



Finance & Operations Committee Meeting

Thursday, June 3, 2021
3250 S.W. 3rd Avenue (Coral Way)
United Way – Ryder Room
"Virtual Meeting via Zoom Webinar"
9:30 a.m. – 11:00 a.m.

Board of Directors

Kenneth C. Hoffman
Chair
Pamela Hollingsworth
Vice-Chair
Mark A. Trowbridge
Treasurer
Karen Weller
Secretary

Edward Abraham, M.D.
Magaly Abrahante, Ed.D.
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Matthew Arsenault
Daniel Bagner, Ph.D.
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Hon. Danielle Cohen Higgins
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Morris Copeland
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Nicole Gomez
Valrose Graham
Mindy Grimes-Festge
Nelson Hincapie
Tiombe Bisa Kendrick-Dunn
Marissa Leichter
Annie R. Neasman
Susan Neimand, Ed.D.
Hon. Orlando Prescott
Javier Reyes
Emily Rosendo
Hon. Isaac Salver
Sandra West

David Lawrence Jr.
Founding Chair

James R. Haj
President & CEO

County Attorney's Office
Legal Counsel

AGENDA

9:30 a.m. **Welcome and opening remarks**

Mark Trowbridge
Committee Chair

9:35 a.m. **Public Comments**

Mark Trowbridge
Committee Chair

9:45 a.m. **Approval of May 6, 2021 Finance & Operations
Committee minutes summary**
(Addl. Items packet, Pg. 3)

Mark Trowbridge
Committee Chair

9:50 a.m. **Preliminary Budget for FY 2021-22**

June 1 Ad-valorem tax estimate

James R. Haj
President/CEO
William Kirtland
Chief Financial Officer

10:10 a.m. **Communications Presentation**

James R. Haj
President/CEO
Ximena Nunez
Director of Communications

10:20 a.m. **Resolutions**

Mark Trowbridge
Committee Chair

Resolution 2021-A: Authorization for a procurement waiver from a formal competitive solicitation to expend monies to be paid to the SIJ Holdings, LLC d/b/a The McClatchy Company, LLC, parent company of the Miami Herald, for services rendered by the Miami Herald to advertise The Children's Trust's truth in millage rate, board vacancies and other advertisements related to funding announcements, activities, initiatives, events and programs, in addition to the 2022 Silver Knight and Spelling Bee sponsorships, in a total amount not to exceed \$75,000.00 for a term of 12 months, commencing October 1, 2021, and ending September 30, 2022. This resolution also seeks retroactive authorization to issue payments to the SIJ Holdings, LLC d/b/a The McClatchy Company, LLC, as of April 2021 through the end of the current fiscal year, for any remaining amounts previously authorized through resolution 2020-67, approved by the board on June 15, 2020.
(Pgs. 4-5)

The public is allowed to comment on a specific agenda item but must register with the Clerk of the Board prior to being allowed to comment.

Resolution 2021-B: Authorization to negotiate and execute contract renewals with the three agencies, identified herein, for advertising creative, media buying, and community outreach services, in a combined total amount not to exceed \$2,015,000.00, for a term of 12 months, commencing October 1, 2021, and ending on September 30, 2022, with two remaining 12-month renewals, subject to annual funding appropriations. *(Pgs. 6-7)*

Resolution 2021-C: Authorization to negotiate and execute a service agreement with Cay Industries, Inc., d/b/a Print Dynamics, to print and prepare for distribution The Children's Trust's trilingual monthly Parenting Our Children newsletter, in a total amount not to exceed \$40,000.00, for a term of 12 months, commencing on October 1, 2021, and ending on September 30, 2022. *(Pgs. 8-9)*

Resolution 2021-D: Authorization to execute a service agreement with Yellow Box, Inc., to rent and maintain Yellow Box kiosks in a total amount not to exceed \$50,000.00, for a term of 12 months, commencing October 1, 2021, and ending September 30, 2022 *(Pgs. 10-11)*

Resolution 2021-E: Authorization to negotiate and execute an agreement with BoardroomPR, a public relations agency, for a term of 12 months, commencing on October 1, 2021, and ending September 30, 2022, to plan and execute public relations campaigns on behalf of The Children's Trust, in a total amount not to exceed \$42,000.00. *(Pgs. 12-13)*

Resolution 2021-F: Authorization to negotiate and execute a contract renewal with The United Way of Miami-Dade County, Inc., for match funding for the Community Based Care Alliance of Miami-Dade County (CBC Alliance), in a total amount not to exceed \$64,000.00, for a term of 12 months, commencing October 1, 2021, and ending September 30, 2022. *(Pgs. 14-17)*

10:50 a.m. **CEO Report**

- *Monthly Financial Statements*

James R. Haj
President/CEO

11:00 a.m. **Adjourn**

Reminder:
Next Committee Meeting: Thursday, July 1, 2021

The public is allowed to comment on a specific agenda item but must register with the Clerk of the Board prior to being allowed to comment.



**Finance & Operations Committee Meeting
Summary of Actions Taken
May 6, 2021
9:30 a.m.**

These actions were taken by the Finance & Operations Committee meeting held on April 8, 2021, with a quorum of members physically present and some members attending virtually:

***Please note that the number of board members fluctuate based on arrival and departure of some of them throughout the meeting.**

Motion to approve the March 4, 2021 Finance & Operations committee meeting minutes was made by Hon. Isaac Salver and seconded by Javier Reyes. Motion passed unanimously, 6-0.

Resolution 2021-A: Motion to recommend the resolution to the Board of Directors on May 24, 2021 was made by Hon. Isaac Salver and seconded by Matthew Arsenault. Authorization to negotiate and execute a contract renewal with Marcum LLP, in a total amount not to exceed \$28,500.00, for a term of 12 months, commencing August 1, 2021, and ending July 31, 2022, with one remaining 12-month renewal, subject to annual appropriations. **Motion passed unanimously, 7-0.**

Meeting adjourned at 10:22 a.m.

The Children's Trust Board Meeting

Date: June 21, 2021

Resolution: 2021-A

Strategic Plan Priority Investment Area: Community Awareness and Advocacy: Public Awareness and Program Promotion

Strategic Plan Headline Community Results: This investment supports all headline community results.

Recommended Action: Authorization for a procurement waiver from a formal competitive solicitation to expend monies to be paid to the SIJ Holdings, LLC d/b/a The McClatchy Company, LLC, parent company of the Miami Herald, for services rendered by the Miami Herald to advertise The Children's Trust's truth in millage rate, board vacancies and other advertisements related to funding announcements, activities, initiatives, events and programs, in addition to the 2022 Silver Knight and Spelling Bee sponsorships, in a total amount not to exceed \$75,000.00 for a term of 12 months, commencing October 1, 2021, and ending September 30, 2022. This resolution also seeks retroactive authorization to issue payments to the SIJ Holdings, LLC d/b/a The McClatchy Company, LLC, as of April 2021 through the end of the current fiscal year, for any remaining amounts previously authorized through resolution 2020-67, approved by the board on June 15, 2020.

Budget Impact: Funding in the amount of \$75,000.00 for this resolution is projected to be available in FY 2021-2022.

Description of Services: The Children's Trust publishes advertisements in the Miami Herald's printed newspaper and on its website to reach a broad audience. These advertisements are used to announce the truth in millage rate (TRIM), board vacancies, funding opportunities, and community activities, initiatives, events, and programs. Considering the above, The Children's Trust selected the Miami Herald as its primary print advertisement vehicle. The Miami Herald Silver Knight Awards is one of the nation's most highly regarded student awards programs. It recognizes outstanding high school students who have unselfishly applied their unique knowledge and talents to contribute significant service to their communities. The Miami Herald Spelling Bee offers the opportunity for South Florida schools to participate in the Scripps National Spelling Bee program, with the champion representing their county in the annual Scripps National Spelling Bee near Washington, D.C.

Background: The Miami Herald has published print and online advertisements for The Children's Trust since 2003. Additionally, The Children's Trust has sponsored the Silver Knight and the Spelling Bee events for four and nine years, respectively. The Children's Trust wishes to continue its relationship with the Miami Herald as it has proven to be a valuable and helpful advertising partner that offers a significant return on The Children's Trust's investment.

McClatchy was purchased by SIJ Holdings, LLC in 2020. Thereafter, it implemented a policy to utilize a single Federal Identification number (FEIN) for the entire company with a DBA for each market instead of a separate FEIN for each of their markets. SIJ Holdings, LLC d/b/a The McClatchy Company LLC, is the Miami Herald's parent company and has its own FEIN. In accordance with the single FEIN policy referenced above, SIJ Holdings, LLC d/b/a The McClatchy Company LLC, will use its FEIN when the purchase order is created.

Additionally, in April 2021, The McClatchy Company LLC requested that The Children's Trust make all payments authorized pursuant to Resolution No. 2020-67 directly to them, the parent company of the Miami Herald. As a result, this resolution also seeks a retroactive approval of payments made between April 2021 through the end of the current fiscal year to the SIJ Holdings, LLC d/b/a The McClatchy Company LLC. There has been no change in the amount of funds previously authorized by the Board.

Request for Procurement Waiver (requires approval of a 2/3 vote of board members present): This resolution requests a procurement waiver from a formal competitive solicitation to expend monies to advertise The Children's Trust's TRIM, funding announcements, activities, initiatives, events and programs, and participate as a sponsor at the 2022 Silver Knight and Spelling Bee, with the Miami Herald. A waiver is being sought because the use of a formal competitive process is impractical, where the Miami Herald is the only major newspaper company in Miami-Dade County that publishes daily and in two languages. Additionally, the Miami Herald extends its nonprofit rate to The Children's Trust and typically doubles the investment in free added value through advertising campaign sponsorships.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **21st day of June, 2021.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: June 21, 2021

Resolution: 2021-B

Strategic Plan Priority Investment Area: Community Awareness & Advocacy: Public Awareness & Program Promotion

Strategic Plan Headline Community Results: This investment supports all headline community results.

Recommended Action: Authorization to negotiate and execute contract renewals with the three agencies, identified herein, for advertising creative, media buying, and community outreach services, in a combined total amount not to exceed \$2,015,000.00, for a term of 12 months, commencing October 1, 2021, and ending on September 30, 2022, with two remaining 12-month renewals, subject to annual funding appropriations.

Budget Impact: Funding in the amount of \$2,015,000.00 for this resolution is projected to be available in FY 2021-2022.

Description of Services: The three agencies listed below provide creative or media buying services for marketing campaigns related to The Children's Trust's branding, signature events, and the promotion of funded programs such as literacy, early childhood, children's health, after-school, summer learning, youth enrichment, quality child care, parenting, and adoption programs.

Advertising Creative: Agencia Central LLC provides creative services related to marketing and advertising, including but not limited to graphic design and the development and execution of effective trilingual advertising campaigns. These include creating broadcast, print, outdoor, and digital media elements for multimedia public awareness, branding, and marketing campaigns related to The Children's Trust's signature events, and promoting funded programs and initiatives. Agencia Central LLC has provided creative services for The Book Club, Parent Club, Champions for Children, Miami Heart Gallery, and other Trust campaigns and initiatives in the current fiscal year. This year's budget includes additional funds to create marketing materials for outreach and other grassroots efforts to increase Book Club enrollment.

Media Buying: WOW Factor Marketing Group purchases discounted media buys with television and radio broadcasting stations, print, digital and/or outdoor media. The media buys include:

1. Obtaining and analyzing data and research to develop a comprehensive media plan best suited to successfully deliver messages for the programs and initiatives being promoted.
2. Negotiating best rates and additional benefits on multiple media platforms, such as no-cost tv/radio spots, print/digital ads and/or additional outdoor media spaces.
3. Paying media;
4. Reconciling monthly/annual buys by analyzing results on a case-by-case basis to determine if goals were achieved and contractual obligations met while obtaining "added value" benefits, including additional advertising given at no cost.

: Armstrong Creative develops and executes: (1) a multilayered faith-based community outreach strategy in Miami-Dade County involving approximately 80 houses of worship; (2) targeted media buying on urban media outlets primarily tied to the faith-based community; and (3) outreach services specific to the African American community. Additionally, Armstrong

will manage Haitian Creole marketing and outreach efforts which include: (1) negotiating discounted media buys with targeted Haitian Creole television and/or radio broadcasting stations and other Haitian Creole media as needed; and (2) providing community outreach specific to the Haitian Creole-speaking community.

Funding for these services is projected in both the Communications and Parenting budgets for FY 2021-22. The Parenting budget will support the marketing and advertising efforts to support the Book Club initiative. This year’s budget includes additional funds in the amount of \$25,000 for Armstrong Creative, and \$20,000 for Agencia Central, LLC to support enrollment in the Book Club specifically in the priority ZIP codes designated by The Children’s Trust.

Each agency is recommended for renewal as follows:

Agency	Communications Budget	Book Club Budget	Recommendation Not to Exceed
Agencia Central, LLC	\$390,000.00	\$50,000.00	\$440,000.00
WOW Factor Marketing Group	\$1,200,000.00	\$50,000.00	\$1,250,000.00
Armstrong Creative	\$250,000.00	\$75,000.00	\$325,000.00
Total	\$1,840,000.00	\$175,000.00	\$2,015,000.00

Background: On February 18, 2020, the board of The Children’s Trust approved the funding recommendations from the competitive requests for proposals, RFPs #2020-01 and 2020-02, for a five-year funding cycle, following a comprehensive review process. On June 15, 2020, by resolution #2020-68, the board approved the renewal of their contracts for FY 20-21. All three agencies have demonstrated proven knowledge in their respective areas and have consistently delivered excellent results.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **21st day of June, 2021.**

THE CHILDREN’S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: June 21, 2021

Resolution: 2021-C

Strategic Plan Priority Investment Area: Community Awareness and Advocacy: Public Awareness and Program Promotion.

Strategic Plan Headline Community Results: This investment supports all headline community results.

Recommended Action: Authorization to negotiate and execute a service agreement with Cay Industries, Inc., d/b/a Print Dynamics, to print and prepare for distribution The Children's Trust's trilingual monthly Parenting Our Children newsletter, in a total amount not to exceed \$40,000.00, for a term of 12 months, commencing on October 1, 2021, and ending on September 30, 2022.

Budget Impact: Funding in the amount of \$40,000.00 for this resolution is projected to be available in FY 2021-2022.

Description of Services: Print Dynamics will be responsible for printing, sorting, boxing, labeling, and preparing The Children's Trust's monthly parenting newsletter for delivery. The newsletter is a trilingual publication (English, Spanish, and Haitian Creole) distributed to 71 locations throughout Miami-Dade County, including after-school programs, child care centers, faith-based institutions, and community outreach events.

Background: For over a decade, The Children's Trust has produced and delivered the "Parenting Our Children" newsletter every month. It is a detail-driven, precisely timed project that reaches more than 22,000 readers. During the onset of the COVID-19 pandemic, the physical printing of the Parenting Our Children Newsletter was suspended, in favor of an all-digital format. Starting in 2021, the printing has resumed and is now being done monthly.

Per the procurement policy, three quotes were sought from qualified vendors as follows:

1. Hager Graphics, for a \$2,205.00 per month rate (\$26,460.00 per year)
2. Print Dynamics for a \$1,717.00 per month rate (\$20,604.00 a year)
3. Life in Colors, for a \$3,346.00 per month rate (\$40,152.00 per year)

Print Dynamics was selected for this service as its quote came in significantly lower than other vendors. Additionally, past experiences with Print Dynamics in printing collateral material for The Children's Trust have shown its reliability in fulfilling complex print work.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **21st day of June, 2021.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: June 21, 2021

Resolution: 2021-D

Strategic Plan Priority Investment Area: Community Awareness and Advocacy

Strategic Plan Headline Community Results: This investment supports all headline community results.

Recommended Action: Authorization to execute a service agreement with Yellow Box, Inc., to rent and maintain Yellow Box kiosks in a total amount not to exceed \$50,000.00, for a term of 12 months, commencing October 1, 2021, and ending September 30, 2022.

Budget Impact: Funding in the amount of \$50,000.00 for this resolution is projected to be available in FY 2021-2022.

Description of Services: Yellow Box kiosks are a highly visual and successful tool to disseminate information about Trust-funded programs throughout the Haitian community. Funding for Yellow Box, Inc., will give The Children's Trust access to 25 custom-built displays in the Haitian community and regular restocking of printed parent resource materials in both English and Haitian Creole. Funding will also cover the display of images and videos promoting Trust-funded programs and initiatives in Creole on the video screens located at the top of the kiosks.

Background: The Children's Trust has successfully used Yellow Box, Inc.'s kiosks to disseminate information in the Haitian community since May 2014. On June 15, 2020, resolution #2020-70 was approved for the Yellow Box kiosk service for the current fiscal year, and this resolution seeks the continuation of those services for the upcoming fiscal year.

Over the years, the displays have improved with the addition of videos screens, mobile charging stations and, last year, personal protection equipment (PPE) and hand sanitizer for the community. The Children's Trust has also worked with Yellow Box to secure better locations for the displays. Yellow Box is an asset The Children's Trust can continue to use to promote The Children's Trust programs and services in the Haitian community of Miami-Dade County. In addition to the kiosk placements and exposure, in the upcoming year Yellow Box will provide promotion of The Children's Trust programs and initiatives on six (6) Haitian Mini-Buses operating along routes in Little Haiti for five (5) days a week. The advertisements will come in the form of posters on the sides or back of the mini-buses, four chair covers per mini-bus, and mini-bus community boards.

Yellow Box kiosks, owned by Yellow Box, Inc., are unique and proprietary products that have grown in popularity and visibility in Miami-Dade County. Per The Children's Trust's procurement policy section 2000, General Purchasing and Procurement Policy, Exemptions to Formal Competitive Procurement Process (G-4, single-source purchases), a competitive solicitation is not required.

Geographic Area: Countywide

Resolution 2021-D- Marketing Campaigns – Media Buying (Community Awareness & Advocacy, Public Awareness)
June 21, 2021

The foregoing recommendation was offered by _____ who moved its approval. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **21st day of June, 2021.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: June 21, 2021

Resolution: 2021-E

Strategic Plan Priority Investment Area: Community Awareness and Advocacy: Public Awareness and Program Promotion.

Strategic Plan Headline Community Result(s): This investment supports all headline community results.

Recommended Action: Authorization to negotiate and execute an agreement with BoardroomPR, a public relations agency, for a term of 12 months, commencing on October 1, 2021, and ending September 30, 2022, to plan and execute public relations campaigns on behalf of The Children's Trust, in a total amount not to exceed \$42,000.00.

Budget Impact: Funding in the amount of \$42,000.00 for this resolution is projected to be available in FY 2021-2022.

Description of Services: In April 2021, The Children's Trust requested quotes seeking services to create and implement a comprehensive media and public relations plan that adheres to The Children's Trust's communications strategies. The plan includes the following components.

- Relationship building and in-person meetings with media, executive speaking opportunities and thought-leadership positioning.
- Developing and maintaining a targeted media list for distributions of all press releases, relevant corporate communications, and other public-facing communications during emergencies.
- Cultivating and maintaining relationships with reporters, editors, and bookers at key media publications, outlets, programs, etc.
- Proactively pursuing positive stories and responding to inquiries - targeting all forms of media: broadcast, digital, podcasts, print, etc. as appropriate for each opportunity.
- Coordinating approved communications flow with other partners of The Children's Trust, relevant associations, and others in market.
- Collectively working with The Children's Trust's corporate communications and public policy departments on any issues surrounding corporate communications and public policy during an emergency.
- Developing media kits, as needed.
- Assisting in all aspects of hosting a press conference, as needed.
- Vetting incoming Children's Trust media calls, as needed.
- Drafting, reviewing and/or distributing Op-Eds, Letters to the Editor, news releases, messaging documents, talking points, FAQs, media Q&As, and others, as needed.
- Providing advice to help The Children's Trust's providers about how they can leverage media and PR efforts.

- Pitching successful funding or community stories to media in order to secure coverage by local and/or national outlets.
- Providing agreed upon status reports at periodic intervals.

Background: Per The Children’s Trust procurement policy, The Children’s Trust received quotes from the following four agencies to provide the services described:

1. Balsera Communications, \$3,500 per month
2. BoardroomPR, \$3,500 per month
3. Bristol PR & Communications, \$3,000 per month
4. Fusion Communications, Inc., \$3,500 per month

After reviewing the quotes and services, BoardroomPR was selected because of their demonstrated expertise and their track record with projects performed for The Children’s Trust. During FY 2020-21, BoardroomPR worked on behalf of The Children’s Trust securing a variety of story placements on several platforms, crafting messages for internal and external release, and successfully working on other public relations projects.

Geographic Area: Countywide

The foregoing recommendation was offered by _____ who moved its approval. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **21st day of June, 2021.**

THE CHILDREN’S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____
SECRETARY

Approved by County Attorney for form and legal sufficiency _____

The Children's Trust Board Meeting

Date: June 21, 2021

Resolution: 2021-F

Strategic Plan Priority Investment Area: Community Awareness and Advocacy: Cross-funder collaboration of goals, strategies and resources.

Strategic Plan Headline Community Results: This investment supports all headline community results for children in the child welfare system.

Recommended Action: Authorization to negotiate and execute a contract renewal with The United Way of Miami-Dade County, Inc., for match funding for the Community Based Care Alliance of Miami-Dade County (CBC Alliance), in a total amount not to exceed \$64,000.00, for a term of 12 months, commencing October 1, 2021, and ending September 30, 2022.

Budget Impact: Funding in the amount of \$64,000.00 is projected to be available in FY 2021-2022.

Description of Services: Since August 2007, The Children's Trust has provided annual funding to the Community Based Care Alliance of Miami-Dade County (CBC Alliance) to defray staff and operational costs. United Way of Miami-Dade County, Inc. (United Way) serves as the fiscal agent for the CBC Alliance. The funding for one staff position and operating costs allows the CBC Alliance board and its subcommittee workgroups to function adequately to advocate, monitor, evaluate, and propose improvements to the child welfare system. Recommendations by the CBC Alliance help to improve children's well-being in the foster care system and promote the integration of foster care with other social services programs, including The Children's Trust's direct services programs.

The \$64,000.00 invested by The Children's Trust supports the CBC Alliance's full-time director position, operating costs, and the CBC Alliance Annual Regional Child Welfare Conference. As the fiscal agent, the United Way, coordinates the payment for the staff position, using the funds from this contract together with the funding commitments from other agencies.

The CBC Alliance director is responsible for the day-to-day operations of the CBC Alliance, the implementation of its mission, goals, and responsibilities, and provides administrative guidance to the CBC Alliance, as well as the following:

- organizing and attending monthly CBC Alliance meetings;
- preparing and disseminating minutes from all committee meetings and a summary of all full board meeting minutes;
- conducting follow-up activities after all full board and committee meetings;
- participating in the child welfare system and community meetings and events as the CBC Alliance representative;
- facilitating meetings and ensuring action plans are developed and completed for board-driven priorities and projects;
- engaging in regular communication with the CBC Alliance related to community events and advocacy opportunities;
- overseeing all operational issues concerning the CBC Alliance; and
- engaging in activities related to ongoing projects of the CBC Alliance.

In addition to the activities listed above, over the past year the CBC Alliance has accomplished the following:

- Due to the COVID-19 pandemic, the CBC Alliance pivoted and hosted the Annual Regional Child Welfare Conference in a virtual format. The conference is a one-day event for county-wide community partners offering coordinated, evidence-based training that supports improved services for children and their families;
- actively participated with the Florida Department of Health, Kristi House, Citrus Health Network, Full Case Management Agencies, and University of Miami through the Teen Sexual Health Workgroups;
- facilitated communications through collaborative meetings between multiple Foster Parent Associations, Community Partners, Florida Department of Children Families, Children’s Legal Services and Citrus Health Network;
- actively participated and facilitated the Visitation and Transportation Quality Improvement Workgroup involving collaborative partnerships with Full Case Management Agencies, Judiciary, Florida Foster Parent Association, Early Learning Coalition, Citrus Health Network, Thriving Minds and Guardian Ad Litem program;
- actively participated and facilitated the Placement workgroup in collaboration with the Florida Department of Health, Regional Counsel, Citrus Family Care Network, Full Case Management Agencies, University of Miami, Guardian Ad Litem program, and Florida Foster Care Review, to achieve solutions for placement barriers within the child welfare system;
- actively participated and facilitated the Miami-Dade Race and Equity workgroup in collaboration with the Florida Department of Health, Regional Counsel, Citrus Family Care Network, Full Case Management Agencies, University of Miami, Guardian Ad Litem program, Florida Foster Care Review, the Department of Children and Families, and other county and state organizations to tackle the hurdles of systemic racism, racial equity, cultural sensitivity, and cultural competency within the child welfare system;
- actively participated and facilitated the Case Management workgroup in collaboration with the Department of Children and Families, Regional Counsel, Citrus Family Care Network, Full Case Management Agencies, Thriving Minds, Guardian Ad Litem program, and Florida Foster Care Review, to achieve solutions for case management barriers within the child welfare system;
- participated in the Collaborative Domestic Violence Awareness Campaign;
- actively participated in the Dependency Provider’s Workgroup, and collaborated with Thriving Minds and its providers to implement a system that bridges the gap of communication between the court and the provider;
- established and facilitated “The Conversation” training series used in various organizations to bring awareness to implicit bias, systemic racism, microaggressions in the workplace, and strategically planning for systemic change in the community;
- designed strengths, weaknesses, opportunities, and threats analysis for community partners, stakeholders and members of the CBC Alliance to express their concerns and issues as well as make recommendations or suggestions of different topics within the child welfare system; and
- conducted the CBC Alliance-Guardian ad Litem Training Series each month offering continuing education units through in-kind of Jewish Community Services.

Background: The CBC Alliance was established under section 20.19(6), Florida Statutes, to carry out the mission of providing a local community presence to guide the development of community-based care for child welfare in Miami-Dade County. While the CBC Alliance is statutorily created, it has always been the responsibility of local stakeholders and the board of directors established per Florida Statutes to make it a functional body that promotes the interests of children and families associated with the child welfare system.

The CBC Alliance is composed, by law, of mandatory representatives and includes several members through expansion so that at any given time, the body consists of more than 20 participating members. The Children’s Trust is a mandatory representative to the CBC Alliance, as the children’s services council representative.

The mission of the CBC Alliance is to engage the community in advocating for a family-centered, culturally competent, and outcomes-driven system of care that enhances the safety, permanency, and well-being of children and families. The CBC Alliance focuses on:

- redesigning the system of care for children in or diverted from the juvenile dependency system;
- serving as the lead advocate for implementation of research-based best practices for the provision of services to dependent and other children associated with the child welfare system, including the advent of “structured decision-making” in the child welfare system;
- advocating for additional funding for traditionally state-operated social services components; and
- maintaining an open community forum for addressing the challenges associated with the community-based system of care for dependent children and for continuing improvement of the system.

In addition to the funding from The Children’s Trust, the following agencies contribute to the staff position and operating expenses of the CBC Alliance:

Partner	Amount
The Department of Children and Families	\$10,000.00 (in-kind)
Domestic Violence Initiative	\$9,340.78
The Ware Foundation	\$5,000.00
Jewish Community Services	\$1,200.00 (in-kind)
Total	\$25,540.78

As a result of the partnership, nearly every dollar The Children’s Trust invests is matched by the partners collectively. Per the procurement policy, section 2006, Match Funding and Funder Collaboration, the negotiation and execution of a match contract are exempt from the competitive solicitation process. Renewal of match funding beyond the initial contract term is at the sole discretion of The Children’s Trust and is contingent upon satisfactory performance, availability of funding, and an ability to maintain the underlying primary funding sources.

Geographic Area: Countywide.

The foregoing recommendation was offered by _____ who moved its approval.
The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted this **21st day of June, 2021.**

THE CHILDREN'S TRUST
MIAMI-DADE COUNTY, FLORIDA

BY _____

SECRETARY

Approved by County Attorney for form and legal sufficiency _____