



776 N.E. 125 Street, North Miami, Florida 33161

Council Report

To: The Honorable Mayor and City Council

From: Natasha Colebrook-Williams, Chief of Staff *NCW*

Date: January 28, 2020

RE: **RESOLUTION AUTHORIZING THE DISPLAY OF THE "UNITE TO FIGHT" HIV/AIDS AWARENESS MESSAGES ON BUS BENCHES PROVIDED TO THE CITY THROUGH AN AGREEMENT BETWEEN THE CITY OF NORTH MIAMI AND MARTIN OUTDOOR MEDIA, INC.**

RECOMMENDATION

It is recommended that the Mayor and City Council approve the attached resolution authorizing the display of the "Unite to Fight" HIV/AIDS awareness messages on bus benches provided to the City through an agreement between the city of North Miami and Martin Outdoor Media, Inc.

BACKGROUND

The city of North Miami has access to the use of bus bench advertisement space for civic messages under its agreement for bus benches with Martin Outdoor Media, Inc. Martin Outdoor Media, Inc. has agreed to display messages of civic interest, as approved by the City, on all non-advertisement benches and additionally provides the City with complimentary advertisement.

Empower U, Inc., a non-profit organization, desires to partner with the city of North Miami to increase community awareness about HIV/AIDS. It was requested that the City provides advertisement space on bus benches based on an agreement with Martin Outdoor Media, Inc. to display the "Unite to Fight" campaign.

ATTACHMENTS

Resolution

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, AUTHORIZING THE DISPLAY OF THE “UNITE TO FIGHT” HIV/AIDS AWARENESS MESSAGES ON BUS BENCHES PROVIDED TO THE CITY THROUGH AN AGREEMENT BETWEEN THE CITY OF NORTH MIAMI AND MARTIN OUTDOOR MEDIA, INC.; PROVIDING FOR AN EFFECTIVE DATE AND ALL OTHER PURPOSES.

WHEREAS, the City of North Miami (“City”) has access to the use of bus bench advertisement space for civic messages under its Agreement for Bus Benches (the “Agreement”) with Martin Outdoor Media, Inc.; and

WHEREAS, pursuant to section 11 of the Agreement attached as Exhibit “A”, Martin Outdoor Media, Inc. has agreed to display messages of civic interest, as approved by the City, on all non-advertisement benches and additionally provides the City with complimentary advertisements; and

WHEREAS, in 2019, Empower “U”, Inc. hosted a series of "Celebrate Life" events for the community bringing awareness and education to HIV/Aids leading up to World Aids Day on December 1st with highlights including a series of pre-launch/awards ceremony for elected officials, corporations and community organizations; and

WHEREAS, on December 1st, a Celebration of Life candlelight vigil was held which included 1,000 people with Lights of Love for people who lost loved ones from HIV/AIDS in downtown Miami at the Torch of Friendship and a billboard and bench campaign was unveiled; and

WHEREAS, the City desires to partner with Empower “U”, Inc. to educate the community about HIV/AIDS awareness by providing advertisement space on its bus benches for the display of the “Unite to Fight” campaign, see proposed artwork attached as Exhibit “B”; and

NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:

Section 1. Approval. The Mayor and City Council of the City of North Miami, Florida, hereby approve the display of the “Unite to Fight” HIV/AIDS education campaign on bus benches provided to the City through an Agreement with Martin Outdoor Media, Inc.

Section 2. Effective Date. This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED by a _____ vote of the Mayor and City Council of the City of North Miami, Florida, this ____ day of _____, 2020.

PHILIPPE BIEN-AIME
MAYOR

ATTEST:

VANESSA JOSEPH, ESQ.
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

JEFF P. H. CAZEAU, ESQ.
CITY ATTORNEY

SPONSORED BY: VICE MAYOR DESULME

Moved by: _____

Seconded by: _____

Vote:

Mayor Philippe Bien-Aime	_____	(Yes)	_____	(No)
Vice Mayor Alix Desulme, Ed.D.	_____	(Yes)	_____	(No)
Councilman Scott Galvin	_____	(Yes)	_____	(No)
Councilwoman Carol Keys, Esq.	_____	(Yes)	_____	(No)
Councilwoman Mary Estimé-Irvin	_____	(Yes)	_____	(No)



Amara La Negra
Love and Hip Hop: Miami

EMPOWER
COMMUNITY
HEALTH CENTER 

UNITE TO FIGHT HIV AIDS



NEED HELP? CALL 786-318-2337