

The City of Aventura



19200 West Country Club Drive Aventura, FL

City Commission Workshop Meeting

November 15, 2012
9:00 A.M.

Executive Conference Room

AGENDA

1. ***2013 Meeting Schedule (City Manager)****
2. ***South Florida Regional Transportation Authority Shuttle Bus Service Update (City Manager)***
3. ***Annual Selection of Representative to the Miami-Dade County League of Cities (City Manager)***
4. ***Community Services Advisory Board (City Manager)****
5. ***Adjournment***

*** Back-up Information Exists**

This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 305-466-8901, not later than two days prior to such proceeding.



COMMISSION MEETING SCHEDULE

January Commission Meeting	January 8, 2013	6:00 P.M.
January Workshop Meeting	January 17, 2013	9:00 A.M.
February Commission Meeting	February 5, 2013	6:00 P.M.
February Workshop Meeting	February 21, 2013	9:00 A.M.
March Commission Meeting	March 5, 2013	6:00 P.M.
March Workshop Meeting	March 21, 2013	9:00 A.M.
April Commission Meeting	April 2, 2013	6:00 P.M.
April Workshop Meeting	April 18, 2013	9:00 A.M.
May Commission Meeting	May 7, 2013	6:00 P.M.
May Workshop Meeting	May 23, 2013	9:00 A.M.
June Commission Meeting	June 4, 2013	6:00 P.M.
June Workshop Meeting	June 20, 2013	9:00 A.M.
July Commission Meeting	July 9, 2013	6:00 P.M.
July Workshop Meeting	July 18, 2013	9:00 A.M.
August	NO MEETINGS	
September Commission Meeting	September 3, 2013	6:00 P.M. **
September Workshop Meeting	September 19, 2013	9:00 A.M. **
October Commission Meeting	October 1, 2013	6:00 P.M.
October Workshop Meeting	October 17, 2013	9:00 A.M.
November Commission Meeting	November 5, 2013	6:00 P.M.
November Workshop Meeting	November 14, 2013	9:00 A.M.
December	NO MEETINGS	

** Two Budget Public Hearings to be held in September will be scheduled in July.

Workshop Meetings are held in the 5th floor Executive Conference Room
Commission Meetings are held in the Commission Chamber on the 2nd Floor.

Aventura Government Center, 19200 W. Country Club Drive, Aventura, FL 33180



**CITY OF AVENTURA
APPLICATION FOR
COMMUNITY SERVICES ADVISORY BOARD**

Potential board members must be registered voters who have resided in the City of Aventura for six (6) months immediately prior to an appointment to the Board. Applicants must have expressed interest and/or experience in landscape design and architecture, beautification projects, youth and/or senior citizen programs, recreation activities, culture and the arts.

Name of Applicant: Denise Potomovsky

Address: 3640 Yacht Club Drive #508
(Please Print)

Home Phone: 305-335-5118 Email Address: dpojomovsky@gmail.com

Business Name: MAT Concessionaire Occupation: Public Information Manager

Business Address: 1040 MacArthur Causeway, Miami FL 33132

Business Phone: 305-929-0571 Fax: 305-929-0568

Qualifications: As a professional in the transportation and infrastructure
(Briefly describe the specific expertise and/or abilities you can contribute as a member of this Board.)

Industry, I have experience in dealing with stakeholders regarding projects aesthetics/landscaping features and working with the community to improve beautification. As a board member of ⊕

List community or civic involvement: Silver Knight Alumni Legacy Network, National Women in Construction, Greater Miami Chamber HYPE Committee (Helping Young Professionals Engage).
Please attach a resume along with your application.

I understand that in accordance with the State of Florida Government in the Sunshine Law, this information may be made public. I understand that all board appointments are for voluntary, uncompensated services and I will be subject to the requirements of the State of Florida Financial Disclosure Requirements.

Signature of Applicant

7/13/12
Date

**Fax or Mail completed application & resume to:
Office of the City Manager
Government Center
19200 West Country Club Drive, Aventura, FL 33180
(305) 466-8910 (305) 466-8919 fax**

⊕ the Silver Knight Alumni Legacy Network, I also work w/ high school students all over the county to encourage community service.

DENISE POJOMOVSKY

3640 Yacht Club Dr. #508 · Aventura, FL 33180 · 305-335-5118 · DPojomovsky@gmail.com

PROFILE

Trilingual (English/Spanish/French) prolific Public Relations professional with over five years of experience creating and managing large scale events, social media and corporate responsibility campaigns, community and intergovernmental affairs, crisis management, research and database development, and development of event materials and presentations.

CAREER HIGHLIGHTS

- Booker T. Washington Summer Internship Program – June – July 2012
- Tunnel Vision Exhibit – May 2012
- Girls Scouts of Miami Educational program and Tunnel Boring Machine Naming Contest – July 2011
- Miami-Dade County Public Schools Engineering Week – January 2011
- Miami Intermodal Center Opening Event – July 2010
- Port of Miami Tunnel Groundbreaking – June 2010
- Port of Miami Tunnel Financial Closing Announcement – October 2009
- 95 Express Lanes Opening – December 2008
- Former U.S. Department of Transportation Secretary Peters Press Conference – July 2008

EXPERIENCE

- MAT Concessionaire LLC (Miami Access Tunnel)** 2011 – present
Public Information Manager
- Communikat, Inc.** 2008-2011
Public Affairs Specialist
- Communikat, Inc.** 2008
Internship – Special Projects Coordinator

EDUCATION

- Bachelor of Science in Public Relations** 2008
Bachelor of Arts in Political Science
Minor in French
University of Florida, Gainesville, FL

AWARDS

- 2011 Nominee for the Greater Miami Chamber HYPE Go Getter Award
2004 Miami Herald Silver Knight Winner in Foreign Language from Miami-Dade County

CIVIC INVOLVEMENT

- Silver Knight Alumni Legacy Network Board of Trustees
National Association of Women in Construction (NAWIC)
Greater Miami Chamber HYPE (Helping Young Professionals Engage)
Committee Public Relations Society of America
University of Florida Alumni Association



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Name of Applicant: JOAN G. ROBBINS

Address: 2000 ISLAND BLVD. #202
(Please Print)

Home Phone: 786-320-5430 Email Address: JOANGROBBINS@aatt.net

Business Name: JOAN ROBBINS MEDIA ESCORT Occupation: BOOK TOUR PLANNER

Business Address: 2000 Island Blvd #202

Business Phone: 786-320-5430 Fax: 305-932-4362

Qualifications: I HAVE BEEN A RESIDENT OF DADE
(Briefly describe the specific expertise and/or abilities you can contribute as a member of this Board.)

COUNTY FOR OVER 50 YEARS AND HAVE BEEN ACTIVE IN MANY AREAS THAT CONTRIBUTE TO IMPROVING OUR COMMUNITY.

List community or civic involvement: MY RESUME OF CIVIC INVOLVEMENT IS ATTACHED.

Please attach a resume along with your application.

I understand that in accordance with the State of Florida Government in the Sunshine Law, this information may be made public. I understand that all board appointments are for voluntary, uncompensated services and I will be subject to the requirements of the State of Florida Financial Disclosure Requirements.

Joan G. Robbins
Signature of Applicant

OCT. 6, 2012
Date

**Fax or Mail completed application & resume to:
Office of the City Manager
Government Center
19200 West Country Club Drive, Aventura, FL 33180
(305) 466-8910 (305) 466-8919 fax**

Joan G. Robbins

2000 Island Blvd., #202
Aventura, FL 33160
Phone: 786-320-5430 Email: joangrobbins@att.net

EDUCATION:

High School: Shaker Heights High School, Shaker Heights, Ohio
College: University Of Miami, Coral Gables, Florida

WORK EXPERIENCE:

1957/59: Commercial Editor - KYW Radio and Television, Cleveland, Ohio
1975/77: Sales - Holiday Art Gallery, Hallandale, FL
1977/80: Sales - The Twenty-Four Collection Gallery, Miami, FL
1989/92: Author Escort - Miami Scene, Miami, FL
1992 to Present: Joan Robbins Media Escort Service, Miami, FL
* Coordinator of Authors' Book Tours
* Assist Authors at The Miami Book Fair

COMMUNITY SERVICE:

1974/75: President, PTA of Highland Oaks Elementary, Miami, FL
1975/76: President, North East Area Gifted Program, Miami, FL
1977/78: Pink Lady Volunteer, Mount Sinai Medical Center, Miami, FL
1977/78: Office Volunteer, WPBT-Channel 2
1978/84: Docent, Vizcaya Museum, Miami, FL
1984/88: Volunteer, Society for Abused Children, Miami, FL
1991/95: Board Member, South Florida Health Council, Miami, FL
1996/99: Big Brothers/Big Sisters of Miami
2000/02: Friends of the Library/Foster Children Reading Program
2005/10: Board Member/WLRN Radio & TV
2006 to Present: Board Member/Brickell Avenue Literary Society

Joan G. Robbins
Resume (Page 2)

MEMBERSHIPS AND ORGANIZATIONS:

1959/68: Member, Temple Israel, Miami, FL
1968 to Present: Member, Temple Beth El, Hollywood, FL
1989 to Present: Member, Taster's Guild, Miami, FL
1991 to Present: Member, Williams Island Yacht and Tennis Club, Miami, FL
1991 to 2000: American Booksellers Association
1995 to Present: Brickell Avenue Literary Society
2010/11: Member, Citizens of the Arts, Miami, FL
2010/11: Member, Funding Arts Network, Miami, FL
2000 to Present: Book Expo America



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Name of Applicant: Marjorie E. Aloni

(Please Print)

Address: 20301 NE 30 Ave #202 Aventura FL 33180

Home Phone: 305 931 3818 Email Address: Marjorie.Aloni@yahoo.com

Business Name: Vi Aventura Occupation: Community Relations

Business Address: 19333 W. Country Club Dr Aventura FL 33180

Business Phone: 305-692-4829 Fax: 305-931-3818

Qualifications: I possess over 25 years of program
(Briefly describe the specific expertise and/or abilities you can contribute as a member of this Board.)

Administrator and community outreach
experience, which will allow me to view
and advise on the services the city is providing.

List community or civic involvement: Member Aventura Marketing Council;
Ambassador, Aventura Hospital; board member Villa Dorada Condo;
Chair Health + Wellness Committee of Aventura Sunny Isles Chamber;
Chair North Side Council of Hadassah; Board N. Miami Beach Chamber

Please attach a resume along with your application.

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Marjorie E. Aloni
Signature of Applicant

10/17/12
Date

Fax or Mail completed application & resume to:
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(305) 466-8910 (305) 466-8919 fax

Marjorie Epstein Aloni

Professional Experience

Summary of Qualifications

Marjorie Epstein Aloni has more than 25 years of experience in community and public affairs and business development for both not-for-profit and private sector organizations throughout Miami-Dade and Broward Counties. She is skilled in developing effective outreach, training and participation programs focused on garnering community support for a variety of large programs. Ms. Aloni has worked with diverse communities as well as with local civic leaders and legislators, and has been recognized for her strong leadership, marketing and consensus-building abilities. She is expert in all facets of business affairs. Ms. Aloni has developed relationships with inter-faith leaders, media representatives, health professionals, academia personnel, corporate executives and key elected officials who represent citizens from all municipalities throughout the South Florida area. She has developed business plans, as well as monitoring systems for program goal progress. Ms. Aloni is also accomplished at marketing programs to select industries in order to secure funding. She is a proven organizer and collaborative team builder, able to address the divergent needs of multiple stakeholders effectively, coordinate multi-phase activities, schedule complex work flows, identify problems, and provide practical, cost-efficient solutions. Ms. Aloni has extensive experience speaking before varied size audiences on behalf of agency and officially representing agencies in coalition meetings.

Education

B.A., Sociology
Boston University
Boston, MA

Additional Professional Qualifications

More than 25 years experience developing and managing comprehensive community relations, outreach and special event programs

Extensive experience working with public agencies, private enterprises, local communities and businesses

Skilled in consensus building, community and management training programs, strategic planning and working with diverse community populations

Strong collaborative team player with excellent written and verbal communications skills and experience building organization visibility

Relevant Experience

Marketing and Community Relations Director, Vi Aventura (formerly Classic Residence by Hyatt in Aventura)

Develop and manage business plan for all community relations and marketing programs for this upscale continuing life care retirement property. Arrange seminars, educational programs and other marketing outreach efforts to help the public become informed as to the services offered by this award winning community. Handle all professional networking and represent the property in various chambers, health care networks and elderly coalitions. Speak extensively in the community and help develop numerous community outreach sponsorship events. Maintain close contact with an extensive number of resource referral sources including; physicians and medical professionals, social workers and discharge planners, clergy, elder affairs and estate planning attorneys, financial planners, among others to ensure constant referral of prospects to the community. Major accomplishments to date:

- Through extensive and effective marketing efforts, have consistently held national record in producing qualified sale leads for community
- Increase by 54% network of resource referral sources for property helping to increase occupancy rates

Marjorie Epstein Aloni

Professional Experience

- Develop and place media stories that have exceeded goal set by corporate for Vi Aventura by 40%
- Design new and innovative outreach and marketing programs which have been replicated in other So Florida communities

Executive Director, South Florida Breast Cancer Network of Strength

Direct agency providing support groups, referral hot line, and training programs dealing with breast cancer. Develop business plan to grow organization and all of its programs through marketing and effective networking with physicians, medical centers and hospital discharge planners. Represent agency in various cancer coalitions and take leadership role in same. Recruit physicians and other medical professionals to serve on board and committees of agency. Design new tools to assess program value/effectiveness to clients.

Coordinate and handle all community and public relations, including development all collateral materials as part of responsibilities. Write and secure grants for programming. Design and execute programs geared at hard to reach communities, while accomplishing the following objectives:

- Develop and expand by 30% use of agency programs by increasing resource referrals sources within medical and social service arenas.
- Successfully wrote grants to initiate a program of breast cancer education for hard to reach populations in African American, Haitian, Hispanic and Asian neighborhoods with high breast cancer mortality rates
- Develop effective staff education programs.

Note: left due to national organization closing all regional offices

Executive Director, Florida Breast Cancer Coalition Research Foundation

Direct agency involved in research, educational programs and advocacy around breast cancer. Develop annual marketing initiatives and advocacy programs. Serve as Team Leader for the state of Florida at national lobby day in DC

Accomplishments include:

- Apply for and obtain specialty license plate for agency by lobbying state legislature. Develop marketing strategy for distribution of specialty license plate resulting in revenues exceeding \$500,000 annually.
- Design Faith in Education initiative, an advocacy program involving the training of faith based volunteers to serve as breast cancer advocates within their congregations. Secure grants to cover the cost of the program. Program was then replicated in other parts of the country.
- Create, manage and expand volunteer and staff education programs.

Marjorie Epstein Aloni

Professional Experience

Consultant for Development, Membership and Programming Aventura Turnberry Jewish Center/Tauber Academy Day School (Note: One Year Funded Position)

Reverse staggering three year membership decline by organizing marketing membership recruitment program and designing more effective communication vehicles for membership. Supervise placement and budget of all advertising. Highlights of accomplishments:

- Conceptualize and establish the ATJC Foundation, Inc. Develop all public relations/marketing materials relating to foundation, including menu of giving opportunities and vehicles for giving. Design public relations roll out campaign to announce Foundation to the congregation. Segment markets for specific outreach, and cultivate potential prospects for planned gifts.
- Develop plans, campaign organizational structure and all publicity to launch \$3.5 million dollar capital campaign for day school expansion. Design all collateral material for campaign and obtain pledges of \$1.2 million within first six months.
- Strengthen ties between synagogue and day school through development of joint marketing efforts which resulted in greater retention of membership for synagogue and increased enrollment for school.

Executive Director of Broward County, Take Stock in Children

Supervise the management of a state wide mentor scholarship program for low income "at risk" children. Develop business plan to increase marketing and publicity efforts. Coordinate fundraising efforts to raise the necessary funds to supply educational scholarships through corporate sponsorships, special events and grant writing. Manage corporate relations and develop strategic partnerships with other non-profits. Initiate community/public relations strategies resulting in increased awareness of agency program. Achievements include:

- Successful recruitment of prestigious board of directors comprised of Political Officials, Corporate and Business Leaders and University Presidents
- Significant expansion of grants program, including obtaining three year Federal grant of \$100,000 per year.
- Due to increase publicity and community events, able to raise sufficient funds to add 100 new students to program – largest increase in the history of the Broward program.

South Florida Chapter Director, American ORT

Develop and coordinate all public relations and marketing campaigns for the organization. Major accomplishments include:

- Design public relations campaign to increase organizational visibility. Secure airing of special program on ORT on Florida PBS television show.
- Developing the first direct mail campaign producing close to \$200,000 in new revenue in first six months.

Note: Organization closed due to merger with another non profit

Marjorie Epstein Aloni

Professional Experience

Director of Community Relations, Jewish Federation of Broward County

Create and supervise all aspects of country's third largest Jewish community relations program. Recruit and train hundreds of volunteers for social action projects. Conduct annual leadership training series in political advocacy. Interact extensively with elected officials, interfaith and ethnic group leaders and media. Create and staff interfaith and inter-group coalitions dealing with social justice issues including; immigration, hunger, homelessness, affordable housing, illiteracy and domestic violence issues.

Major accomplishments:

- Grow community relations program from start to become the third largest program of its kind in the nation
- Receive numerous awards for outstanding community relations programming. Launch a humanitarian aid program to benefit elderly in the Former Soviet Union. Project recognized as exemplary by Vice President Al Gore at Jewish Federation General Assembly.

Director of Planning and Administration, Overseas Affairs Division; and Program Consultant

Manage relationship to overseas beneficiary agencies, including planning and overseeing the collateral materials for fund raising campaigns for programs in Israel and countries of distress averaging ten million dollars per year. Design collateral materials for projects of the Capital Campaign and supervise marketing and all publicity for Project Renewal. Initiate new training programs to educate leadership in overseas agenda and campaign needs, and develop division's administrative and capital budget. Accomplishments within overseas responsibilities included:

- Create stewardship program for donors at \$100,000 level and higher in division
- Successfully develop new initiatives in people to people programs and market to top leadership
- Receive Kessler Fellowship by United Israel Appeal

Also responsible for administering special funded programs for refugee resettlement. Conduct site visits to beneficiary agencies to monitor and evaluate all programs. Research and write specialized reports on immigrant service program. Accomplishments:

- Represent agency with leadership responsibilities on New York Immigrant Coalition
- Publish guide to college scholarships for immigrants which received wide distribution and use by federation agencies throughout all boroughs.

Executive Director, National Tay Sachs and Allied Diseases Association

- Manage non-profit health agency with an annual half million dollar campaign, and direct all fundraising, public relations, social service and educational programming efforts. In conjunction with medical advisory board, prepare national public information articles, press releases, appear on radio and television.

Marjorie Epstein Aloni

Professional Experience

Director of Public and Community Affairs, Jewish Community Relations Council of Greater Boston

Analyze public policy issues and recommend policy positions to board. Write and provide testimony before State Legislature. Develop public advocacy efforts and successfully involve area synagogues, college youth, and Jewish communal organizations in those activities. Serve in leadership capacity on city/state coalitions dealing with issues of civil rights, and interact extensively with media representatives and elected officials. Accomplishments include:

- Recruit, design national and state award winning social justice programs
- Receive award from Social Action Ministries for establishment of separate non profit agency dealing with homelessness and hunger issues
- Chosen by Governor to serve on State Commission on Energy and Environment.
- Appointed by Mayor to serve on City's Homelessness Task Force
- Elected for unprecedented term to Board of Civil Rights Coalition

Director of Community Relations and Jewish Family Service, Jewish Federation of New Bedford, MA

- Direct the community relations and outreach programs for small size federation. Responsible for all public relations including writing of newsletters, press releases, appearances on local radio and television shows and developing policy position papers for agency. On a regular monthly organize meetings with elected officials to discuss issues of concern to the Jewish community. Design all collateral materials for major fundraising events.

AWARDS

Kessler Fellowship, United Israel Appeal
David Keating Interfaith Award, Interfaith Council of Greater Hollywood
Broward County Women's History Coalition Leadership Award
DAR Community Service Award (for development of citizenship project)
Interfaith Community Service Award, Al Hikmat Services
Social Action Ministries, Community Service Award

LICENSES

Social Work, LSW, Commonwealth of Massachusetts
Certified Paralegal, Commonwealth of Massachusetts

APPOINTMENTS/AFFILIATIONS

Ambassador, Aventura Hospital
President, North Dade Council, Hadassah
Chair, Health and Wellness Committee, Aventura Sunny Isles Chamber
Member, Aventura Marketing Council
Board Member, Miami International Piano Festival
Board Member, Patrons of Young Exceptional Artists
Board Member, North Miami Beach Chamber of Commerce
Chair, Health and Wellness Committee, North Miami Beach Chamber of Commerce
Co-chair, Patient Family Advisory Council, Memorial Regional Hospital

Marjorie Epstein Aloni

Professional Experience

Board Member, Hallandale Beach Chamber of Commerce
Chair, Health and Wellness Committee, Hallandale Beach Chamber of Commerce
Public Policy and Communications Chair, Florida Social Workers in Healthcare
Board Member, UM Clinical Research Community Experts Board
Board Member, No More Tears
Past President, Turnberry Chapter Hadassah
Past Vice President Programming, Gr. Miami Region, Hadassah District Ten, Florida Human Rights Advocacy Council – Governor's Appointment
Immediate Past President, Turnberry Chapter of Hadassah
Past President, Interfaith Council of Greater Hollywood
Past Chair, Public Policy Committee, Miami Dade Coalition for Vulnerable Adults
Past Vice Chair, FEMA, Broward County
Past President, Greater Hollywood Task Force on Homeless and Hunger

EDUCATION

Boston University - BA Sociology and Political Science, Magna cum Laude
Boston State College – Paralegal Certificate Program
Successfully completed Core Training for Assisted Living Facilities

Marjorie Epstein Aloni

E-mail: marjorie.aloni@yahoo.com

Phone: 305-931-3818 (h); 305-692-4829 (work)

Address: 20301 NE 30 Avenue, Building 5, Unit 202, Aventura, FL 33180