

## Sanchez, Rodzandra (COE)

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**From:** Diaz-Greco, Gilma M. (COE)  
**Sent:** Thursday, December 15, 2016 3:13 PM  
**To:** Sanchez, Rodzandra (COE)  
**Subject:** FW: Sheila Duffy-Lehrman, Chief Operating Officer, Tropic Survival Productions, Inc. (Limitations on Contracting with the County) INQ 16-279  
**Attachments:** INQ 16-279 Duffy-Lehrman.pdf; Duffy-Lehrman Applic..pdf; Tropical Advertising Productions, Inc..pdf

INQ 16-279 Duffy-Lehrman  
(corrected for scrivener's error)

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**From:** Diaz-Greco, Gilma M. (COE)  
**Sent:** Thursday, December 15, 2016 3:12 PM  
**To:** 'sheila@tropicsurvival.com' <sheila@tropicsurvival.com>  
**Cc:** Centorino, Joseph (COE) <Joseph.Centorino@miamidade.gov>; 'Matt Bohm' <Matt@tropicsurvival.com>; Laureano, Ruth (ISD) <RUTHL@miamidade.gov>; Perez, Martha D. (COE) <perezmd@miamidade.gov>; Turay, Radia (COE) <Radia.Turay@miamidade.gov>  
**Subject:** FW: Sheila Duffy-Lehrman, Chief Operating Officer, Tropic Survival Productions, Inc. (Limitations on Contracting with the County) INQ 16-279

Ms. Duffy Lehrman:

Please disregard the previous letter which contains a scrivener's error of an incorrect date. The attached letter is dated correctly.

Best regards,

Gilma (Mimi) Diaz-Greco  
Staff Attorney



Miami-Dade Commission on Ethics and Public Trust  
19 W. Flagler Street, Suite 820  
Miami, FL 33130  
Tel: (305) 579-2594  
Fax: (305) 579-0273  
[gdiagr@miamidade.gov](mailto:gdiagr@miamidade.gov)  
[www.facebook.com/MiamiDadeEthics](http://www.facebook.com/MiamiDadeEthics)

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**From:** Diaz-Greco, Gilma M. (COE)  
**Sent:** Thursday, December 15, 2016 2:48 PM  
**To:** 'sheila@tropicsurvival.com' <[sheila@tropicsurvival.com](mailto:sheila@tropicsurvival.com)>

**Cc:** Centorino, Joseph (COE) <[Joseph.Centorino@miamidade.gov](mailto:Joseph.Centorino@miamidade.gov)>; 'Matt Bohm' <[Matt@tropicsurvival.com](mailto:Matt@tropicsurvival.com)>; Laureano, Ruth (ISD) <[RUTHL@miamidade.gov](mailto:RUTHL@miamidade.gov)>; Perez, Martha D. (COE) <[perezmd@miamidade.gov](mailto:perezmd@miamidade.gov)>; Turay, Radia (COE) <[Radia.Turay@miamidade.gov](mailto:Radia.Turay@miamidade.gov)>

**Subject:** Sheila Duffy-Lehrman, Chief Operating Officer, Tropic Survival Productions, Inc. (Limitations on Contracting with the County) INQ 16-279

Dear Ms. Duffy-Lehrman:

Attached is the Limitations on Doing Business with the County Ethics Opinion letter. Please note that it indicates that your board service with the Miami-Dade Black Affairs Advisory Board (BAAB) does not prohibit you from entering into a contract with the County as long as BAAB has no oversight over your county contract(s). I will send you the original letter via regular mail.

Please do not hesitate to contact me if you have further questions.

Sincerely,

Gilma (Mimi) Diaz-Greco  
Staff Attorney



Miami-Dade Commission on Ethics and Public Trust  
19 W. Flagler Street, Suite 820  
Miami, FL 33130  
Tel: (305) 579-2594  
Fax: (305) 579-0273  
[gdiazgr@miamidade.gov](mailto:gdiazgr@miamidade.gov)  
[www.facebook.com/MiamiDadeEthics](http://www.facebook.com/MiamiDadeEthics)

# MIAMI-DADE COMMISSION ON ETHICS AND PUBLIC TRUST

## COMMISSIONERS

Judge Lawrence Schwartz, CHAIR  
H. Jeffrey Cutler VICE-CHAIR  
Nelson Bellido,  
Judith Bernier  
Marcia Narine Weldon



## EXECUTIVE STAFF

Joseph M. Centorino  
EXECUTIVE DIRECTOR  
General Counsel  
Michael P. Murawski  
ADVOCATE

Via email at: [sheila@tropicsurvival.com](mailto:sheila@tropicsurvival.com)

December 16, 2016

Sheila Duffy-Lehrman  
Tropic Survival Advertising & Marketing  
11 NE 125 Street, Suite 400  
North Miami, FL 33161

*Please submit this letter to  
the Procurement  
Department. The Ethics  
Commission does not submit  
this letter on your behalf.*

Re: INQ 16-279, Limitations on Doing Business with the County

Dear Ms. Duffy-Lehrman:

On December 14, 2016, you asked about limitations on doing business with the County through your privately-owned company, Tropic Survival Productions Inc. ("Tropic Survival"), an advertising and marketing company.

You serve on the Miami-Dade Film and Entertainment Advisory Board ("F&E Board"). The purpose of the F&E Board is to advise and make recommendations to the Board of County Commissioners and the Mayor on all matters pertaining to the film and entertainment-related industries and to support and advance the interests and resources of the film and entertainment industry in Miami-Dade County for the purposes of economic and professional development; education and national and international awareness of Miami-Dade County. Recommendations of the F&E Board are advisory and are not binding on the Board of County Commissioners or the Mayor.

The County Ethics Code at Sec. 2-11.1 (c)(3) prohibits a County board member from entering into a contract with the County if the board on which she serves would oversee the contract. Further, Sec. 2-11.1(m)(2) prohibits a County board member from making presentations or seeking any benefits for herself or others from the board on which she serves. Sec. 2-11.1(v)

is also relevant. It prohibits a County board member from voting on a matter if she would be directly affected by the vote **and** has the following relationship with any persons or entities appearing before the board on which he or she serves: officer, director, partner, of counsel, consultant, employee, fiduciary or beneficiary, stockholder, bondholder, debtor or creditor.

Consequently, while the County Ethics Code does not prohibit you from contracting with the County you will be subject to several limitations:

- Tropic Survival is prohibited from entering into contracts with the F&E Board.
- The F&E Board cannot exercise any oversight, or regulation, or take any action with respect to any of Tropic Survival's County contracts
- You may not make presentations to the F&E Board on behalf of your privately-owned company, nor on behalf of any third parties you may represent that would be seeking any benefits from the F&E Board.
- In your service as a Board member, the County Ethics Code prohibits you from voting on a matter if you or your privately owned company would be directly affected by the vote.

This opinion construes the Miami-Dade Conflict of Interest Ordinance only and is not applicable to any conflict under state law. Inquiries regarding possible conflicts under state law should be directed to the Florida Commission on Ethics.

If any of the facts you have presented change or if you have further questions, please feel free to contact me at 305 350-0638.

Sincerely,



Gilma Diaz-Greco  
Staff Attorney

INQ 16-279  
Duffy-Lehrman

December 15, 2016  
Page 2



## County Board Members Wishing to Register as County Vendors

Please submit the following information by mail, fax, or email to:

Gilma Diaz-Greco, Staff Attorney

The Commission on Ethics and Public Trust

19 West Flagler Street, Suite 820

Miami, FL 33130

Phone: (305) 350-0638

Fax: (305) 579-0273

Email: [gdiazgr@miamidade.gov](mailto:gdiazgr@miamidade.gov)

Board Member's Name

Sheila Duffy-Lehrman

Board Name

Film and Entertainment Advisory Board

Board Member Title

Member

Business Name/Type of Business

Tropic Survival / Advertising

Board Member's Mailing Address

1125 NE 125 Street, Suite 400, North Miami, 33161

Board Member's email

sheila@tropic-survival.com

Do you have a **controlling financial interest** (10% or more) in a corporation, firm or entity that is seeking to contract with the County? Yes  No

If not, are you or any of your immediate family members **employed** by a County Vendor? Yes  No

Name of County Vendor

Tropic Survival Adv. & Mktg.

The Miami-Dade County Conflict of Interest & Code of Ethics Ordinance Sec. 2-11.1 (c)(3) and (d) allows County Board Members who have a **controlling financial interest (10% or more)** in a corporation firm or entity to contract with the County in certain circumstances and if the following criteria are met: [See also Secs. 2-11.1 (m)(2),(v)]

1. I will not contract with any County agency or department subject to the regulation, oversight, management, policy-setting, or quasi-judicial authority of the board of which I am a member. See 2-11.1(c)(3) and (d).
2. I will not make a presentation or seek any benefits for myself or others from the board on which I serve. See 2-11.1(m)(2).
3. I will not vote on any matter if I will be directly affected by the vote and I have one of the enumerated relationships in Sec. 2-11.1(v) with the firm, corporation, or entity before the board.

I have read these requirements and pledge to abide by them.

Signature

Date

12/14/16

Your ethics opinion will be sent to by first class mail and email.

COE 6-18-14



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Detail By Document Number](#) /

## Detail by Entity Name

Florida Profit Corporation  
TROPIC SURVIVAL PRODUCTIONS, INC.

### Filing Information

<b>Document Number</b>	P95000012684
<b>FEI/EIN Number</b>	65-0559652
<b>Date Filed</b>	02/13/1995
<b>State</b>	FL
<b>Status</b>	ACTIVE
<b>Last Event</b>	CANCEL ADM DISS/REV
<b>Event Date Filed</b>	02/02/2010
<b>Event Effective Date</b>	NONE

### Principal Address

1125 NE 125ST  
SUITE 400  
MIAMI, FL 33161

Changed: 02/23/2015

### Mailing Address

1125 NE 125ST  
SUITE 400  
MIAMI, FL 33161

Changed: 02/23/2015

### Registered Agent Name & Address

KNUTT, JAMES K  
321 N.E. 100TH STREET  
MIAMI SHORES, FL 33138

Name Changed: 02/02/2010

### Officer/Director Detail

#### **Name & Address**

Title PRES/CEO

KNUTT, JAMES  
321 N.E. 100TH STREET  
MIAMI SHORES, FL 33138



## Title VP/COO

DUFFY-LEHRMAN, SHEILA  
 3090 ALTON ROAD  
 MIAMI BEACH, FL 33140

**Annual Reports**

Report Year	Filed Date
2014	01/13/2014
2015	02/23/2015
2016	03/29/2016

**Document Images**

<a href="#">03/29/2016 – ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/23/2015 – ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/13/2014 – ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/26/2013 – ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
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<a href="#">08/26/1998 – Off/Dir Resignation</a>	<a href="#">View image in PDF format</a>
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<a href="#">02/13/1995 – DOCUMENTS PRIOR TO 1997</a>	<a href="#">View image in PDF format</a>