

**Meyers, Robert (COE)**

INQ 10-59

**From:** Meyers, Robert (COE)  
**Sent:** Friday, March 19, 2010 10:46 AM  
**To:** Fuentes-Johns, Yolanda (MDPR)  
**Subject:** RE: Request: Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Yolanda:

Thanks for the reminder. Any fundraising efforts by Parks Department employees on County time can occur as long as there is approval by the Manager's Office or some official action by the County Commission in support of these fundraising efforts. Certainly in these tough economic times I suspect it should not be difficult for the County Administration and/or the BCC to support this specific fundraising activity, but it is absolutely critical that you receive such authorization. Otherwise, a situation is created whereby County employees are using County resources and fundraising on County time in part to enrich a private company, Omni Worldwide, without an acknowledgement from the appropriate County authorities that this program is in the County's best interest.

To address your specific questions at the end of your first e-mail to me, I would be opposed to County employees receiving a gift card for selling these books. The pizza party on the other hand seems okay. If the gift card goes to the Parks Department for departmental-related matters, that should remedy the problem of County employees receiving a financial benefit for their fundraising efforts on County time.

If you have any additional questions or wish to discuss in greater detail, please contact me at your convenience.

Thanks,

Robert

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**From:** Fuentes-Johns, Yolanda (MDPR)  
**Sent:** Thursday, March 18, 2010 12:40 PM  
**To:** Meyers, Robert (COE)  
**Subject:** Request: Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Robert,  
 I know you are busy, however Parks would like an opinion based on the responses to your questions.

Thanks.

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**From:** Fuentes-Johns, Yolanda (MDPR)  
**Sent:** Thursday, March 04, 2010 4:22 PM  
**To:** Meyers, Robert (COE)  
**Subject:** FW: Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Robert,  
 Please see the responses to your questions in red.  
 Thanks.

3/19/2010

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**From:** Peyton, Donna (MDPR)  
**Sent:** Thursday, March 04, 2010 3:52 PM  
**To:** Fuentes-Johns, Yolanda (MDPR)  
**Subject:** RE: Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Yoli, my responses are below in red:

Let me know what you think...

**Donna Peyton**  
**Manager, Fundraising & Development**  
**Miami-Dade Park and Recreation**

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[www.miamidade.gov/parks](http://www.miamidade.gov/parks)

*"Delivering Excellence Every Day"*

*"Building a livable community, one green space at a time." -2008 Parks and Open Space System Master Plan*

 Save a tree. Don't print this e-mail unless it's really necessary.

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**From:** Fuentes-Johns, Yolanda (MDPR)  
**Sent:** Thursday, March 04, 2010 2:57 PM  
**To:** Peyton, Donna (MDPR)  
**Subject:** FW: Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Hi Donna,  
Robert Meyers from the Commission on Ethics and Public Trust has asked some follow-up questions. Please respond and I will forward again to him for an opinion.

Thanks.

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**From:** Meyers, Robert (COE)  
**Sent:** Thursday, March 04, 2010 2:36 PM  
**To:** Fuentes-Johns, Yolanda (MDPR)  
**Subject:** RE: Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Hi Yolanda;

Thank you for your e-mail. I need you to clarify a few things for me before I can respond. Are Parks employees going to be doing this on County time? Yes. This will raise revenues for Parks. If so, has the County Manager approved this as official County business? No. At this point we are still gathering details on the program. Is the employee appreciation effort an attempt to get Parks employees to purchase the coupon books? No, they would be given as a reward to employees for volunteering for park enhancement projects. Will there be efforts made to sell the coupon books to other County employees or the public-at-large? They would be sold to the public as a revenue generator for Parks. Not sure if we'd make them available for our employees. (We can discuss pros and cons of that.)

Thanks,

Robert

3/19/2010

**From:** Fuentes-Johns, Yolanda (MDPR)

**Sent:** Monday, March 01, 2010 2:56 PM

**To:** Meyers, Robert (COE)

**Subject:** Is there a conflict of interest: Fund Raising for Miami Dade Parks with Omni Worldwide and Enjoy The City

Hi Robert:

Omni Worldwide has approached us to potentially partner with us to make a difference with our fund raising efforts.

The company, [www.omniww.com](http://www.omniww.com) represents Enjoy The City coupon savings books. A sample of the book can be viewed via this link

<http://www.etcbeta.com/flashbooks/flmiamidadecounty/preview.html> . Their books can potentially save people money in 160 cities. The savings in the coupon books are valued over \$2,500 and the cost of the book is \$20. Miami Dade Parks will receive 20-40% of the price of each book sold depending upon how the sales are set up.

We have no up-front cost. They supply the Enjoy The City coupon books and order forms. We can set up a few different fund raising opportunities such as an employee appreciation event. Miami Dade Parks receives the money immediately upon the sales.

For the employee appreciation event they supply an email template, flyer's, posters etc. to insure they encourage everyone to take advantage of the savings. For 30 years they have perfected the best way possible to pre-sell the books and events. For every employee that sells 10 books, they provide them a \$10 gift card at Walmart. They also encourage the different parks to have a friendly competition to insure we raise the maximum amount of money for the parks. They offer a pizza party to the park that sells the most books.

My question is: does the \$10. gift card and the pizza party present a conflict of interest for the department? We have employees who serve food at the Mango Café and are not allowed to accept tips as County Employees. Does this fall into the same category? How about if the \$10. gift card to Walmart went back to the Department to be used specifically for Parks' related events?

As usual, thanks for your time.