Fund Expenditure.** The Town Manager is authorized to expend up to \$50,000.00 of funds previously budgeted for Fiscal Year 2014-2015, and which the Manager is authorized to carry over to and use in Fiscal Year 2015-2016, to implement the terms and conditions of this Resolution.

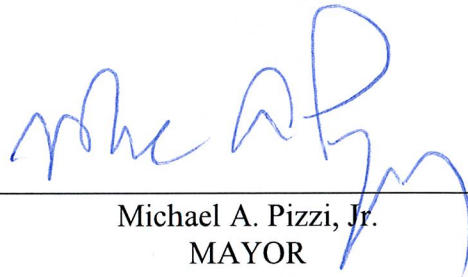
**Section 5. Effective Date.** This Resolution shall become effective immediately upon adoption hereof.

**(THIS SPACE INTENTIONALLY LEFT BLANK)**

**PASSED AND ADOPTED** this 1<sup>st</sup> day of December, 2015.

The foregoing resolution was moved for adoption by Mestre. The motion was seconded by Mingo and upon being put to a vote, the vote was as follows:


Mayor Michael A. Pizzi, Jr.	<u>YES</u>
Vice Mayor Tim Daubert	<u>YES</u>
Councilmember Manny Cid	<u>YES</u>
Councilmember Tony Lama	<u>YES</u>
Councilmember Ceasar Mestre	<u>YES</u>
Councilmember Frank Mingo	<u>YES</u>
Councilmember Nelson Rodriguez	<u>YES</u>

  
\_\_\_\_\_  
Michael A. Pizzi, Jr.  
MAYOR

Attest:

  
\_\_\_\_\_  
Gina Inguanzo  
TOWN CLERK

Approved as to form and legal sufficiency:

  
\_\_\_\_\_  
Raul Gastesi, Jr.  
Gastesi & Associates, P.A.  
TOWN ATTORNEY

**EXHIBIT A**