

**MINUTES OF MEETING  
SOUTH-DADE VENTURE  
COMMUNITY DEVELOPMENT DISTRICT**

The regular meeting of the Board of Supervisors of the South-Dade Venture Community Development District was held on Thursday, February 12, 2009 at 3:00 p.m., at the Watersone Clubhouse, Phase II, 1355 Waterstone Way, Homestead, Florida.

Present and constituting a quorum were:

Alex Diaz de Villegas	Chairman
Kimberly Felipe-Ochoa	Vice Chairman
Monica Elliott	Assistant Secretary
Sonia Castro	Assistant Secretary
Curtis Cooper	Assistant Secretary

Also present was:

Michael Pawelczyk	District Attorney
Paul Winkeljohn	District Manager
Dennis Baldis	Governmental Management Services
Jay Abbazia	Broadband Agreement Specialist, Inc.
Morelea Correa	Broadband Agreement Specialist, Inc.

**FIRST ORDER OF BUSINESS**

**Roll Call**

Mr. Diaz called the meeting to order and called the roll.

**SECOND ORDER OF BUSINESS**

**Ratification of Notice of  
Invitation to Bid for  
Guardhouses**

Mr. Diaz: Moving on to item No. 2 Ratification of Notice of Invitation to Bid for Guardhouses, Mr. Manager?

Mr. Winkeljohn: Yes, as a matter of procedure you probably know that we've issued the request for proposals for the vertical portion of the guardhouse project, it was

discussed at our last meeting that we would do that and the fact that we've already initiated it, so we would just need a ratification by vote. We've already had eight pickups or maybe even nine as of today.

Mr. Diaz: Ok so can we entertain a motion to approve the invitation to bid?

Mr. Pawelczyk: A motion to ratify the notice of invitation to bid for the guardhouses would be sufficient.

On MOTION by Ms. Felipe-Ochoa seconded by Ms. Elliott with all in favor, ratifying the Notice of Invitation to bid for guardhouses was approved.

Mr. Diaz: Next item Mr. Manager.

### **THIRD ORDER OF BUSINESS**

### **Consideration of Proposal with Broadband Agreement Specialists, Inc.**

Mr. Winkeljohn: Ok at our last meeting you introduced a proposal from the broadband agreement specialists and counsel suggested that we invite them to give a presentation and they are here today to do just that.

Mr. Pawelczyk: Let me just give an update before they start. As you know, we negotiated or have been working on an agreement with Comcast to deal with the three folio numbers that comprise the District roadways, which are essentially the main roadways in this community. There is fiber, or cable or something that is already in the ground and it's been in the ground since the development was first started. Apparently it had something to do with Lennar operating its own cable company of some sort and that Comcast has acquired that system and I guess Lennar never provided for the proper easements within the rights-of-way and this extends beyond the District property and goes to the HOA property which the District had nothing to do with. As you know, other than the main roadway those are HOA roadways, or private roads there. So we came up with an agreement and my last conversation with Ryan Loftus at Comcast was a voicemail he left for me earlier in the week, in which he said their counsel is still reviewing our changes,

well the changes were minimal I don't know why it's taking them so long, so I did not rush to call him back knowing that I had spoke with Jay Abbazia and knowing that he was coming here today to make a presentation, so I just wanted to give that overview. Jay does have a background in this broadband area and I think is going to possibly propose a way where he'll go in and try to negotiate for you, and you can correct me if I'm wrong in your presentation, to see if we can basically obtain additional compensation or more fair and reasonable compensation based on his experience for the use of our rights-of-way and he would get paid on some sort of contingency basis, depending on what is recovered, so with that and Alex brought this to you at the last meeting and in talking with Jay and with Alex, it's probably a good thing for you guys to hear, especially since Comcast has in my opinion, pretty much dragged its feet. Comcast also and it's often difficult to explain to them, that the District has no authority over those private roads, inside the individual gates. All I'm saying is that, it's HOA property, so if there's fiber in those HOA roads, that's between Comcast and the individual association, that has nothing to do with the District. There's nothing we can do about that unless we take some sort of lead in negotiating a final agreement, but I don't even know if we have the power to do that. Unless there are any questions, maybe you should hear what Jay has to say and go from there.

Mr. Abbazia: I think Mike has given a very good overview position on what I do. Normally I present extemporaneously for issues to associations, but since this one is a little bit more complex I'd like to read some of the things I jotted down on paper to make sure I get it right. My background is that I've worked for the local cable companies for about 25 years, up until recently about 8 months ago. I worked for TCI years ago, which is now Comcast that controls this property. What I do now is I represent associations and help them go through their agreements and figure out what their obligations are, what their activities are and a lot has changed in the last couple of years. All the cable and video agreements from telephone companies as well are now non-exclusive because SEC changed the rules at the end of October in 2007. The state of Florida had stayed with franchising last year and so now all the providers can provide service anywhere in the

state that they are registered. Various options are available to property owners that have multiple owned properties in gated communities and in private communities such as private systems that now put full service networks in and fibers in homes for TV, internet and so forth, as well as satellite and the cable company, so with that said, that's what I do and that's what my background is. As far as the CDD goes and I came down to see Alex about Waterstone and his particular subdivision that he lives in and when we were speaking he started to tell me about the CDD and apparently as I listened to him to the basic information it was apparent that there seems to be something that may not have been equitable with the fair use of property by the CDD. As I understand it there are 16 sub-associations which control their own land within the associations, two masters, and only two clubhouses and pools and the CDD. Lennar built the community, they own the cable company and this is where it started to get muddy, so Lennar owned the cable company and for whatever reasons they hadn't divested those company assets and they went to Adelphia and Adelphia was sold to Comcast and along the way all the infrastructure was built in the CDD to deliver services to the individual communities, but for some reason the access rights were never contracted and therefore that's what you've been discussing with Mike who has also been discussing this with Comcast, to try and do the paperwork in arrears. The issue is they're using the CDD property for profit, without legal easement or access rights from the CDD. It boils down to the company isn't provided any compensation in the past or in the future and without the access they would not be able to provide the services to the homes, so they couldn't get to the 2,269 homes. Most of the associations probably have the appropriate access, but the CDD for some reason didn't have it. They're generating evidence, a lot of evidence, the CDD maintains the property, the homeowners pay into the debt service for the CDD, they pay a maintenance to maintain this, but the cable provider, Comcast is getting free access and they're making money and when I estimate the money that they're making off of 2,200 homes and you say roughly 60% subscribe to some combination of video high speed internet access and phone service, the average revenue per customer based upon the history average is about \$70 a month. If you take that and multiply that it works about to

about \$92,000 a month or about \$1.1 million a year and over 10 years that's \$11 million dollars and that's a lot of money. So the opportunity that we see for the CDD is on a contingency fee basis we would represent the CDD and we would go back and negotiate reasonable and equitable compensation from Comcast in exchange for long term access rights.

Mr. Pawelczyk: It's also important to note that it's not just cable in here, they're providing high speed internet here, all the guardhouses, they're providing access so we can run our security system from those locations as well, it's not much but it is more than just providing cable TV to the two clubhouses.

Mr. Abbazia: To give you an analogy, if this were a homeowners association, and you had a couple of thousand homes in a homeowners association, in exchange for the fair use of the land and the signing of the agreement to where they would make profit, they would pay either some type of signing bonus in exchange for the access rights of the property, or some type of revenue sharing, as a portion of revenues that they make. Now in a homeowners association or a condo association, they can range anywhere from \$25 to \$125 per home, so our proposal is to represent the CDD on a contingency basis, so say 25% and if we don't get anything on behalf of the CDD, then we're not due any compensation. All the clients that we work with ultimately decline to make decisions as to what works and whether they choose to sign it or not. So in closing, it's an issue of negotiating equitable compensation from a public company which generates the profit to the land and we want to represent the CDD for the purpose of negotiating compensation. A final note to mention which is separate and apart from this but I will mention it to you, is that access rights are incumbent upon any provider's service which also could potentially, such as AT&T, formerly Bellsouth, which is currently deploying video services in Dade, Broward and Palm Beach Counties right now and it is a new IP base, so whether or not AT&T has access rights for that land as well is another thing that the CDD may want to evaluate at some time, separate from this discussion.

Mr. Winkeljohn: So in a scenario where you're able to get in position to negotiate with the cable provider, would you be able to set some sort of index?

Mr. Abbazia: Well they can't just band something because these people receive services on an individually billed basis and under the guidelines, and these are franchise guidelines, and federal guidelines, but basically the franchise guidelines say that all residents that receive services on a retail basis must receive non-discriminatory pricing, so everybody that lives in the general area that they provide pays the same thing, so in a standard package of package A for individual service, if it's \$50, it is \$50 everywhere they service.

Ms. Felipe-Ochoa: So basically the bottom line here is that Comcast could actually be paying us for signing this agreement?

Mr. Pawelczyk: Well, we cannot enter into a revenue sharing agreement, that would be in violation of the law for a CDD to do that. However, we can be compensated for the use of our right-of-way, so there's really two ways to do it, like Jay said, do a onetime lump sum payment for 10 years which is probably a good way to do it, or do it based on a license fee, where they pay a reasonable fee for the use of their rights-of-way. I personally would rather have and I'm sure Paul shares this idea, a lump sum payment because I'm not going to chase you next year when you don't pay it.

Ms. Felipe-Ochoa: I agree with that.

Mr. Pawelczyk: Yes, so give me a onetime payment for 10 years that I, as a District, can go use that money for something for the District such as a capital improvement or whatever I want to use it for and to answer Kim's question on how we can make it happen, I don't know if you have a proposal based on a percentage of your fee. Is the fee based on what is collected, does the percentage go up?

Mr. Abbazia: It's not, it's straight at 25%, it's whatever I get.

Mr. Pawelczyk: Ok and maybe the best way to do it, and I haven't seen the agreement, it's more of a confidentiality agreement, but Jay and I had talked briefly, and this is the way they do things, if he goes out and he gets a certain amount, and he comes back to you next month and says, the most I was able to get was \$1,000, then it comes back to you to decide if you want to take the \$1,000 and pay him \$250 and keep the \$750, and you can also say no, it's up to you, you're not obligated to take that deal, you're basically

giving him the charge, go back out and get what you can get, bring it back to us so we can approve it. The fact that we didn't know they didn't have the authority to be here when we started this in the beginning, we would never have known if Comcast hadn't contacted us.

Mr. Winkeljohn: So from an action standpoint I'm getting a sense that the board might like to enter into agreement?

Ms. Felipe-Ochoa: Yes, but less than 25%.

Mr. Diaz: Ok can we vote on that?

Ms. Felipe-Ochoa: Yes, I think we need to vote on that.

Ms. Elliott: I think it's an excellent idea to have them dig into it and I'm fine with the 25%.

Mr. Winkeljohn: Do we have a motion to authorize and execute an agreement in form, subject to legal review?

On MOTION by Ms. Elliott seconded by Mr. Cooper with 4 in favor, 1 opposed, authorizing Broadband Agreement Specialists, Inc. to enter into an agreement with Comcast to provide right-of way access for cable services subject to legal review was approved.

Mr. Pawelczyk: Ok, I'll send Paul the latest version of the agreement and I think the direction of the board initially is to try to keep what we have and try to get additional compensation for the access rights, and approach them about another channel.

Mr. Winkeljohn: That's really the point I'm trying to make, to add on to where we were and move forward.

## **FOURTH ORDER OF BUSINESS**

### **Staff Reports**

Mr. Winkeljohn: Next we have Staff Reports, Mike?

#### **A. Attorney**

Mr. Pawelczyk: Well I gave my big report on Comcast and I don't really have anything further to report for this District. There are a couple of agreements, the revocable

license agreements, we're still waiting to get those back signed from the two associations, but I think that's really about all I have.

Mr. Winkeljohn: Ok is that it Mike?

Mr. Pawelczyk: That's it.

### **B. Engineer**

Mr. Winkeljohn: Alright for the engineer, you probably know that we've been working quite diligently on your gatehouse project and since the approval from the planning and zoning department we had to accomplish quite a bit of documentation of how they wanted the plans to look to be submitted to the city commission which is meeting today, so that's going fairly well. We've already approved the ratification of the invitation to bidders, the civil drawings and as you may know we've done civil drawing #1 in front of the school and the detail drawings were being finalized following the last planning and zoning approval, so those are done and they were submitted to the architect, combined and submitted to the county. The fire department still has a formal review of the plans, the county traffic department has a review of the plans, but we don't anticipate any significant comments or changes to the plans, that's why we authorized the bidding because we feel pretty comfortable that any minor changes would change the bid. We've actually submitted for a dry run to the city of Homestead for the vertical portion, just so we could eliminate any surprises and have time to change plans before we sign a contract with a successful bidder. I've received approval from the mechanical inspector so the air conditioning and everything was fine. They review structural and there were four comments about structural which were basically notations that they wanted added to the plans, nothing substantive. However, the city realized after they were reviewing this project that they don't review projects that aren't approved already by the city council and planning and zoning finally, so they actually stopped reviewing at that point and they put them in the denied pile and as soon as Tuesday's meeting goes favorably as we expect, that will go back into the review pile and they'll finish the electrical and plumbing reviews. I'll get the plans back, we'll update the plans with those comments and then the contractor will submit them and pull the permit to build. In the interim, our civil engineer

with the civil construction firm will have a price back to us in the next week or so on his side of it, per his unit pricing from the bids and our engineer will do that at the same time and so we'll compare the two numbers, we'll negotiate the two, I'll bring back a change order for you, hopefully in early March for execution and then he'll pull a permit and start the civil. His finish date is March 8th as of right now on this side, so that should tie him out pretty well within a week or so of him starting over on the Boulevard.

Mr. Diaz: And so we are going to start on the Boulevard?

Mr. Winkeljohn: Yes, I like the boulevard first because there is less traffic and such so he's probably going to start there.

Mr. Diaz: Just on a side note and relative to the Boulevard, Dennis and I were on site today and we wanted to bring back the issue of two sides as you enter the Boulevard and how inconsistent it is with the other two main entrances and I think that we can incorporate this once we know the price of the final bid, to have some kind of design on both sides of the entryway incorporated into this project, but we really have to think about it now because there's going to be some tree relocations?

Mr. Winkeljohn: Yes, there are tree relocations on both sides of the Boulevard.

Mr. Diaz: Well Corrine was with us today and she was telling us where she was going to put those trees and that would have affected that entry feature so I want to make sure that we time it and plan it correctly and maybe just put those trees somewhere else maybe for now?

Mr. Winkeljohn: Ok well I'll talk to her and see how she is reacting to your observation.

Mr. Diaz: She didn't have berms in the equation here.

Mr. Winkeljohn: She moved these trees, the relocations are actually closer to 137th and so there really wouldn't be a berm right at that point. The berm would start right around the gates and would be inbound.

Mr. Diaz: I think the opposite because if you're going to put those trees there, put the berms at the beginning to add more height to those to conceal those two-story townhouses that are there to add more of a buffer, but she said they would grow as high

as 60 feet in forty five years which is too long to create a landscape buffer. Isn't that what she said Dennis?

Mr. Baldis: That's what she said but we also discussed putting a trellis or two type arches over the sidewalk similar to what Malibu Bay has up front.

Mr. Winkeljohn: I understand what the issue is and so I'll talk to her.

Mr. Diaz: I know we can't do the exact same thing, but it needs to be similar to what we have at the other two entrances like the coral veneers and maybe one of those half rounded potters in the front so that it's somewhat similar.

Mr. Winkeljohn: So her design needs to anticipate that even if it's not in the scope of what we can handle at this other entrance, but I'll reinforce that concept with her.

Mr. Diaz: Ok.

Mr. Winkeljohn: So no action is needed by the board, I have those notes. Is there anything else for me or the engineering topic?

Mr. Diaz: No.

### **C. Field Manager - Management Report**

Mr. Winkeljohn: Ok Dennis?

Mr. Baldis: Yes, the light pole that's in our easement, I still haven't heard back from the company for Portofino Lakes and FPL stated it's their pole, they put it in, they're the only one that can remove it. I also have an AEW that I was asked to bring to the board for putting in bougainvillea along this area here. It's for \$6,717.22 and that's for 65 seven gallon mixed bougainvilleas and 300 feet of trip line to irrigate.

Mr. Diaz: Can we do three gallon instead?

Mr. Baldis: Sure you can.

Ms. Felipe-Ochoa: Why are those bougainvilleas needed there at this time?

Mr. Baldis: The idea was that as you sit there you look across the lake and you see the turnpike as so I'm bringing a proposal that I was asked to bring.

Mr. Winkeljohn: There were actually two issues.

Mr. Diaz: Yes, there were two parts that actually drew us to that area, the first part was a security issue where they took down the barbed wire fence and there was a mattress

to go over from the turnpike and we saw there was vulnerability because someone from the other turnpike might jump over that fence and go into the neighborhood.

Ms. Felipe-Ochoa: So there is a security purpose for it.

Mr. Diaz: And the second issue was, and there's a bench there now which faces lake #7, and your view is a bunch of cars and trucks going back and forth on the turnpike and I know it's expensive but it's a very large tract of land.

Ms. Felipe-Ochoa: I say we wait until we see what happens with the construction, because we have so much landscaping to do, it's going to be very expensive, so I say we wait.

Mr. Baldis: This is just something that came up when we did our drive through, we see things that may need improvement and then I just bring them to the meeting for discussion.

Mr. Diaz: So Dennis we can just table it for now and then bring it up later.

Mr. Baldis: Ok that's fine.

Mr. Diaz: Honestly, and I see Kim's point too, but we're literally looking at, by this time next month, we'll know because you'll have the bids and the board should be able to vote by this time next month.

Ms. Elliott: I'd be ok with waiting a month.

Mr. Diaz: It depends on ValleyCrest's availability, I believe starting Monday they're going to be doing the road widening, landscaping for the week and so they're going to be tied up with that for a while.

Mr. Winkeljohn: Yes.

Mr. Diaz: Go ahead Dennis.

Mr. Baldis: Ok we're going to be changing out the annuals right before Easter to orange and yellow marigolds. Ok Alex I don't know if you want to bring up the fence issue?

Mr. Diaz: Sure, let's give it a shot.

Mr. Baldis: Ok.

Mr. Diaz: I wanted to re-entertain the issue of the fence here at the Waterstone II clubhouse and the reason for that was because and I understand some people's point about spending money and all this other stuff, but in reality we utilize the Waterstone II clubhouse a lot and a lot of their resources and they've been more than generous at providing that kind of support for the clubhouse, and I don't see inequality with other HOA's or anybody else because nobody else is providing storage, fax, phones and meeting space and all the resources for over three years, so I think it's easily arguable that I think it's reasonable that they ask for that.

Ms. Felipe-Ochoa: How much? Can we wait?

Mr. Baldis: I have quotes from August, of \$1,498 to do the job and I have another quote for \$2,275.

Mr. Winkeljohn: It's a different kind of fence.

Ms. Felipe-Ochoa: What is it going to look like?

Mr. Diaz: It's iron.

Mr. Winkeljohn: It will match their fence.

Ms. Felipe-Ochoa: It's an iron fence?

Mr. Diaz: It's white with a gate door.

Ms. Felipe-Ochoa: I'd like to know what the thoughts of the other board members are. I understand your position, and I understanding that you're representing them, and while yes, Waterstone II clubhouse has been more than generous to the CDD, I wouldn't mind having that fence there, however it will be viewed by other communities if they knew who paid for that fence and we all know it's going to come out, and then that will just reek more animosity that we already feel and that's why I don't think it's a good idea.

Mr. Diaz: I don't know you could argue that every community has had a fence put in to block trespassing along the lake sides.

Ms. Castro: And you could also argue that there will always be people who are going to complain and whoever is at fault, they're going to talk regardless, they're always going to find something to criticize us for. Let me see the numbers please?

Mr. Baldis: Ok let me just finish with the quotes first. I have two quotes from two different companies and today I spoke to one of the companies because I think they do a little bit better work.

Ms. Castro: What is the number?

Mr. Baldis: The low number we had is \$1,490.

Ms. Castro: I want the one that is going to do a good job, not the lowest.

Mr. Baldis: Well his number, was re-submitted in October it was \$2,275 and I spoke to him today and he was going to re-work his numbers and come back to me with a number by tomorrow.

Mr. Pawelczyk: Based on the current conditions most of those contractors are looking for work, so their prices are generally lower than what they were back in October.

Mr. Cooper: Is there a way that we can obtain a quote from the one that's doing our fencing now?

Mr. Baldis: I can do that too.

Mr. Cooper: And then make a decision maybe at the next meeting when we have the quotes in front of us.

Ms. Castro: Or can we make a motion to approve an amount not to exceed?

Mr. Winkeljohn: You could move to authorize Dennis to enter into an agreement to install the fencing not to exceed a particular number and then he can pick which contractor, just like he can buy items for you for \$500 and in this one case you would be saying, Dennis buy us a fence not to exceed a certain number and let him just solve the problem.

Mr. Cooper: Is the situation going to change whether or not we find out how much the guardhouses are going to be? I don't think so, but if you want to make a motion not to exceed \$3,000 that would be fine.

Mr. Diaz: Well, I think not to exceed \$2,000.

Ms. Castro: I would say \$2,200, or whatever the number was.

Mr. Diaz: I think \$2,000 is fair.

Mr. Pawelczyk: Well \$2,200 was the quote.

Mr. Baldis: Well, it's going to be lower than that.

Mr. Pawelczyk: Well, can I just throw something out there, if you give a not to exceed of \$1,900, and if it's higher than that then he's got to bring it back to the board at the next meeting in 14 days anyway, that way if the contractor comes back at \$1,950 or \$2,000 Dennis is going to say to him that they only authorized me to \$1,900 will you do it for \$1,900 and it's only \$100 but from a negotiating standpoint if you're going to do this in the future, that is sometimes a good way to do it if you don't need it right away.

On MOTION by Ms. Castro seconded Mr. Cooper by with all in favor, authorizing District staff to select a contractor and enter into an agreement not to exceed \$1,900 for the installation of a fence at Waterstone II Clubhouse was approved.

Mr. Winkeljohn: Anything else Dennis?

Mr. Cooper: I do have a question do we have any issues with the other clubhouse as far any foot traffic going around there?

Mr. Diaz: We do, and that's a good question, we do, but the problem is the area is owned by South Florida Water Management, where they're traversing, the foot traffic and so there's not much we can do about it because they won't let us build a fence on their property. This here is owned by the CDD so we can do something about it. Now if you want to talk about being equitable between the two clubhouses, just recently we spent a good amount of money fixing up the entrance to their clubhouse flowers that we're going to continue doing so every time we change the flowers, so they're getting something that this clubhouse isn't getting, they're getting all those flowers changed out, every year, three times a year.

Mr. Winkeljohn: Anything else Dennis?

Mr. Baldis: That's all I have.

#### **D. Manager**

Mr. Winkeljohn: Ok and I've already taken care of the manager's report when I reported for the engineer today.

**FIFTH ORDER OF BUSINESS**

**Supervisors Request and Audience Comments**

Mr. Winkeljohn: That brings us to Supervisors Requests or Audience Comments?

Mr. Diaz: I do have some comments, one we're in preparation for Waterstone Living spring issue, should you guys have anything or your HOA's have anything and I've put out emails to everybody, but I very rarely get any responses back. The city is interested in participating this time and so is the Homestead Community College, but some of the ideas we have for the next issue is the traffic signal, the new traffic signal that the county is putting in at 137th Avenue and Waterstone Way, and the road construction will hopefully be completed and we can have that article in there as well, in addition to the advertisement of our town hall meeting on April 24th at 6:30 p.m. We have also reached out to other people and people have responded back that they want to start advertising and so that segways into the next item which is, do we want to expand Waterstone Living to 12 pages versus the 8 pages we currently have? Currently we pay for bulk, for 8 pages we pay \$3,345.20 with mailings and everything.

Ms. Felipe-Ochoa: What was our budget amount because I think we may be over budget already?

Mr. Winkeljohn: I don't know, I'd have to look and I don't have financials yet for this month but what is the difference in the two prices Alex?

Mr. Diaz: It was \$3,345.20 for the regular 8 page bulk mail, and to go to 12 pages it would be \$4,356, which is roughly a little over \$1,000 more.

Mr. Winkeljohn: Half of which potentially might be picked up in advertising.

Mr. Diaz: Correct.

Ms. Elliott: Can we find the other half somewhere?

Mr. Diaz: Yes, especially if you guys know of anybody.

Ms. Felipe-Ochoa: Yes, I know of a couple people they may want to advertise.

Mr. Diaz: What I've been doing is going to businesses that I normally would go to like the dry cleaner, or Big Daddy's and I say look we have our community magazine and 2,500 issues get printed out and we have all of Waterstone and if you're interested just contact Paul Winkeljohn.

Mr. Pawelczyk: One thing that I see because I've gotten it in the mail, but that will stick around the home for a while as opposed to a newspaper which just gets thrown into a recycle bin because it's presentable.

Mr. Diaz: So at this point do we want to expand this magazine, it's an extra \$1,000 but I think it's a great marketing tool.

Mr. Winkeljohn: Ok well I think we have direction, if we can sell the ads we can go with the 12 pages, we don't need any vote or action.

Mr. Diaz: Now the other thing I want to bring up also is that we currently have a graphic artist/photographer that we're hiring for this and that's a cost that we initially didn't budget for, but as you can see it's worth the cost and it's probably about \$60 an hour.

Mr. Winkeljohn: Yes, he doesn't eat a lot of time, he's very quick and it pays for it.

Mr. Diaz: Yes and the things that John Anderson does is anything having to do with our image are graphics and if you have recently gone to the website, the website now has a Q&A section.

Mr. Diaz: Just one more item, John Anderson will be at the council meeting on Tuesday and we want to do a feature story on this because this is a historical moment for our community, so if you could bring a few supporters to the council meeting and I'm asking for about 5 people from each of us, so that we go there and it looks nice so that we have a big crowd of people to cheer if it does get approved. Number two Mr. Anderson will be here at the next meeting for our official CDD photos for the website and his idea which I like is to make it very casual, so he's asking if you could come very casually dressed, not a suit because he says it's too stuffy and he can air brush, he can do all those things that you want to do to your photo, perfect hair, perfect face, perfect everything, so don't worry about any blemishes, so he'll be here on the 26th. Ok is there any other business today?

Mr. Winkeljohn: No, we're good, thank you.

February 12, 2009

South-Dade Venture CDD

**SIXTH ORDER OF BUSINESS**

**Adjournment**

Mr. Diaz: Ok then we would just need a motion to adjourn the meeting.

On MOTION by Mr. Cooper seconded by Ms. Felipe-Ochoa with all in favor, the Meeting was adjourned.

---

Secretary / Assistant Secretary

---

Chairman / Vice Chairman

**NOTES:**

~ Town Hall Meeting scheduled for April 24, 2009 at 6:30 p.m. (this will need to be advertised)

**Agenda Items:**

~  
~  
~