

RESOLUTION NO. 03- 27

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF DORAL, FLORIDA; ESTABLISHING AN ADVISORY COMMITTEE TO BE CALLED THE COMMUNITY IDENTITY ADVISORY COMMITTEE; PROVIDING FOR COMMITTEE MEMBERSHIP; SETTING FORTH DUTIES; PROVIDING FOR MEETINGS; PROVIDING FOR SUNSET; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Mayor and City Council (the "Council") of the City of Doral (the "City") desires to create a positive image and specific municipal identification of the City for the benefit the residents of the City.

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:

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

Section 2. Establishment of Advisory Committee. The Mayor establishes an advisory committee to be called the Community Identity Advisory Committee (the "Committee") to analyze the "branding" processes and mechanisms employed by other municipalities that has given them a positive image and municipal identification and make recommendations as to achieving a positive image and creating a specific municipal identification for the City.

Section 3. Terms and Composition of the Committee. The Committee shall be comprised of seven (7) members with six members being residents of the City and the seventh member being a Council Member. The resident members of the Committee shall select a Chairperson. The members of the Committee are attached as Exhibit "A" to this Resolution.

Section 4. **Duties.** On a periodic basis as required by the Mayor, the Committee shall prepare a written report containing its activities and recommendations concerning the methods employed by other municipalities to create a positive image and specific municipal identification, and methods for creating a positive image within the City, and suggestions for projects, programs, and other Council actions that may lead to a specific municipal identification of the new City of Doral, such as particular landscaping, signage, and the like. The Committee Chairperson will make an oral presentation to the Council concerning the same.

Section 5. **Meetings.** The Committee shall meet monthly at the call of the Chairperson. All meetings shall be open to the public, and notice of such meetings shall be given as required for the meetings by the Council. A majority of the Committee shall constitute a quorum, and the affirmative vote of the majority of those members present shall be required to take action. The Committee shall pick a Secretary. The Secretary shall keep minutes of the Committee meetings. The minutes shall be filed with the City Clerk. The City Manager or his designee shall attend the Committee meetings, but not be a voting member of the Committee.

Section 6. **Sunset.** The Committee shall sunset 150 days from the effective date of this Resolution. The Committee shall prepare a written report containing its activities and recommendations through that period.

Section 7. **Effective Date.** This Resolution shall become effective immediately upon its adoption.

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

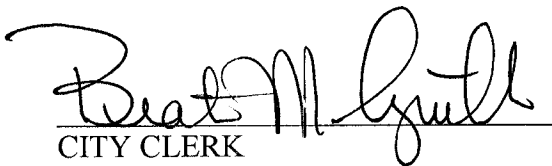
Mayor Juan Carlos Bermudez	_____
Vice Mayor Peter Cabrera	_____
Councilmember Michael DiPietro	_____
Councilmember Sandra Ruiz	_____
Councilmember Robert Van Name	_____

PASSED and ADOPTED this 10th day of September, 2003.



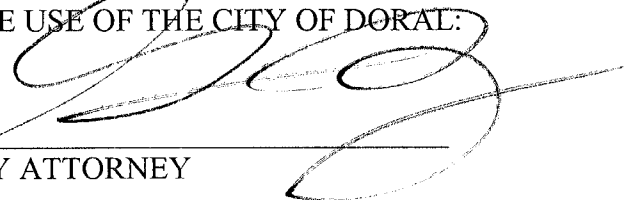
JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:



CITY CLERK

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY FOR THE
SOLE USE OF THE CITY OF DORAL:



CITY ATTORNEY

ATTACHMENT "A"

COMMUNITY IMAGE COMMITTEE

Mike Rodriguez
Tom Daly
Tony Cruz
Lindell Douglas
Gilbert Lozano
Barbara Romani
Council Liaison Sandra Ruiz