


# Memorandum

MIAMI-DADE  
COUNTY

**Date:** April 8, 2014

**To:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
County Mayor 

**Subject:** Ratification of Approval of a Marketing and Collaborative Agreement with Rzeszów-Jasionka Airport, Poland

Agenda Item No. 3(B)(1)

## RECOMMENDATION

It is recommended that the Board of County Commissioners adopt the attached Resolution ratifying approval of a Marketing and Collaborative Agreement with Rzeszów-Jasionka Airport (RZE), Poland, for the increase in air cargo traffic between Miami International Airport (MIA) and RZE.

## SCOPE

Miami International Airport is located primarily within Chairwoman Rebeca Sosa's District Six; however, the impact of this agenda item is countywide in nature as MIA is a regional asset.

## DELEGATED AUTHORITY

In accordance with Section 2-8.3 of the Code of Miami-Dade County, the Miami-Dade Aviation Department (MDAD) Director or designee has the authority to terminate the agreement.

## FISCAL IMPACT/FUNDING SOURCE

It is anticipated that annual cost of this agreement will total \$5,000.00 for staff hours and travel and will be funded from MDAD's budgeted operating funds.

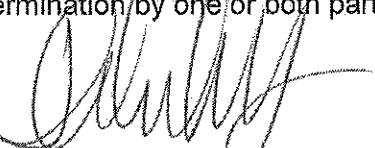
## TRACK RECORD/MONITOR

This Agreement will be administered by Aviation Marketing Specialist Ernesto B. Rodriguez.

## BACKGROUND

MDAD has been working for many years with airport authorities in Poland to develop increased air service between that country and MIA. The area around RZE contains a significant number of international and U.S. companies involved with aerospace engineering, pharmaceuticals, jet engine manufacturing, household equipment, computer software, food production, and information technology. Because of the desirability of bringing the products of these companies to the South Florida region and South America, and to export U.S. and Latin American products back to Poland, discussions were held with the RZE authorities that led to the attached Marketing and Collaborative Agreement.

Under the Agreement, the parties will work together to increase air traffic between MIA and RZE and to foster the increase in economic growth that results from such increased air traffic. In particular, MDAD staff will i) develop a program to facilitate air cargo movement between the two airports, ii) exchange information pertaining to cargo handling companies, statistics, planned infrastructure development, and general marketing research; iii) form technical working groups to exchange educational visits and act as goodwill ambassadors; and iv) through normal marketing processes, promote the relationship with the advantages of doing business at the sister airport. The Agreement will be in effect for an indefinite period until termination by one or both parties, which requires six months written notice.

  
\_\_\_\_\_  
Jack Osterholt, Deputy Mayor



**MEMORANDUM**  
(Revised)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** April 8, 2014

**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 3(B)(1)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 3(B)(1)  
4-8-14

RESOLUTION NO. \_\_\_\_\_

RESOLUTION RATIFYING APPROVAL OF A MARKETING  
AND COLLABORATIVE AGREEMENT BETWEEN MIAMI  
INTERNATIONAL AIRPORT AND RZESZÓW-JASIONKA  
AIRPORT, POLAND

**WHEREAS**, the development of increased air transportation between the United States and Poland is of common interest, as is the collaboration for increasing air cargo flows between Miami International Airport and Rzeszów-Jasionka Airport in Poland; and

**WHEREAS**, engaging the emerging markets of Poland will play an important role in enhancing trade to and from Poland through Miami International Airport ; and

**WHEREAS**, to accomplish the foregoing, the parties have entered into the attached Marketing and Collaborative Agreement, subject to the approval of the Board of County Commissioners,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board ratifies, confirms, and approves the attached Marketing and Collaborative Agreement between Rzeszów-Jasionka Airport and the Miami-Dade County's Aviation Department, to effect increased air traffic between the airports, exchanges of information, and interaction of technical, financial, and operational support between the parties; and authorizes the Mayor or designee to exercise any termination provisions thereof.

The foregoing resolution was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman  
Lynda Bell, Vice Chair

Bruno A. Barreiro  
Jose "Pepe" Diaz  
Sally A. Heyman  
Jean Monestime  
Sen. Javier D. Souto  
Juan C. Zapata

Esteban L. Bovo, Jr.  
Audrey M. Edmonson  
Barbara J. Jordan  
Dennis C. Moss  
Xavier L. Suarez

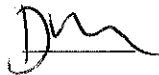
The Chairperson thereupon declared the resolution duly passed and adopted this 8<sup>th</sup> day of April, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



Thomas P. Abbott



# Marketing and Collaborative Agreement

between the  
**RZESZÓW-JASIONKA AIRPORT (RZE), POLAND**  
and  
**MIAMI-DADE AVIATION DEPARTMENT -- (MDAD)**

## PARTICIPANTS

**ON ONE HAND:** MR. STANISLAW NOWAK  
PRESIDENT  
AND REPRESENTING RZESZÓW-JASIONKA AIRPORT, POLAND (RZE)

**AND ON THE OTHER:** MR. K. A. PYATT  
DEPUTY AVIATION DIRECTOR  
AND REPRESENTING THE MIAMI-DADE AVIATION DEPARTMENT (MDAD).

## ACKNOWLEDGE

THAT AS THE DEVELOPMENT OF AIR TRANSPORTATION BETWEEN THE UNITED STATES AND POLAND IS OF COMMON INTEREST, AS IS THE COLLABORATION FOR INCREASING AIR CARGO FLOWS BETWEEN MIAMI AND RZESZÓW-JASIONKA AIRPORT, POLAND; THE PARTIES CONCEDE THAT THE PRESENT DOCUMENT REPRESENTS THE COLLABORATION BETWEEN THE TWO INSTITUTIONS TO ACHIEVE THE AFOREMENTIONED OBJECTIVES.

RZE AND MDAD IDENTIFY, GENERALLY AND WITH NO INTENTION OF EXCLUDING OTHER FIELDS, THE FOLLOWING AREAS OF COMMON INTEREST:

- TO STIMULATE THE INTERCHANGE OF EXPERIENCES AMONG THE SECTORS OF AIRPORT ACTIVITY AND PARTICULARLY IN TECHNOLOGICAL, OPERATIONS AND COMMERCIAL ACTIVITIES.
- TO FAVOR MUTUAL BUSINESS OPPORTUNITIES BY COMBINING THE POTENTIAL OF BOTH ORGANIZATIONS.
- TO PROMOTE INTERCHANGES OF INFORMATION ON BOTH AIRPORTS, IN THE HOPES OF ARTICULATING CONCRETE COLLABORATION AT THE OPPORTUNE TIME.
- TO ESTABLISH COMMON POLICIES IN REGARDS TO INTERNATIONAL AIRPORT AND AERONAUTICAL ORGANIZATIONS
- TO DEVELOP AIR CARGO TRAFFIC BETWEEN MIAMI INTERNATIONAL AIRPORT AND RZESZÓW-JASIONKA AIRPORT, POLAND SO THAT THE POSITION OF BOTH AIRPORTS IS REINFORCED IN THE US, LATIN AMERICAN AND THE CARIBBEAN, AND CENTRAL EUROPEAN MARKETS.

WITH THIS OBJECTIVE, SPECIFIC WORK PROGRAMS WILL BE DISCUSSED BETWEEN THOSE ATTENDING:

- DEVELOPMENT OF A PROGRAM TO FACILITATE AIR CARGO BETWEEN BOTH AIRPORTS WHICH WILL INCLUDE ACTIONS IN RELATION TO THE AIRPORT OPERATIVES AND ALL THOSE WHO CONTRIBUTE TO THE INCREMENT OF TRAFFIC BETWEEN THE AIRPORTS THROUGH A RAPID AND SECURE TRANSIT OF MERCHANDISE.
- BOTH AIRPORTS WILL COMMIT TO THE EXCHANGE OF INFORMATION PERTAINING TO THE CARGO HANDLING COMPANIES AT EACH AIRPORT, HISTORICAL STATISTICAL INFORMATION PERTAINING TO EACH AIRPORT, PLANNED AIRPORT INFRASTRUCTURE DEVELOPMENTS, AND GENERAL MARKETING RESEARCH AIMED AT INCREASING CARGO TRAFFIC AT BOTH AIRPORTS.
- BOTH AIRPORTS WILL STUDY THE POSSIBILITY OF CREATING TECHNICAL MEANS, BY WAY OF OTHER BUSINESS ARRANGEMENTS, TO PROMOTE THE TRAFFIC AND AIRPORT ACTIVITIES COVERED IN THIS DOCUMENT.
- BOTH AIRPORTS WILL WORK TOWARDS THE FORMATION OF TECHNICAL WORKING GROUPS TO EXCHANGE EDUCATIONAL VISITS AND ACT AS GOODWILL AMBASSADORS BETWEEN AIRPORTS.
- BOTH AIRPORTS THROUGH THEIR NORMAL MARKETING PROCESS WILL PROMOTE THE RELATIONSHIP WITH AND THE ADVANTAGES OF DOING BUSINESS AT THE SISTER AIRPORT.

THIS MARKETING AND COLLABORATIVE AGREEMENT WILL BE IN EFFECT FOR AN INDEFINITE PERIOD OF TIME, EXCEPT IN THE EVENT OF TERMINATION BY ONE OF THE PARTIES, WHICH WILL GIVE 6 (SIX) MONTHS WRITTEN NOTICE TO THE OTHER. IT IS COMPILED IN TWO ORIGINAL COPIES, ONE COPY OF EACH ORIGINAL TO BE KEPT IN THE ARCHIVES OF MIAMI-DADE AVIATION DEPARTMENT, MIAMI FLORIDA USA, AND RZESZÓW-JASIONKA AIRPORT, POLAND. THIS AGREEMENT SHALL BECOME EFFECTIVE ONCE APPROVED BY VOTE OF THE MIAMI-DADE COUNTY BOARD OF COUNTY COMMISSIONERS.

IN CONFORMITY, SIGNED ON THE EFFECTIVE DATE OF NOVEMBER 6, 2013

### SIGNATORIES:

MIAMI-DADE AVIATION DEPARTMENT  
IN MIAMI, FLORIDA, USA  
AND  
RZESZÓW-JASIONKA AIRPORT, POLAND

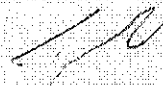
  
MR. K. A. PYATT / DEPUTY AVIATION DIRECTOR  
MIAMI-DADE AVIATION DEPARTMENT

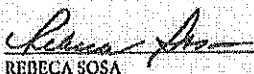
  
MR. STANISLAW NOWAK, PRESIDENT  
RZESZÓW JASIONKA AIRPORT, POLAND

### WITNESSED BY:

  
WLADYSLAW ORTYL  
MARSZALEK / GOVERNOR

  
CARLOS A. GIMENEZ  
MAYOR, MIAMI-DADE COUNTY

  
TADRUZ FERENC  
PRESIDENT OF  
CITY OF RZESZOW

  
REBECA SOSA  
CHAIRWOMAN,  
BOARD OF COUNTY COMMISSIONERS  
MIAMI-DADE COUNTY