



Departmental Report for:  
Reporting Period  
April 2016

# **EDUCATION COMPACT GOALS**

## Education Compact goals

- 1) Cooperation on traffic reducing measures
  - a. Promote carpooling amongst parents
  - b. Set up centralized parent drop offs at Village Hall and along Old Cutler road
  - c. Redesign drop off/pick up procedures at Coral Reef Elementary and Southwood Middle
- 2) Cooperation on educational issues
  - a. Explore partnerships with high school and FIU on environmental and forensics
  - b. Explore better visibility to arts by students at Village functions
  - c. Explore further collaboration on environ tech high school
- 3) Set up a master joint use document for all facilities
  - a. Provide for the use of Southwood tennis and basketball facilities
  - b. Provide for the use of Coral Reef Elementary open field for soccer and use of basketball courts
  - c. Build joint use parking for school and park use
- 4) Set up goals and accomplishments in the document

Traffic meeting:

- 1) Slide show
- 2) Discussion of traffic issues
- 3) Future steps
- 4) Questions and answers from residents
- 5)



Departmental Report for:  
Reporting Period  
April 2016

**GENERAL BALLOON BAN:  
LOGGERHEAD MARINELIFE CENTER**

## Edward Silva

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**From:** Tommy Cutt <tcutt@marinelife.org>  
**Sent:** Monday, May 23, 2016 7:32 PM  
**To:** Edward Silva  
**Cc:** Demi Fox  
**Subject:** Balloon Ban - Palmetto Bay  
**Attachments:** GeneralBalloonBan.pdf

Dear Mr. Silva,

My name is Tommy Cutt. I am the Chief Conservation Officer at Loggerhead Marinelife Center (LMC), a non-profit sea turtle research, rehabilitation, and education facility in Juno Beach, Florida. In April this year, we began to form partnerships with nearby towns and counties to ban the use of balloons in areas near the coast.

Florida's East Coast is home to some of the most densely utilized sea turtle nesting beaches in the country. Balloons are often released, purposefully or by accident, and end up littering the beaches and the ocean. The deflated balloons resemble jellyfish, a common prey item for sea turtles. At LMC, hospital staff regularly treat sea turtles that have ingested marine debris, including balloons.

We would like to propose a partnership to prohibit the use of balloons in your area. We have received an overwhelming amount of positive public support for the balloon bans already in place.

Please find attached a document containing a sample ordinance, signage options, and educational materials for distribution. All materials will be provided at no cost. If you are interested in participating in this balloon ban or have any questions, please do not hesitate to contact me.

Thank you!

Tommy Cutt, Chief Conservation Officer  
Loggerhead Marinelife Center  
14200 US Highway One | Juno Beach, FL 33408  
Cell: (561) [379-9974](tel:379-9974) | Office: (808) 495-4505

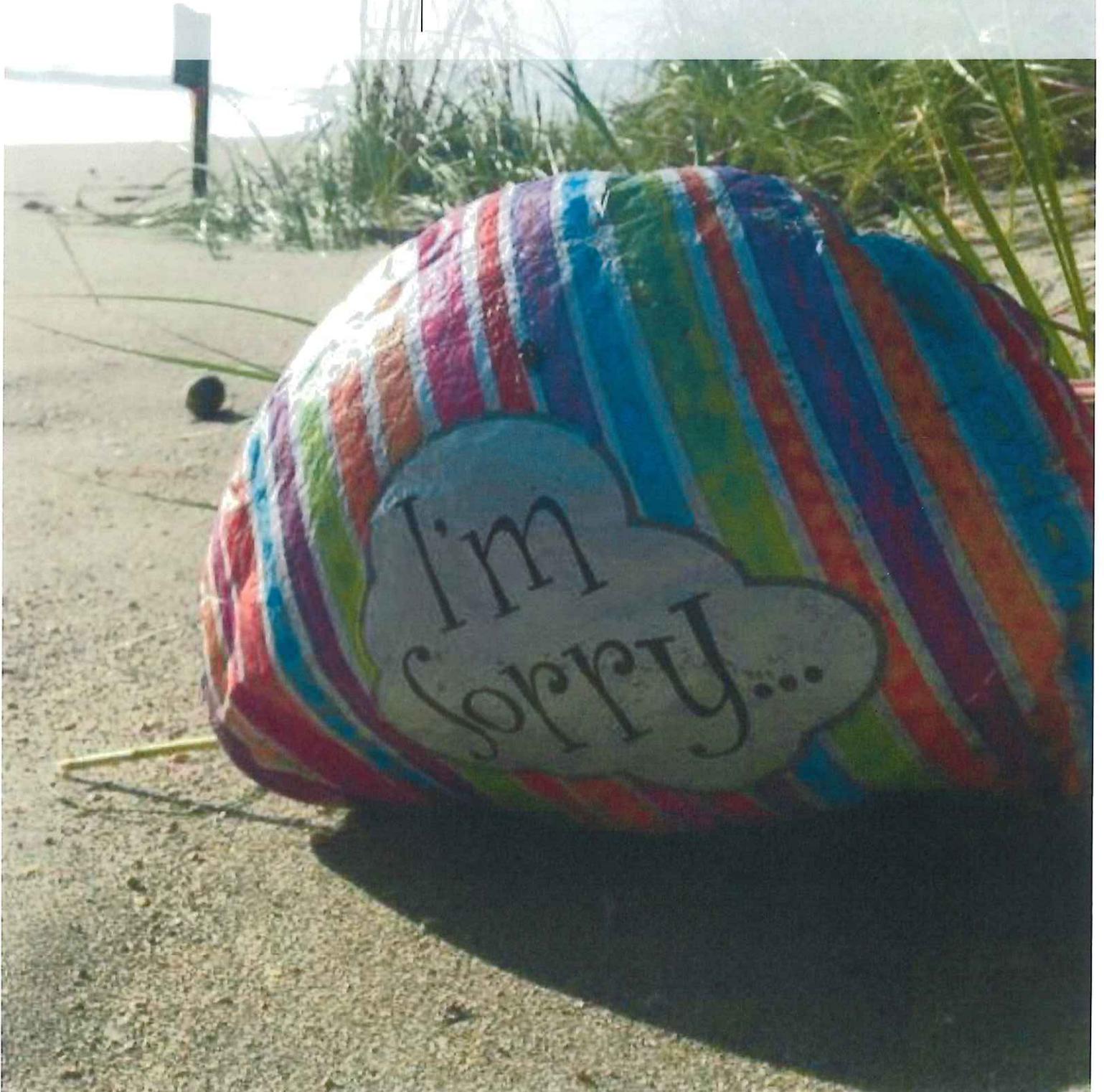
[Website](#) [Blog](#)





## Balloon Ban

Loggerhead Marinelife Center  
14200 US Highway One, Juno Beach, FL 33408  
561-627-8280 | [marinelife.org](http://marinelife.org)



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*Florida's East Coast is home to some of the most densely utilized sea turtle nesting beaches in the country. At Loggerhead Marinelife Center (LMC), a non-profit organization located in Juno Beach, Florida, hospital staff regularly treat turtles with complications due to marine debris ingestion.*

*Balloons are often released, purposefully or by accident, and end up littering the ocean. The deflated balloons resemble jellies, a common prey item for sea turtle species. In an effort to promote the safety and protection of marine life, LMC staff wish to form a partnership to prohibit the use of balloons in designated locations along the coast.*

LMC Contacts

Tommy Cutt, Chief Conservation Officer – [tcutt@marinelife.org](mailto:tcutt@marinelife.org)  
Demi Fox, Outreach Coordinator – [dfox@marinelife.org](mailto:dfox@marinelife.org)

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Sample Ordinance

Below is a sample ordinance that may be added to the City, Town, Village, or County Code.

**ORDINANCE NO. XXXX**

AN ORDINANCE OF THE TOWN COUNCIL OF THE (TOWN NAME), FLORIDA, ENTITLED "BALLOON BAN," PROVIDING FOR THE PROHIBITION OF BALLOON USAGE AND BALLOON RELEASES IN (LOCATION(S)); AND PROVIDING FOR AN EFFECTIVE DATE.

**WHEREAS** balloons are often released, contributing to marine debris. The deflated balloons resemble jellies, a common prey item for sea turtle species as seen in Exhibit "A"; and

**WHEREAS** Florida's East Coast is home to some of the most densely utilized sea turtle nesting beaches in the country.

**NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE (TOWN NAME), FLORIDA:**

**Section 1.** In an effort to promote the safety and protection of sea turtles, no person shall display, release, or distribute balloons of any kind in (location(s)).

**Section 2.** The (Property Name – civic centers, park pavilions, etc.) lease shall include a notice of the prohibition of balloon usage as well as a link to educational information regarding the effect of balloons on sea turtles and marine life.

**Section 3.** The party responsible for (Property Name) reservations is hereby directed to supply prospective renters with educational information explaining the prohibition of balloon usage and the Town's reason for the restriction.

**Section 4.** Effective date. This ordinance shall take effect immediately upon its adoption.

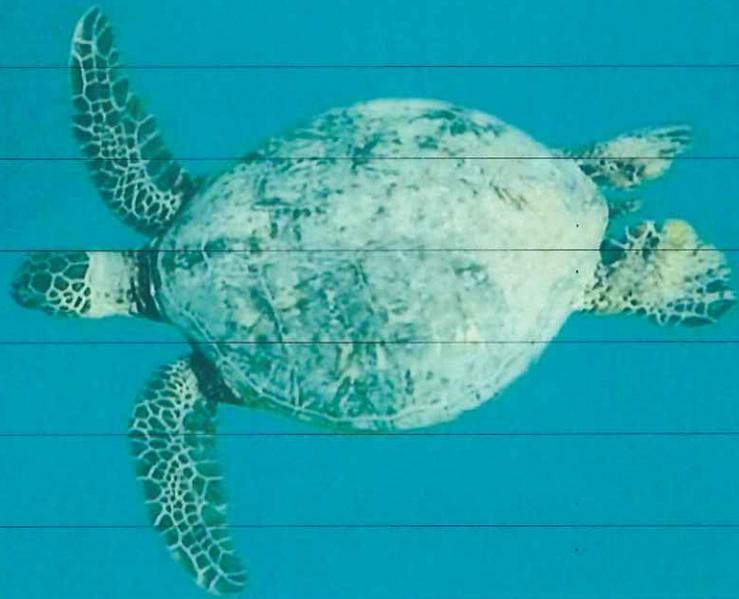
Exhibit "A"

The below pictured green sea turtle (*Chelonia mydas*), being treated at Loggerhead Marinelife Center, ingested a plastic balloon.



Town  
Logo

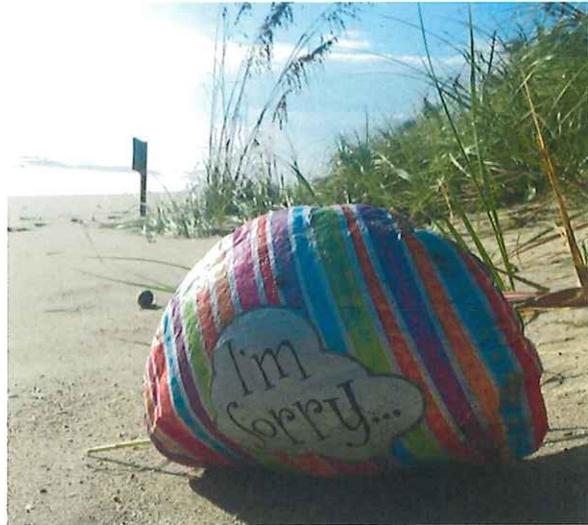
## Balloon Ban



Deflated balloons resemble jelly fish, a common prey item for sea turtles. In an effort to promote the safety and protection of sea turtles, (Town Name) has prohibited the use of balloons in (location(s)).



Former LMC patient, Lil' Nugget, swallowed a balloon.



Hundreds of balloons are collected on Florida beaches.

You can also help protect sea turtles in the following ways:

- Remove any lounge chairs, umbrellas, and other beach furniture from the beach overnight.
- Knock down sand castles and fill in holes in the sand when leaving the beach.
- Turn off outdoor lights at night and close curtains after sunset to keep light pollution off the beach.
- Dispose of all trash and clean up any debris found on the beach.
- If you see a nesting turtle, try not to disrupt her. Do not use any bright lights or flash photography and avoid creating loud noises.
- If you see healthy hatchlings, allow them to crawl to the ocean on their own.

### Signage Option 1

Below is an example of signage that may be displayed in appropriate locations. All colors, text, and logos are fully customizable and may be edited to best suit the needs of each location.

**Town  
Logo**

## Notice: Balloons Prohibited

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Deflated balloons resemble jelly fish, a common prey item for sea turtles. In an effort to promote the safety and protection of sea turtles, (Town Name) has prohibited the use of balloons in (location(s)).

For more information,  
visit [marinelife.org](http://marinelife.org)

 **PROJECT SHIELD**  
LOGGERHEAD MARINELIFE CENTER

Signage Option 2

Below is a mock-up of the signage that was recently installed in Loggerhead Park in collaboration with Palm Beach County. Similar signage could be produced for any town location. All colors, text, and logos are fully customizable and may be edited to best suit the needs of each location.

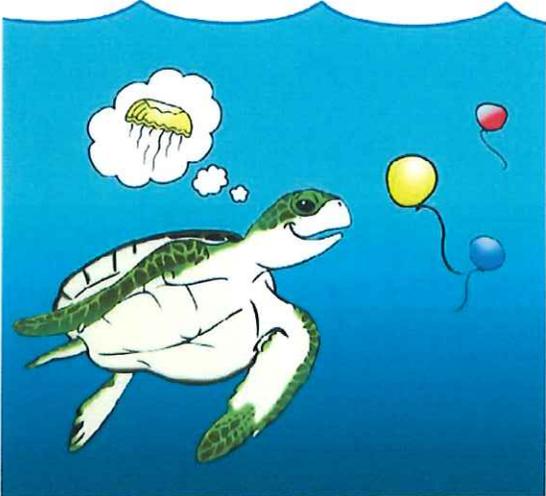
24 in

# NOTICE



## BALLOONS ARE PROHIBITED

Deflated balloons resemble jelly fish, a common prey item for sea turtles.  
 At Loggerhead Marineline Center hospital staff are regularly treating turtles that have eaten balloons.



In an effort to promote the safety and protection of sea turtles, Loggerhead Marineline Center and **Your Name Here** have partnered to prohibit the use of balloons at **Your Location**.

YOUR LOGO  
HERE

To learn more visit  
<http://www.marinelife.org/>



3.2 in  
.95 in  
.5 in  
30 in  
.431 in

## Sample Webpage

Below is the notice that is currently displayed on the Loggerhead Park webpage.

www.pbcgov.com/parks/locations/loggerhead.htm#Vyiuz2iQKUL

Palm Beach County Parks & Recreation  
 We create opportunities for healthy, happy living!

Select Language

Parks & Recreation Home Find Parks/Amenities Calendar of Events Things to Do General Information Contact Us

You are here: Palm Beach County > Parks & Recreation > Locations > Loggerhead Park

North Parks

- Bart Winters
- Burt Reynolds
- Cabana Colony
- Carlin
- Coral Cove
- County Pines Rec Complex at Samuel Friedland
- DuBois
- Eyer
- Fullerton Island
- Gramercy
- Jim Barry Light Harbor
- Juno
- Juno Beach
- Jupiter Beach
- Jupiter Farms
- Kennedy Estates
- Limestone Creek
- Loggerhead
- Lashatchee River Battlefield
- North County Aquatic Complex
- Ocean Cay
- Ocean Reef
- Peanut Island
- Pill Foster
- Riverbend
- West Jupiter Recreation Center

315

## Loggerhead Park

**NOTICE:** The use of balloons is now prohibited at Loggerhead Park. Loggerhead Marinelife Center and Palm Beach County have committed to the prohibition of balloons at the park in an effort to promote the safety and protection of sea turtles. Visit Loggerhead Marinelife Center online to learn more about the dangers balloons pose to marine wildlife.

**ENTRANCE:** 14200 U.S. Highway 1, Juno Beach, Florida 33408  
[Google Maps](#)

**HOURS:** Sunrise - Sunset

**CLASS:** Beach

**ACREAGE:** 17.26 acres

**AMENITIES**

- activity building
- beach frontage, guarded (500 feet)
  - beach surf wheelchair is available; contact a lifeguard to arrange for use.
- salvater fishing and surfing not permitted in guarded swimming area
- fishing (saltwater)
- nature trail
- parking
- picnic areas with grills, single table
- picnic pavilion, reserved group (1)
- picnic shelters, family (7)
- playground, including
  - playground safety
  - play structure (ages 2-12 years)
  - play structure (ages 5-12 years)
- restroom facilities
- showers, outdoor

**LOCATION OF**

- Celestial Railroad Historical marker

Loggerhead Park Location Map

View Loggerhead Park in a larger map

**Contact Information**

- Daily Beach Conditions**
  - North County: (561) 624-0065
  - South County: (561) 629-8775
- Ocean Rescue Headquarters**
  - North District: (561) 694-7450  
 Juno Beach Park, 14775 U.S. Highway 1, Juno Beach, Florida 33408
  - South District: (561) 629-8770  
 Ocean Inlet Park, 6900 Ft. Ocean Boulevard, Ocean Ridge, Florida 33435
- Webcams**
  - Contact Us, if you have questions, comments, or would like to be notified by email about upcoming activities at an aquatic facility

**Beach Cleanups**

Interested in Beach Clean Ups?

10:11 AM 5/19/2011



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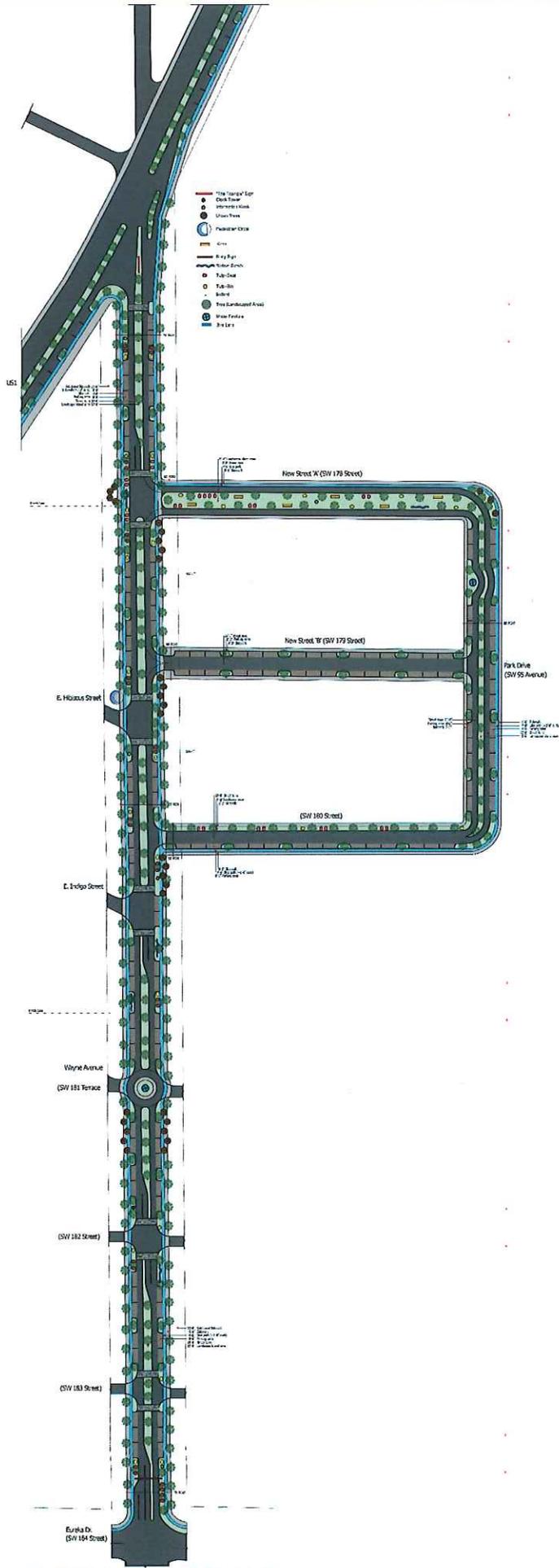
# **FRANJO ROAD (MASTER PLAN)**

# FRANJO ROAD (US1- SW 184 Street)- Master plan

Section 1

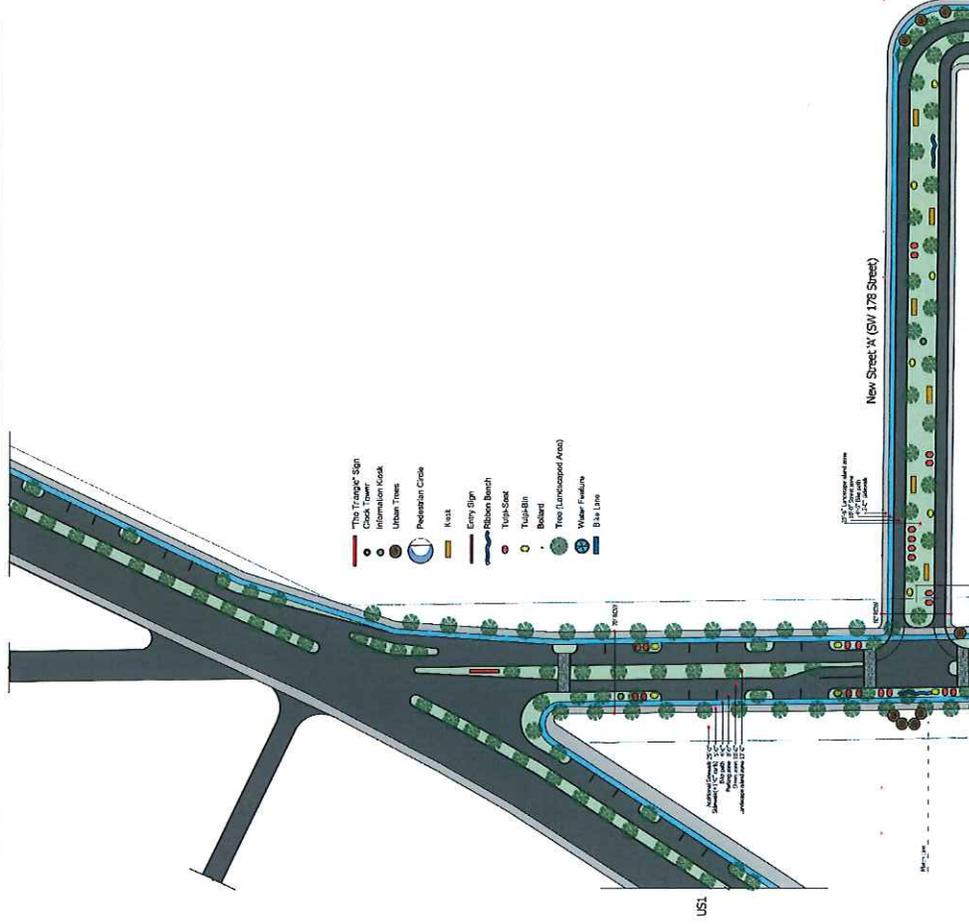
Section 2

Section 3

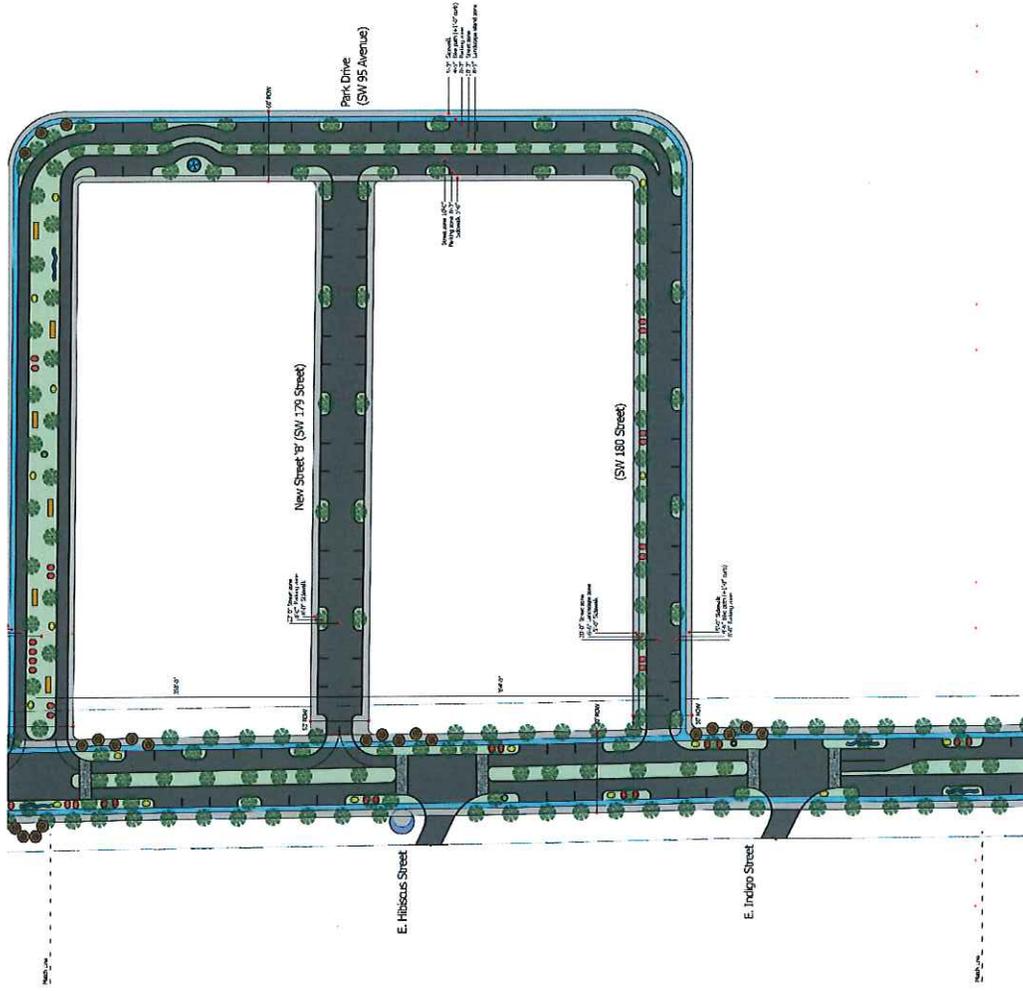


# FRANJO ROAD (US1- SW 184 Street)- Master plan

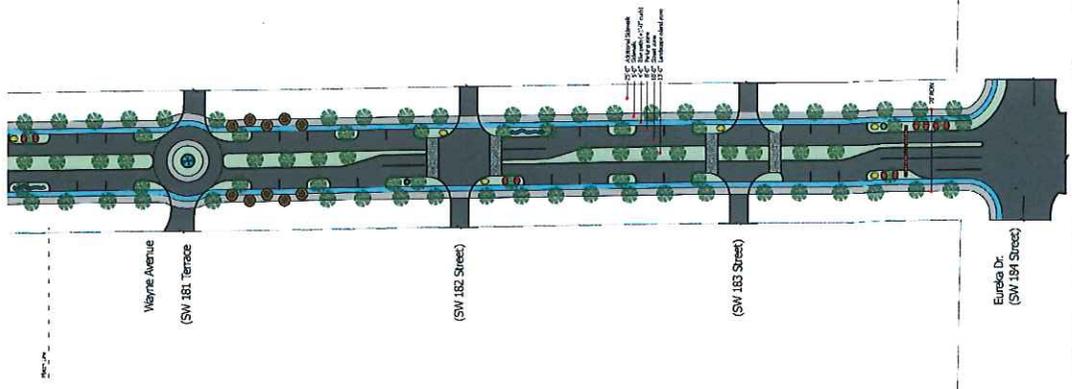
## Section 1



# Section 2

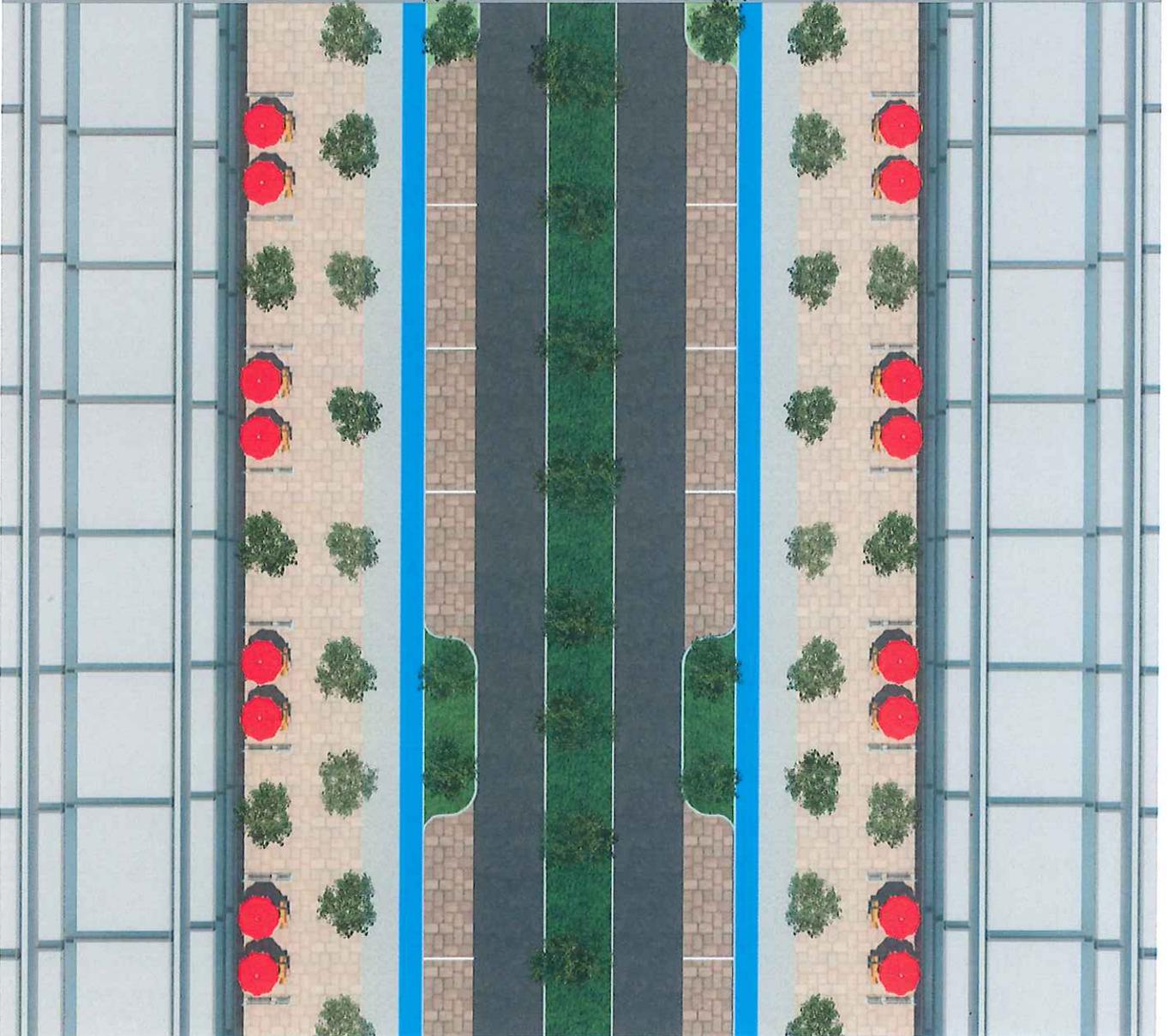
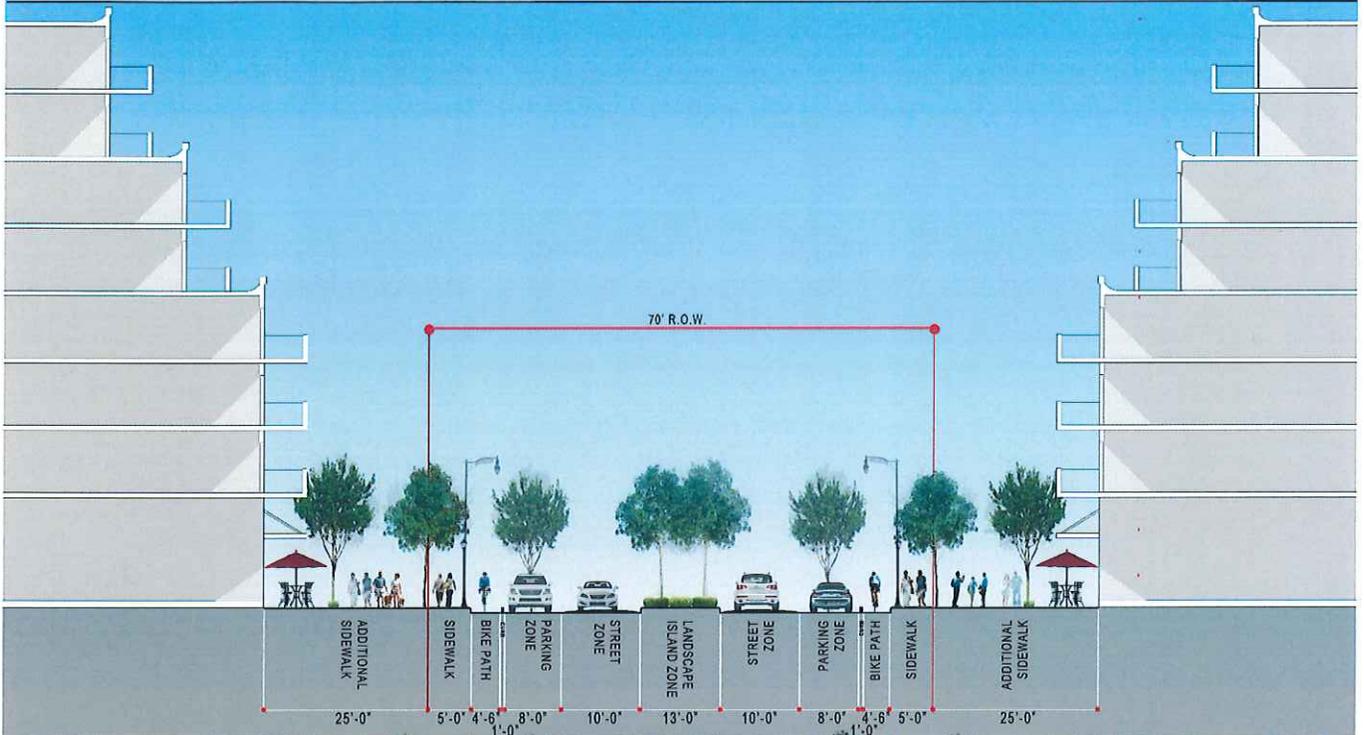


# Section 3



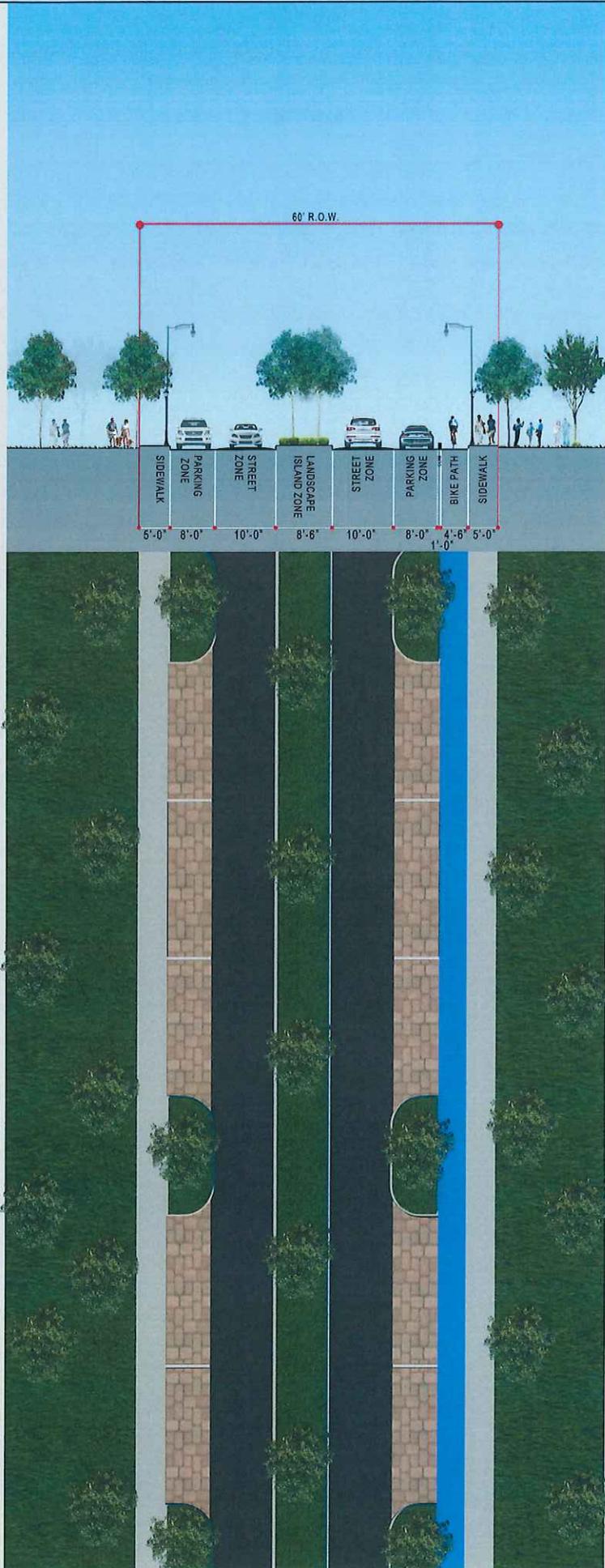
# FRANJO ROAD - Section/Plan

(SW 97 Avenue-- from US1 to SW 184 Street)



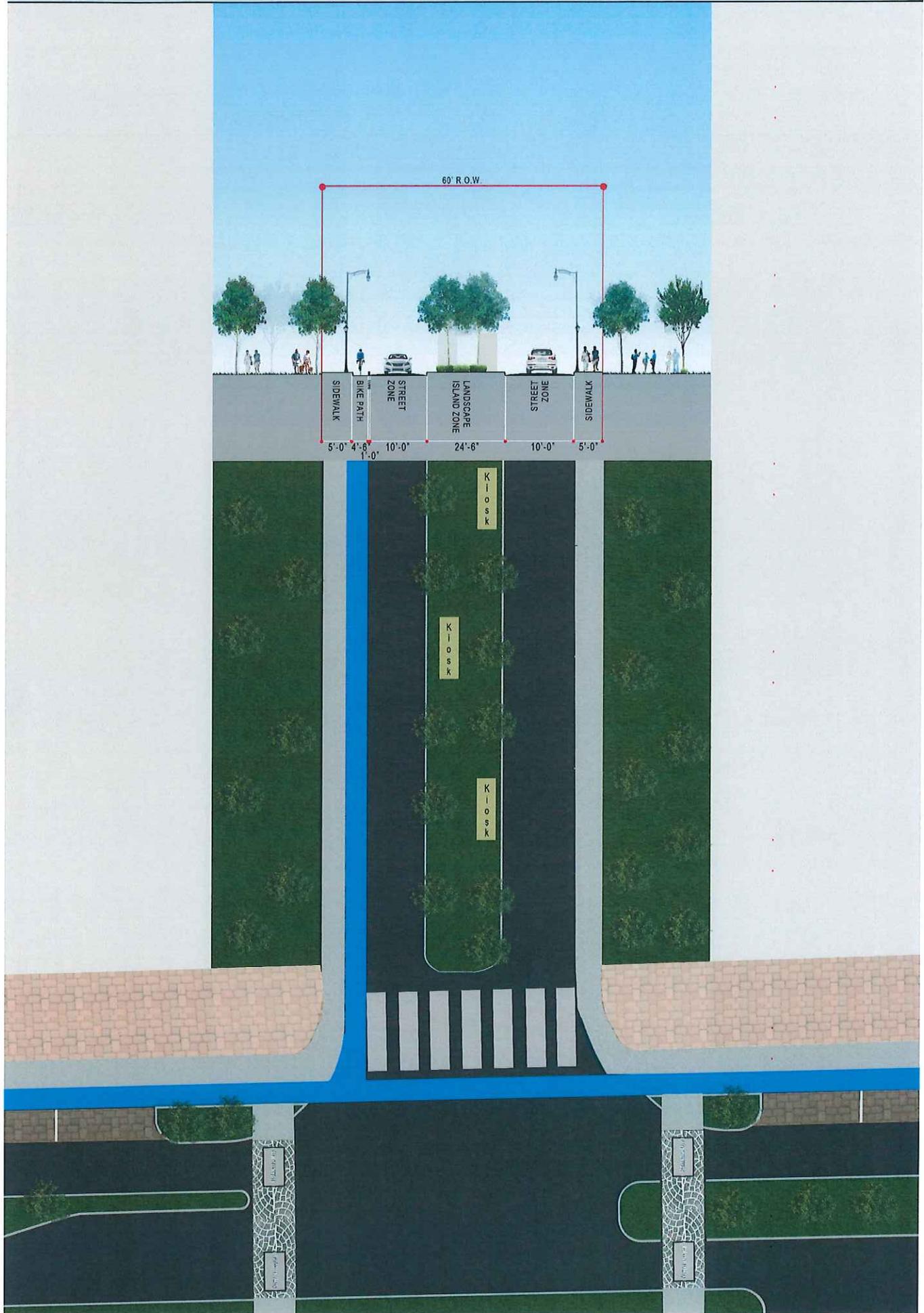
# PARK DRIVE - Section/Plan

(SW 95 Ave.-- from SW 178 St. to SW 180 St.)



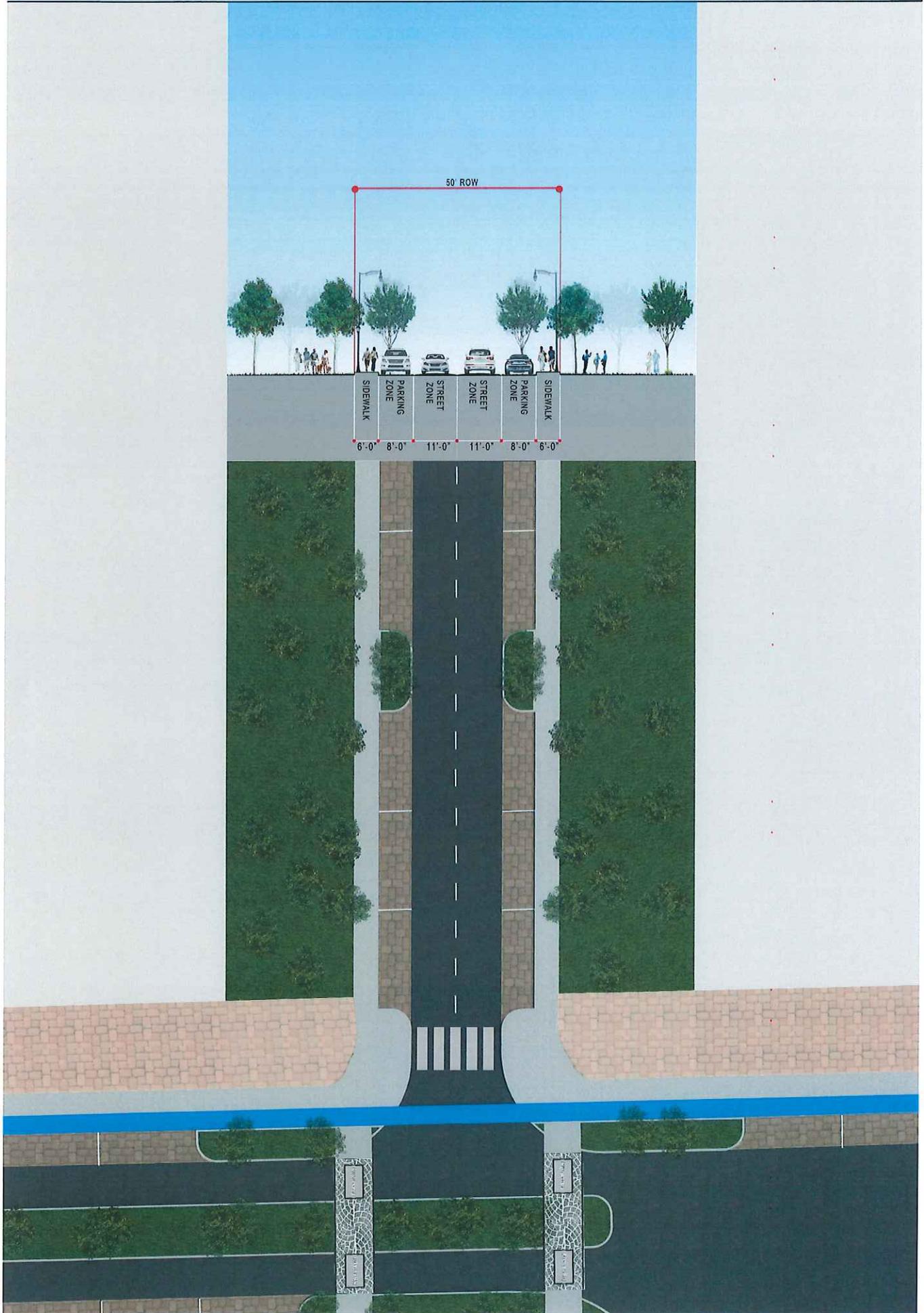
# NEW STREET 'A' - Section/Plan

(SW 178 St.-- from Franjo Rd. to Park Dr.)



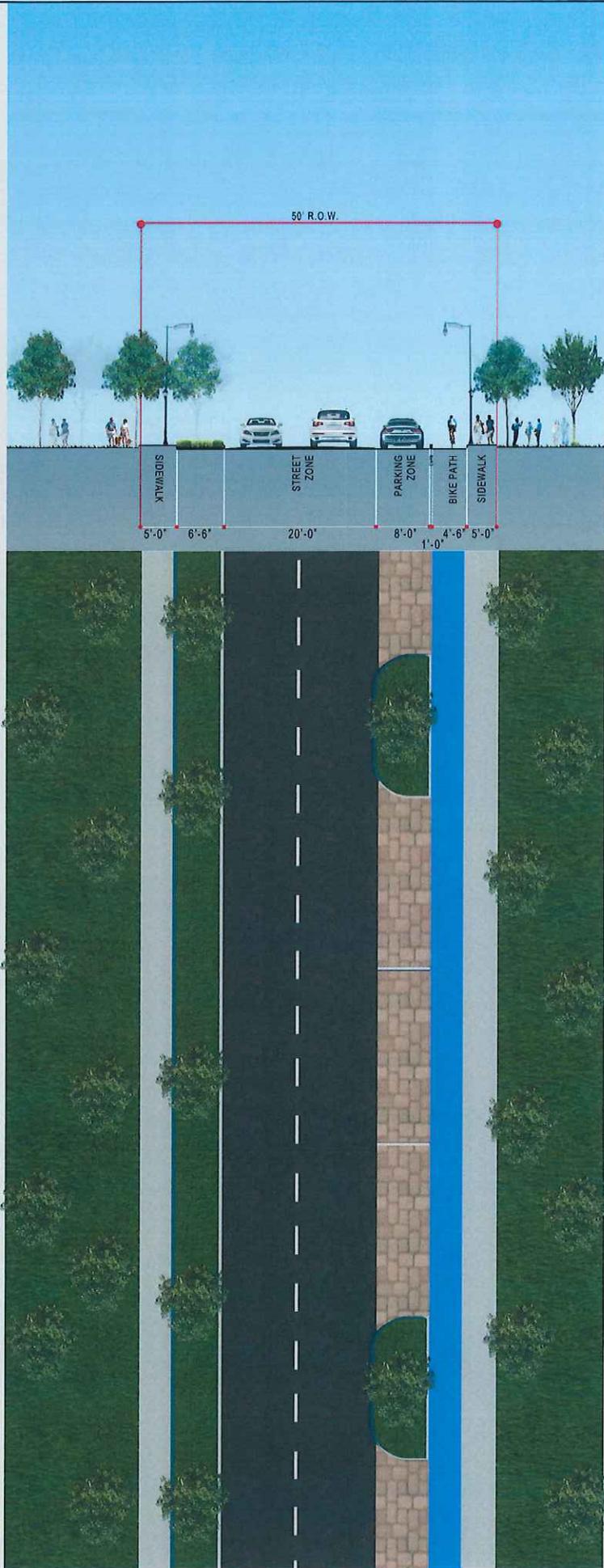
# NEW STREET 'B' - Section/Plan

(SW 179 St.-- from Franjo Rd. to Park Dr.)



# SW 180 St. - Section/Plan

(SW 180 St.-- from Franjo Rd. to Park Dr.)



# FRANJO ROAD - Streetscape



— "THE TRIANGLE" Entry sign



● Clock Tower



● Information Kiosk



● Urban Trees



● Pedestrian Circle



● Ribbon Bench



● TuliBin



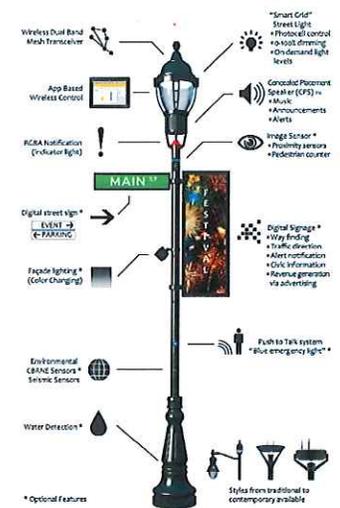
Tree Guards (all trees on sidewalk)



● TuliSeat

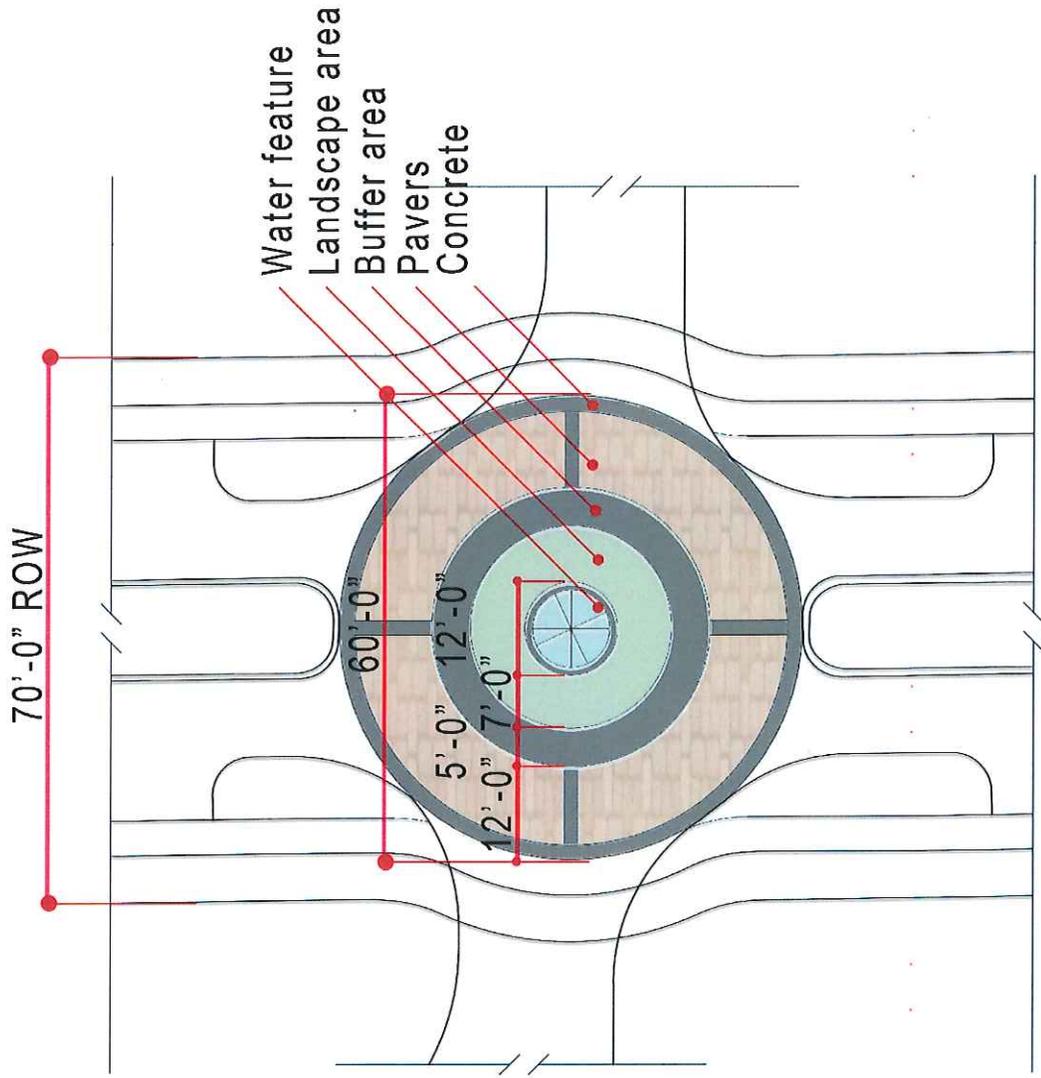


— "Franjo Road" Entry Sign



Intellistreets- Light Posts (every 30' both sides of street)

# FRANJO ROAD - Roundabout Detail







Departmental Report for:  
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**PROPOSED PARK LOCATED  
ON  
148<sup>TH</sup> STREET & SW 87<sup>TH</sup> PLACE**

## Edward Silva

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**From:** Karyn Cunningham  
**Sent:** Sunday, May 22, 2016 11:35 AM  
**To:** Edward Silva  
**Cc:** Wales, Justin S. (JWales@carltonfields.com); Cava, Daniella Levine (DIST8) (dlcava@miamidade.gov)  
**Subject:** FW: Proposed Park on 148th Street and SW 87th PL  
**Attachments:** 20160521\_125450.jpg; 20160521\_125609.jpg

Manager Silva:

Can we meet to discuss this the week of June 6th (I am on vacation and out of the country the week before.) I think we have a great opportunity here to work with Publix to create a green space that will enhance the area in my district. I am ccing the Commissioner as I think she would be a valuable asset in making this happen.

Mr. Wales is an attorney with Carlton Fields and has extensive background in environmental issues.

Best regards,

Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

Please Note: Florida has very broad public records laws. Most written communications to or from local officials regarding official business are public records available to the public and media upon request. Your e-mail communications may therefore be subject to public disclosure.

-----Original Message-----

From: Wales, Justin S. [mailto:JWales@carltonfields.com]  
Sent: Sunday, May 22, 2016 10:42 AM  
To: Karyn Cunningham  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

Hi Karyn,

The few neighbors I spoke to didn't really think it was a priority to add the bumps. I think the priority is still getting the plot cleaned. I think we should meet with the village manager about it.

Check out the pictures I took yesterday. One shows condoms and trash at the plot and the other show a tremendous overgrowth of weeds growing on the street side of the new sidewalk. Really looks bad.

Justin

Sent from my T-Mobile 4G LTE Device

----- Original message -----

From: Karyn Cunningham <kcunningham@palmettobay-fl.gov>  
Date: 05/22/2016 8:51 AM (GMT-05:00)  
To: "Wales, Justin S." <JWales@carltonfields.com>  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

Just checking in. Have you had any time to think about speed humps and getting together a survey of your neighbors?

Best regards,

Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

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-----Original Message-----

From: Karyn Cunningham  
Sent: Tuesday, April 12, 2016 6:32 PM  
To: 'Wales, Justin S.'  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

How is Sunday morning? This week is tough and I am working on Saturday.

Best regards,

Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

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-----Original Message-----

From: Wales, Justin S. [mailto:JWales@carltonfields.com]  
Sent: Monday, April 11, 2016 10:01 AM  
To: Karyn Cunningham  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

That sounds great. Im available Wed, Thurs, or Friday evening, as well as around 9 in the morning during the week or on the weekend.

Sent from my T-Mobile 4G LTE Device

----- Original message -----

From: Karyn Cunningham  
Date:04/11/2016 9:52 AM (GMT-05:00)  
To: "Wales, Justin S."  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

Hi Justin:

Still waiting on the Manager but would love to take a walk of the area while we wait. Let me know.

Best regards,

Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

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-----Original Message-----

From: Karyn Cunningham  
Sent: Friday, April 1, 2016 10:02 PM  
To: Wales, Justin S. (JWales@carltonfields.com)  
Subject: FW: Proposed Park on 148th Street and SW 87th PL

Jason,

Hope you are well. See response below from Manager. Give me a nudge next week and I will double back. Happy to meet as well and take a walk of the area.

Best regards,

Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

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-----Original Message-----

From: Edward Silva  
Sent: Wednesday, March 30, 2016 11:33 AM  
To: Karyn Cunningham  
Cc: Missy Arocha  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

Once we get confirmation from Publix and who it is we need to discuss this with and then have a range of dates established we will proceed to discuss options.

Respectfully,

Edward Silva  
Village Manager  
Village of Palmetto Bay  
305-259-1234

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-----Original Message-----

From: Karyn Cunningham  
Sent: Wednesday, March 30, 2016 10:23 AM  
To: Edward Silva  
Cc: Missy Arocha  
Subject: FW: Proposed Park on 148th Street and SW 87th PL

I believe I requested that you meet with the individual below. Can we set this up?

Best regards,

Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

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-----Original Message-----

From: Wales, Justin S. [mailto:JWales@carltonfields.com]  
Sent: Wednesday, March 30, 2016 10:21 AM  
To: Karyn Cunningham  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

Hi Karyn,

Wanted to loop back around and see if there were any updates or whether I could help with the park issue.

Thanks,

Justin

Sent from my T-Mobile 4G LTE Device

----- Original message -----

From: Karyn Cunningham  
Date:03/15/2016 2:39 PM (GMT-05:00)  
To: "Wales, Justin S."  
Cc: Edward Silva , "Serralta, Gadyaces S. (gsserralta@mdpd.com)"  
Subject: RE: Proposed Park on 148th Street and SW 87th PL

Hi Justin,

Thanks so much for contacting me. I enjoyed speaking with you and appreciate the follow up. I value your activism in helping us to keep our community beautiful. I have spoken to the Village Manager and he is going to follow up with both the Commander to discuss vagrants and Village Code Enforcement to discuss upkeep and cleanliness of the area.

Additionally, he is following up with a conversation with Publix. Apparently their previous proposal was for vehicular ingress and egress. I know the community likely does not want that. But let's not put the cart before the horse and see what he finds out. After, would you be willing to meet with us?

Let me know. I am ccing the Manager and Commander here for an additional follow-up.

Best regards,  
[signature]  
Councilwoman Karyn Cunningham  
Village of Palmetto Bay, Seat 1  
305-799-0695

Please Note: Florida has very broad public records laws. Most written communications to or from local officials regarding official business are public records available to the public and media upon request. Your e-mail communications may therefore be subject to public disclosure.

From: Wales, Justin S. [mailto:JWales@carltonfields.com]  
Sent: Tuesday, March 15, 2016 12:49 PM  
To: Karyn Cunningham  
Subject: Proposed Park on 148th Street and SW 87th PL

Councilwoman Cunningham,

Thank you again for taking the time to speak with me yesterday about my concern and vision for the vacant land on 148th and SW 87th Place. For reference I attached an aerial shot of the land and ownership information which shows that the parcel is owned by Publix.

As I mentioned to you over the phone, the land, which is overgrown and unkempt, is currently being used as a de facto public space by the neighborhood. Many residents walk their dog in the open space and small children play football and soccer on the parcel. This is concerning because homeless people (and neighborhood teenagers) often congregate in the park, leaving it very dirty and filled with litter and broken glass. On one occasion I even found a hyperdermic on the ground while walking my dog and had to dispose of it. There are also a number of dead and broken trees on the parcel that need to be removed and pose a threat to neighboring houses in the event of a powerful storm. The general disarray of the land causes a sort of cyclical problem in that people seem to feel free to trash it because it is already trashed.

The land is also currently being used by many in the neighborhood as a shortcut to the Publix shopping center and I have seen many, many people jump the cement wall in order to get to the shopping center without having to walk toward US1. As there is a bit of a dip on the shopping-center side of the barrier, this shortcut is what some would describe as a very dangerous "attractive nuisance".

I would like to help the Village, in whatever capacity I can, turn this blighted and unused parcel into a passive park for the community. I think very little is needed to be done to the land other than landscaping and maintenance, the addition of a few benches and trash cans, and creating a pedestrian entrance to the shopping center.

Please let me know how we can discuss next steps. I had heard such nice things about you from Daniella Levine and had been looking forward to meeting you for some time. I hope this project gives us a chance to work together and do something good of our community.

Sincerely,

Justin Wales  
[Carlton Fields, P.A.]  
Justin S. Wales  
Attorney at Law

Miami Tower  
100 S.E. Second St., Ste. 4200  
Miami, Florida 33131-2113  
Direct: 305.347.6885 | Fax: 305.530.0055

JWales@carltonfields.com<mailto:JWales@carltonfields.com> |  
www.carltonfields.com<http://www.carltonfields.com<http://www.carltonfields.com<http://www.carltonfields.com<http://www.carltonfields.com>>>>  
bio<http://www.carltonfields.com/jwales/>  
|vcard<http://www.carltonfields.com/FCWSite/Features/\_Attorneys/vCard.aspx?attorney=1879>  
|LinkedIn<http://www.linkedin.com/in/justinwales>

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Departmental Report for:  
Reporting Period  
April 2016

**CUTLER BAY ACADEMY OF**  
**ADVANCED STUDIES:**  
**TOUR OF VILLAGE HALL &**  
**INTRODUCTION OF MUNICIPAL**  
**GOVERNMENT**

**MAY 9, 2016**



**VILLAGE OF PALMETTO BAY**  
**May 9, 2016**  
**Cutler Bay Academy of Advanced Studies**  
**Teacher Mrs. Z. Kelley Marshall**  
**Tour of Village Hall and Introduction to Municipal Government**  
**Palmetto Bay Village Hall, 9705 East Hibiscus Street**

- 11:00 am** Students convene in Village Hall Chambers  
Welcome/Remarks . . . . . Councilwoman Karyn Cunningham  
Remarks . . . . . Mayor Peggy Bell of Cutler Bay
- 11:15 am** Role of Administration . . . . . Edward Silva, Village Manager  
Introduction of Departments  
**11:20** Public Works . . . . . Corrice Patterson, Director  
**11:30** Planning & Zoning. . . . . Darby Delsalle, Director  
**11:40** Building & Permitting . . . . . Wes Maltby, Building Official  
**11:50** Human Resources . . . . . Olga Cadaval, Director  
**12:00** Parks & Recreation . . . . . Fanny Carmona, Director  
**12:10** Finance. . . . . Desmond Chin, Director
- 12:15 –**  
**12:45 pm** Lunch – Second Floor Cafeteria (Village Clerk discussion)
- 12:45 –**  
**1:00 pm** Tour of Village Hall



**Departmental Report for:  
Reporting Period  
April 2016**

**UBER JOINT VENTURE  
(PENDING PROPOSAL)**

## Edward Silva

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**From:** Google Calendar <calendar-notification@google.com> on behalf of rachelj@uber.com  
**Sent:** Friday, May 13, 2016 9:51 AM  
**To:** Edward Silva  
**Subject:** Accepted: Mtg w/Stephanie Smith RE: UBER So. FL Representative @ Fri May 20, 2016 9:30am - 10:30am (rachelj@uber.com)

[rachelj@uber.com](mailto:rachelj@uber.com) has accepted this invitation.

### Mtg w/Stephanie Smith RE: UBER So. FL Representative

Stephanie Smith  
Uber Florida - Public Policy  
813.300.4901 | [smiths@uber.com](mailto:smiths@uber.com) | [uber.com](http://uber.com)

Fri May 20, 2016 9:30am – 10:30am Eastern Time

When  
Where Village Hall, 9705 E Hibiscus Street (Manager's Conf. Rm.) ([map](#))  
Calendar [rachelj@uber.com](mailto:rachelj@uber.com)  
Who

- [esilva@palmettobay-fl.gov](mailto:esilva@palmettobay-fl.gov) - organizer
- [rachelj@uber.com](mailto:rachelj@uber.com) - creator
- Karyn Cunningham
- Yvonne Picado
- [smiths@uber.com](mailto:smiths@uber.com)
- Stephanie Smith ([stephsmitheog@gmail.com](mailto:stephsmitheog@gmail.com))

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [esilva@palmettobay-fl.gov](mailto:esilva@palmettobay-fl.gov) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).



invite.ics



Departmental Report for:  
Reporting Period  
April 2016

**ESSENTIAL MEDIA**  
**&**  
**SOCIAL MEDIAL SKILLS:**  
**FOR CITY MANAGERS & PUBLIC**  
**OFFICIALS**

May 26, 2016

**WHEN DISASTER STRIKES  
IS YOUR CITY PREPARED  
FOR THE MEDIA FALLOUT?**



# ESSENTIAL MEDIA AND SOCIAL MEDIA SKILLS

## FOR CITY MANAGERS AND PUBLIC OFFICIALS

EXPERIENCE NEWS CONFERENCES, ON-CAMERA INTERVIEWS, AND SOCIAL MEDIA CONTENT CREATION IN TIMES OF CRISIS.  
TRAINING SCENARIOS ARE DESIGNED FOR MANAGERS, ACM'S, AND COUNCIL MEMBERS.



### INSTRUCTORS INCLUDE:

**Linda O'Brien**  
Veteran Media Trainer & Retired Media  
Relations Bureau Commander (MDPD)

**Mike Jachles**  
Chair, Florida DEM PIO Deployment Team,  
Broward Sheriff's Office Fire Rescue

**Brian Andrews**  
Crisis Communications Consultant & Media  
Strategist, Veteran Investigative Reporter

**Charles Billi**  
Social Media Trainer & Veteran TV News  
Anchor

**Jilda Unruh**  
Media Trainer & Veteran Investigative  
Journalist

**Tony Winton**  
Media Content Creator &  
Veteran Print/Broadcast Reporter

**THURSDAY, MAY 26, 2016 8:30AM - 5:00PM**  
\$250.00 PER STUDENT\* TUITION INCLUDES ON-SITE LUNCH. PAY BY CREDIT CARD OR INVOICE.

PROUDLY HOSTED IN SOUTH DADE AT VILLAGE HALL IN PALMETTO BAY.  
9705 EAST HIBISCUS STREET.

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