

RESOLUTION No. 22-69

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING FOR A FREE OF COST PARTNERSHIP WITH SOUTH FLORIDA PBS THE HEALTH CHANNEL TO FEATURE SELECT INFORMATIVE HEALTH AND WELLNESS VIDEO CONTENT ON DORAL TV AND WIDGET ON THE CITY'S WEBSITE; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the Health Channel is the first TV channel of its kind, offering a uniquely designed concept that connects the community with medical and well-being specialists in real time, promoting healthier lifestyle options. In partnership with prestigious organizations, the service aims to empower the public with the most up-to-date information, enabling them to take more control of their family's health; and

WHEREAS, a partnership between the Health Channel and City to entail a pilot program in which Health Channel provides informative and long form video content as well as short clips to be featured on Doral TV (channel 77) and via the City's website. Content will be subject to the City's approval and include evergreen and address health topics, as highlighted by local medical experts from partners like Baptist Health, as well as national experts from renowned medical institution; and

WHEREAS, the Health Channel has extended the offer to the City of Doral for free use of agreed upon health programs on Doral TV. The mission this of programming is creating, curating, aggregating, and distributing health and wellness content and services on multiple platforms that provide hope, informs, inspires, and encourages everyone to enjoy mental and physical well-being; and

WHEREAS, staff recommends approval to authorize the City Manager to move forward on this free partnership with agreement that would provide the City with quality, health-oriented content for Doral TV and the City's website, that would otherwise be costly and time consuming to produce and/or procure.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made part hereof by this reference.

Section 2. Approval. The agreement between City of Doral and the Health Channel for a free partnership in which City will designate program time on Doral TV for staff-vetted and approved video content related to health and wellness, as well as featuring Health widget on the City website.

Section 3. Authorization. The City Manager is authorized to execute the agreement on the behalf of the City.

Section 4. Implementation. The City Manager and the City Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and the provisions of this Resolution.

Section 5. Effective Date. This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Mariaca who moved its adoption. The motion was seconded by Councilmember Puig-Corve and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Digna Cabral	Not Present at time of Vote
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED this 11 day of May, 2022.

ATTEST:




CONNIE DIAZ, MMC
CITY CLERK



JUAN CARLOS BERMUDEZ, MAYOR

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:



LUIS FIGUEREDO, ESQ.
CITY ATTORNEY