

**Meyers, Robert (COE)**

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**From:** Meyers, Robert (COE)  
**Sent:** Wednesday, March 24, 2004 3:38 PM  
**To:** Carey-Shuler, Dr. Barbara (DIST 3)  
**Cc:** Harrison, Myrna (DIST3); Braynon, Oscar (DIST3); Sanchez, Gerald (CA)  
**Subject:** Solicitation Letter

INQ 04-28

Dear Dr. Carey-Shuler,

I reviewed the letter that you and your staff prepared urging the community to lend its support to the Reclaim the Dream program by, among other things, attending the Memorial Service scheduled for Sunday, April 4th. Furthermore, I understand that you have decided to incur the costs associated with photocopying your letterhead and mailing the letters to the public, some who may become sponsors for this program. I find that this type of broad-based appeal to the community, coupled with your decision to assume all costs of this mailing, is consistent with the solicitation provisions of the County's Conflict of Interest and Code of Ethics Ordinance.

If you have any additional questions, please do not hesitate to contact me at your convenience.

Sincerely,

Robert Meyers

# **MIAMI-DADE COUNTY ATTORNEY'S OFFICE**

*Stephen P. Clark Center  
111 N.W. First Street, Suite 2810  
Miami, Florida 33128-1993  
Tel. (305) 375-5151  
Fax: (305) 375-5634*

## **FAX TRANSMISSION COVER SHEET**

**Date:** *March 23, 2004*  
**To:** *Robert Meyers  
Executive Director  
Commission on Ethics*

**Fax:** *(305)579-0273*

**Re:** *As Discussed*

**Sender:** *Gerald Sanchez  
Assistant County Attorney*

**YOU SHOULD RECEIVE 5 PAGE(S), INCLUDING THIS COVER SHEET. IF YOU DO NOT  
RECEIVE ALL THE PAGES, PLEASE CALL  
Brigette Chen - Telephone No. (305) 375-1302**

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# MLKEDCO

**MARTIN LUTHER KING ECONOMIC DEVELOPMENT CORPORATION**  
 8118 N.W. 7th Avenue • Miami, Florida 33127 • Telephone (305) 757-7652 • Fax (305) 758-5777

March 22, 2004

Dear Potential Sponsor:

Join The Martin Luther King Economic Development Corporation, The City of Miami and Miami-Dade County as a sponsor of the 2<sup>nd</sup> Annual Reclaim the Dream Candlelight Memorial Service to be held at Dr. Martin Luther King Boulevard and NW 8<sup>th</sup> Avenue on Sunday, April 4, 2004 at 5 pm.

Reclaim the Dream is a campaign to revitalize Dr. Martin Luther King, Jr. Boulevard in Miami, Florida. April 4<sup>th</sup> is the anniversary of the assassination of Dr. Martin Luther King, Jr. Your commitment to our community and this historic date makes your organization perfect to help us commemorate Dr. King and "Reclaim the Dream".

The 1<sup>st</sup> Annual Reclaim the Dream Candlelight Memorial Service event was a tremendous success and drew over 2,000 people in attendance and featured national speaker Reverend Dr. Bernice King, daughter of Dr. Martin Luther King, Jr.

The 2<sup>nd</sup> Annual Reclaim the Dream Candlelight Memorial Service event will be even more memorable. The program will begin with a symbolic unity march followed by performances by the Grammy Nominated Gospel Group, The Williams Brothers, remarks by elected officials and community leaders and a Keynote Address by Reverend Dr. Joseph E. Lowery and will culminate with a Candlelight Reflection Moment and refreshments all in remembrance of Dr. Martin Luther King. The event is free and open to the general public and we anticipate over 3,000 people in attendance.

MLKEDCO is prepared to maximize your company's exposure with its promotions and advertising campaign including a press conference, use of radio, print, TV, cable, on-line media and on-site exposure. Our goal is to ensure that your company is well represented as an official sponsor.

Enclosed you will find sponsorship information and collateral material for Reclaim the Dream: Revitalize Dr. Martin Luther King event for your review. If there are any questions, please contact us at 305-757-7652. Please complete and return the enclosed sponsorship response form by March 26, 2004 to be part of this historical event. We are excited to have you participate as a sponsorship partner and look forward to your prompt response to this request. Thank you for your consideration.

Sincerely,

*David Chiverton*

David Chiverton, Treasurer  
 MLKEDCO Board of Directors

I am very hopeful you will join me in the effort to rebuild a community greatly in need, benefiting the people who live and work in the vicinity of Dr. Martin Luther King, Jr. Boulevard. Please help me, Miami-Dade County and the City of Miami by becoming a sponsor of the 2nd Annual Reclaim the Dream Candlelight Memorial Service to be held at Dr. Martin Luther King Boulevard and N.W. 8 Avenue on Sunday, April 4, 2004 at 5:00 p.m.

The goal of Reclaim the Dream is to revitalize Dr. Martin Luther King Boulevard in Miami, Florida. I am asking you and your firm to participate in this important event and effort to revitalize a small segment of Miami-Dade County that has been overlooked time after time.

I am hoping that you will respond immediately, as the 2004 event is just weeks away. I need to know I can count on you and your associates to strengthen the infrastructure within Miami-Dade County's African-American communities just as we are strengthening the entire county's infrastructure through the People's Transportation Plan.

We in public life put in extra-long hours to serve our community and support worthy initiatives such as the People's Transportation Plan, and I know from my many contacts with people in the community that you also look for opportunities to give back to the community. We share a vision... now I am asking you to share the dream.

Please contact the Martin Luther King Economic Development Corporation at 305-757-7652 as soon as you receive this letter, and participate in this very worthwhile effort as a sponsor.

Sincerely,

Dr. Barbara Carey-Shuler  
ENC:

## RECLAIM THE DREAM 2004

### SPONSORSHIP RESPONSE FORM

YES, we would be delighted to participate in the 2nd Annual Reclaim The Dream Candlelight Memorial Service event featuring The Williams Brothers and Dr. Joseph E. Lowery on April 4, 2004.

✓ **Please Check One**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Platinum \$35,000 | <input type="checkbox"/> Gold \$25,000                 | <input type="checkbox"/> Silver \$15,000 |
| <input type="checkbox"/> Bronze \$10,000   | <input type="checkbox"/> VIP / Press Reception \$5,000 |  |
| <input type="checkbox"/> Patron \$2,500    | <input type="checkbox"/> In-Kind _____                 |  |

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Please FAX this form to: (305) 758-5777*

*Please make checks payable to:*

**MLKEDC**

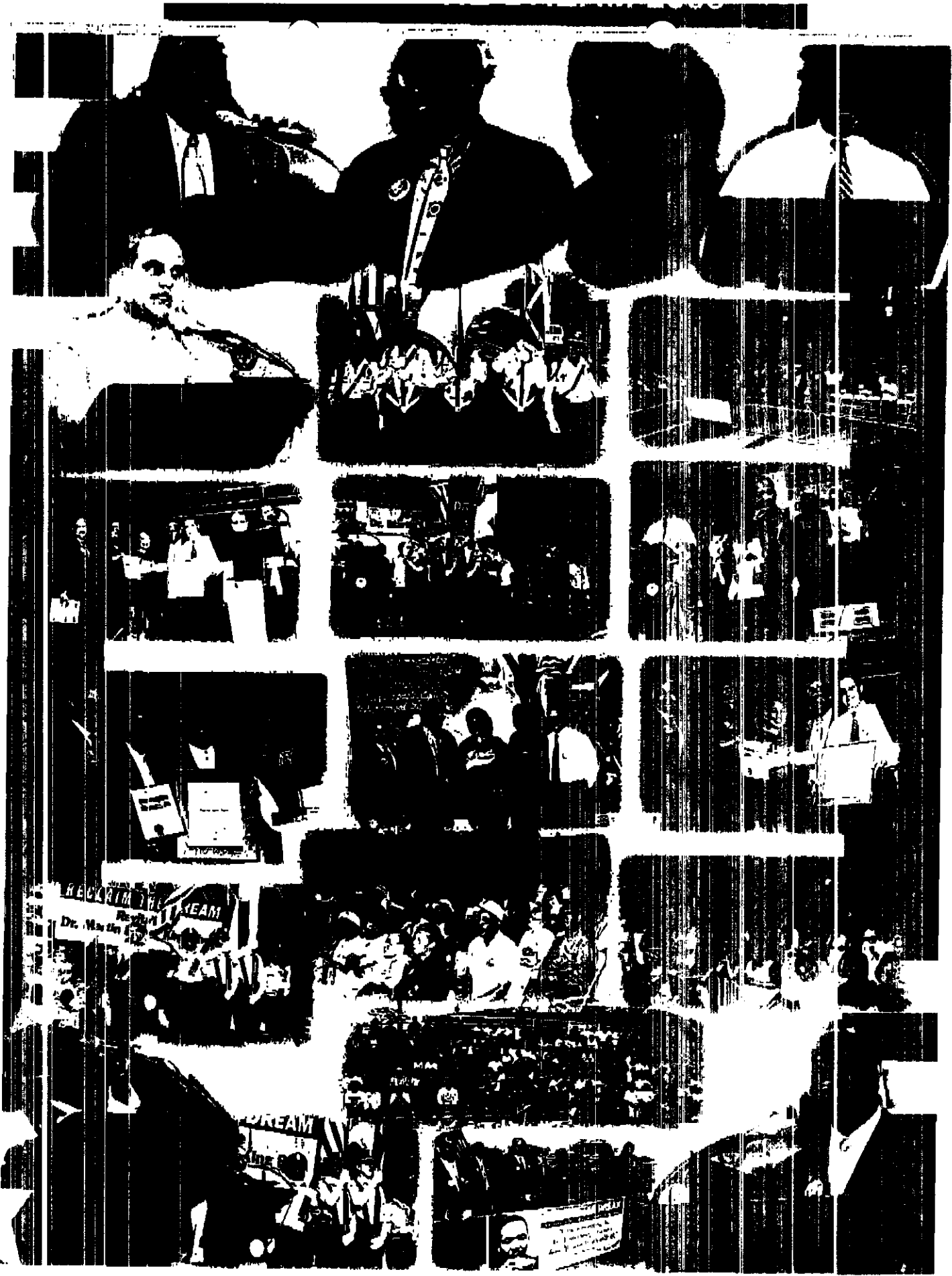
*Please mail to:*

**Martin Luther King Economic Development Corporation**

6116 NW 7th Avenue

Miami, Florida 33127

Phone: 305-757-7652 \* Fax: 305-758-5777



DRAFT

DRAFT

DRAFT

DRAFT

March 19, 2004

>>Name  
Address  
City, State<<

Post-It™ brand fax transmittal memo 7671		# of pages > 1
To	ROBERT GRISBURY	From
Co.		Co.
Dept.		Phone #
Fax #	(305) 679-7929	ext. 5393

Dear >Person by name<:

I am very pleased to see firms like yours participating in the many design and construction projects now being offered to rebuild and expand Miami-Dade's infrastructure. That is why I am very hopeful you will join me in the effort to rebuild a community greatly in need, benefiting the people who live and work in the vicinity of Dr. Martin Luther King, Jr. Boulevard. Please help me with our *Reclaim The Dream* program.

When I worked hard to pass the People's Transportation Plan, I knew millions of dollars worth of design and construction activity would be awarded in order to bring Miami-Dade County quickly into the 21<sup>st</sup> Century. It is important to me that those capital outlay projects are awarded to firms with work forces within Miami-Dade County so we can keep as much of the proceeds as possible flowing into our local economy. That is my pledge to you and that is why I am comfortable asking your firm to participate in the important effort to revitalize a small segment of Miami-Dade County that has been overlooked time after time.

I am hoping to hear back from you immediately, as the 2004 event is just weeks away. I need to know I can count on you and your associates to strengthen the infrastructure within Miami-Dade County's African-American communities just as we are strengthening the entire county's infrastructure.

We in public life put in extra-long hours to serve our community, and I know from my many contacts with people in the design and construction fields that you also look for opportunities to give back to the community. We share a vision... now I am asking you to *share the dream!*

Please contact the Martin Luther King Economic Development Corporation at 305-757-7652 as soon as you receive this letter to let us know how you can participate in this very worthwhile effort.

Sincerely,

Dr. Barbara Carey-Shuler

ENC:

Please give us several samples of your signature to drop into the letter. Do not sign the letter. Thanks from all the Cats at Kommunikatz!

Count/City Collaborator - - non-profit agent for in construction in procurement

1.8 million MLK Street

(CDBG)

Reclaim The Dream program - workshops - County in attendance - County support - MLK EDC ties to BCS (last paragraph)