

**RESOLUTION No.19-43**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE ADOPT-A-STREET LITTER REMOVAL AGREEMENT WITH “NEW MEDIA, NEW MARKETING, INC.”, FOR THE PROVISION OF LITTER REMOVAL ACTIVITIES ALONG NW 84 AVENUE BETWEEN NW 12 STREET AND NW 25 STREET; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the City of Doral, through Resolution No. 05-12, established an “Adopt-a-Street” program permitting local organizations, private corporations, and volunteer groups to beautify the City’s streets through litter removal activities and landscape efforts; and

**WHEREAS**, “New Media, New Marketing, Inc.” wishes to adopt NW 84th Avenue between NW 12th Street and NW 25th Street, and

**WHEREAS**, City Staff respectfully requests that the City Council approve the Adopt-a-Street Program Litter Removal Agreement with “New Media, New Marketing, Inc.” for the provision of litter removal services along NW 84th Avenue between NW 12th Street and NW 25th Street.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, 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 Adopt-a-Street Program Litter Removal agreement between the City of Doral and “New Media, New Marketing, Inc.” for the provision of litter removal services along NW 84th Avenue between NW 12th Street and NW 25th Street, a copy of this agreement which is attached hereto as Exhibit “A”, is hereby approved.

**Section 3. Authorization.** The City Manager is authorized to execute the Litter Removal Agreement on 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 Vice Mayor Mariaca who moved its adoption. The motion was seconded by Councilmember Cabrera and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Claudia Mariaca	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Christi Fraga	Yes

PASSED AND ADOPTED this 13 day of February, 2019.

  
 \_\_\_\_\_  
 JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:

  
 \_\_\_\_\_  
 GONNIE DIAZ, MMC  
 CITY CLERK

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

  
 \_\_\_\_\_  
 LUIS FIGUEREDO, ESQ.  
 CITY ATTORNEY

# EXHIBIT “A”



## Memorandum

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Date: February 13, 2019

To: Honorable Mayor and Members of the City Council

Via: Albert Childress, Acting City Manager (APC)

From: Jorge Gomez, Public Works Director JG

Subject: Adopt-a-Street Application: New Media, New Marketing, Inc.

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### Introduction

As part of the City of Doral “Keep Doral Beautiful” campaign, the Public Works Department (PWD) established the “Adopt-a-Street” program where volunteer groups clean and remove litter from the City’s public right-of-way at least four (4) times a year for a period of two (2) years. The New Marketing and New Media, Inc. has submitted an application to participate in this program and help maintain the City streets beautiful.

### Background

New Media, New Marketing, Inc., also known as NMX2, is a team of highly media and internet professionals that provide consulting services for businesses in the City of Doral. They have been operating in Doral for over 10 years. The team is now considering volunteering their time by participating in litter removal activities.

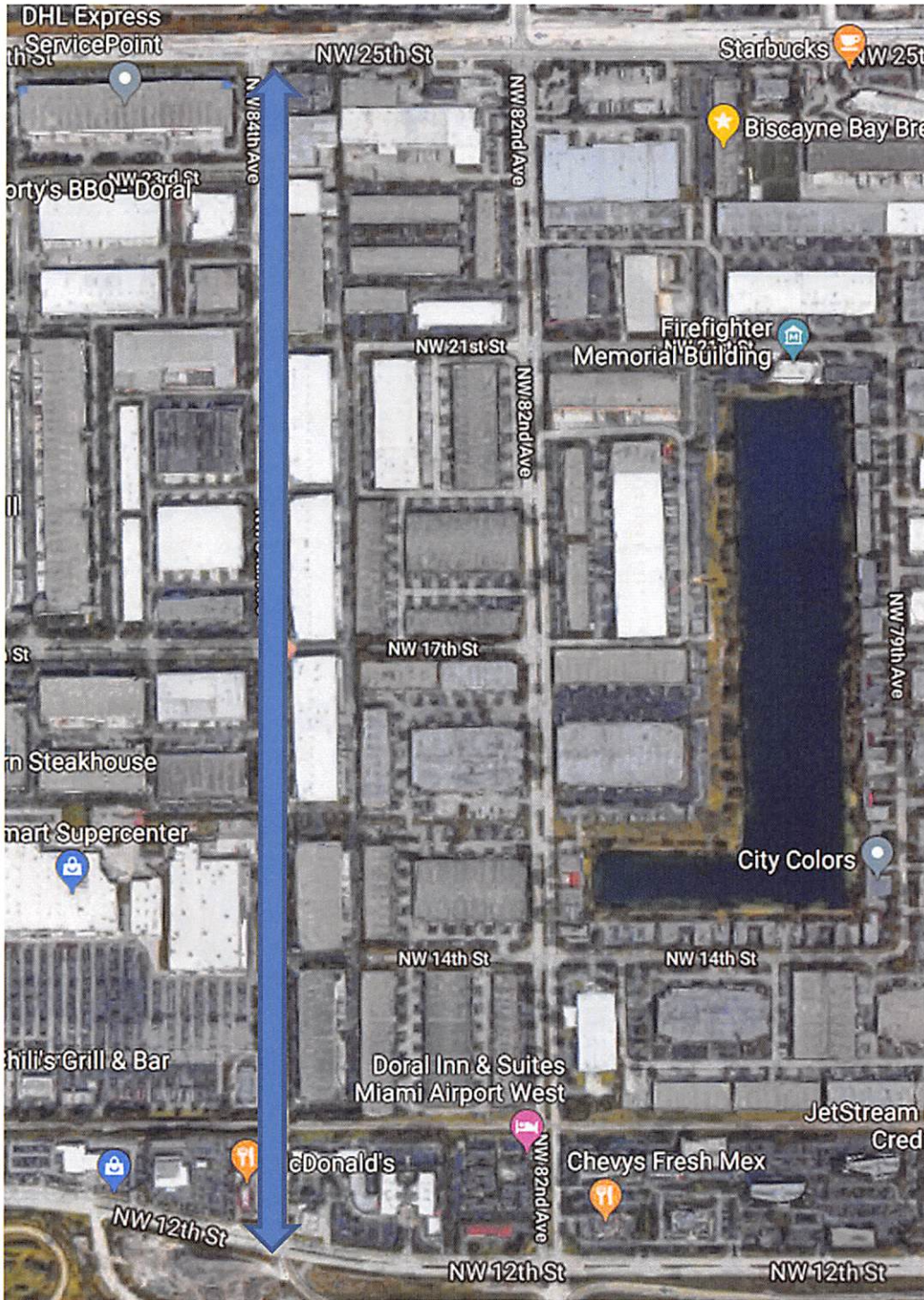
New Media, New Marketing, Inc. approached the PWD to participate in the City’s “Adopt-a-Street” program and requested the adoption of NW 84th Avenue between NW 12<sup>th</sup> Street and NW 25<sup>th</sup> Street. The list of available roadway segments is available on the City’s website.

### Recommendation

The PWD respectfully requests the Mayor and the City Council’s approval of the application from New Media, New Marketing, Inc., a qualified applicant for the adoption of NW 84th Avenue between NW 12<sup>th</sup> Street and NW 25<sup>th</sup> Street. Attached please find the litter removal agreement.



Adopted Roadway Segment: NW 84<sup>th</sup> Ave. between NW 12<sup>th</sup> St. to NW 25<sup>th</sup> St.





Available List of Roadway Segments (Advertised on the City's Website)

Location	Status	Group Name
NW 18th Terr / NW 89th Place / NW 24th St	Not Adopted	
NW 109th Ave from NW 41st St to NW 58th St	Not Adopted	
NW 117th Ave from NW 41st St to NW 58th St	Adopted	AMLJ Doral
NW 117th Ave from NW 25th St to NW 41st St	Not Adopted	
NW 114th Ave from NW 74th St to NW 90th St	Adopted	Divine Savior Church Youth Ministry
NW 82nd St from NW 107th Ave to 117th Ave	Not Adopted	
NW 82nd Ave from NW 25th St to 41st St	Adopted	PS Business Parks
NW 79th Ave from NW 25th St to 36th St	Adopted	TFKM Foundation
NW 84th Ave from NW 12th St to 25th St	Not Adopted	
NW 54th St from NW 87th Ave to 77th Ct	Not Adopted	
NW 56th St from NW 87th Ave to 77th Ct	Not Adopted	
NW 79th Avenue from NW 36th St to NW 58th St	Adopted	The Venezuelan Business Club, Inc.
NW 41st Street from NW 79th Ave to NW 87th Ave	Not Adopted	
NW 114th Ave from NW 41th St to NW 58th St	Adopted	The Mora-Roman Family
NW 114th Ave from NW 41st St to NW 34th St and NW 34th St from NW 114th Ave to 117th Ave	Not Adopted	
NW 82nd Ave from NW 12th St to 25st St	Not Adopted	
NW 50th St from NW 107th Ave to NW 117th Ave	Adopted	Girl Scout Troop 552 - Doral
NW 33rd St from NW 97th Ave to NW 107th Ave	Adopted	Costa del Sol Association, Inc.
NW 33rd St from NW 87th Ave to NW 97th Ave	Adopted	JS SouthCom First Class Petty Officer Association
NW 56th St from NW 87th Ave to 79th Ave	Not Adopted	
NW 54th St from NW 87th Ave to 79th Ave	Not Adopted	
NW 18th Terr between NW 87th Ave and NW 89th Pl; NW 89th Pl between NW 18th Terr and NW 25th and NW 24th St between NW 89th PL and NW 88th Ct	Not Adopted	
NW 53rd St from 79th Ave to 87th Ave, 52nd St from NW 79th Ave to 87th Ave, NW 84th Ave from 52nd St 53rd Terr and NW 53rd Terr from NW 87th Ave to NW 84th Ave	Adopted	Downtown Doral
NW 104 Avenue from NW 41 St to NW 33 St, NW 37 Terr from NW 107 Ave and NW 104 Ave, and NW 36 St from NW 107 Ave and NW 104 Ave	Not Adopted	



RECEIVED  
DEC 17 2018  
CITY OF DORAL  
PUBLIC WORKS DEPT

Public Works Department  
"ADOPT-A-STREET" PROGRAM  
LITTER REMOVAL AGREEMENT

I. THIS AGREEMENT, made and entered in this 17th day of December, 2018, by and between The City of Doral, hereinafter called the "City" through its Public Works Department, hereinafter called the "Department" and \_\_\_\_\_  
New Media, New Marketing, Inc.

hereinafter called "Group".

WITNESSETH

WHEREAS, New Media, New Marketing, Inc. is a part of the City roadway system in City of Doral, Florida; and

WHEREAS, the Department has responsibility for operation and maintenance of the City roadway system; and

WHEREAS, the City Council, through Resolution No. 05-12, has established an "Adopt-a-Street Program" permitting local organizations, private corporations and volunteer groups to beautify City maintained roads through litter-removal activities and landscaping efforts; and

WHEREAS, the Group wishes to adopt a minimum of one mile of roadway to remove litter at NW 84th Ave from NW 12th St to 25th St

NOW THEREFORE, the parties agree as follow:



**A. THE GROUP SHALL:**

1. Remove litter at least 4 (four) times a year in the public right-of-way adjacent to the roadway and on the medians along the minimum one-mile section of the road right-of-way adopted by the Group.
2. Perform litter removal in strict accordance with the guidelines of the Department's "Adopt-a-Street Program".
3. Conduct and attend safety meetings and pre-task briefings prior to litter removal.
4. Remove litter during daylight hours only.
5. Remove litter under good weather conditions only.
6. Contact the "Adopt-a-Street Program" to arrange an appropriate litter removal schedule which will not conflict with the Department's mowing schedules.
7. Ensure that all participants wear safety vests at all times during the litter-removal activity. The "Adopt-a-Street Program" should be contacted to obtain safety vests, traffic control signs and large plastics bags prior to litter-removal activity and return same when the activity is complete.
8. No litter pick up at construction or maintenance sites.
9. Only allow such persons to participate as are determined by the Group to be responsible enough to safely participate in the litter-removal activities. Participating youths must be at least 12 years of age, and the Group shall provide at least one adult supervisor to supervise every five youth ages 12 – 15 who are participating in the litter-removal activity.
10. Do not bring persons to observe the activity if the person is under the age of 16 and is not an official participant.
11. Do not wear clothing which will hinder the sight of participants.
12. Do not allow any individual, director, officer, member or volunteer within the Group who has been convicted of a felony or misdemeanor within the past five (5) years or who is currently the subject of a criminal investigation to participate.
13. Do not discriminate on the basis of race, religion, color, age, sex, marital status, handicap or national origin in violation of any state or federal law.

**B. The Department Shall:**

1. Provide permanent "Adopt-a-Street Program" signs at the beginning and end of the adopted roadway section.
2. Provide safety vests, traffic control signs and large plastics bags for use by the Group when conducting a litter patrol.
3. Remove filled plastic bags from the adopted roadway section and dispose of them at an approved facility.
4. Remove certain litter under unusual circumstances (i.e., large, heavy or hazardous items).

**II. No member, officer, director or volunteer of the Group shall be considered an employee or independent contractor of the Department or City for any reason whatsoever in carrying out its obligation under this agreement.**

**III. The Group covenants and agrees that it will indemnify and hold harmless the City of Doral and its Public Works Department, and all City and Departmental officers, agents and employees from any claims, loss, damage, cost, charge or expense arising out of any act, action, neglect or omission by the Group during the performance of the Agreement, whether direct or indirect, and whether to any person or property to which the City or said parties may be subject, except that neither Group nor any members shall be liable under this provision for damages arising out of injury or damage to person or property directly cause or resulting from the sole negligence of the City and its member agencies, any maintaining agencies and all their officers, agents and employees.**

**IV. The Agreement shall remain in effect for a two year period. The City or Group may terminate this agreement for any reason within the thirty days written notice.**

**V. This Agreement is non-transferable and non-assignable in whole or in part without the consent of the City.**

**VI. This agreement is mainly for litter removal activities. Beautification activities and graffiti-removal activities are encouraged, but must be coordinated and approved by the Department.**

**VII. The Department shall screen and select the sections of the City roadways to be adopted. The Department shall also decide all questions, difficulties and disputes of any nature whatsoever that may arise under or by reason of this Agreement, the prosecution of the fulfillment of the services hereunder and the character, quality, amount and value thereof; and its decision upon all claims, questions and disputes shall be final and conclusive upon the parties hereto.**

**VIII. The Department may suspend or revoke a Group's participation in the "Adopt-a-Street Program" if it finds:**

- 1. The Group, any director, officer, member or volunteer has engaged in any deceptive or fraudulent practices.**
- 2. Any representative of the Group made a false, deceptive or fraudulent statement or material misstatement or misrepresentation in its application or in any other information submitted to the Department.**

**IN WITNESS WHEREOF; the parties hereto have caused these present to be executed, the day and year first written above.**

**I CERTIFY that I am familiar with the information contained in this agreement and that I possess the authority to execute this Agreement on behalf of the Group.**

NAME OF THE GROUP: New Media, New Marketing, Inc.

ADDRESS: 2900 NW 112th Street Doral, FL 33172

BY: Manny Sarmiento BY DATE: 12/17/2018

PRINTED NAME: Manny Sarmiento

CITY OF DORAL PUBLIC WORKS DEPARTMENT

BY: \_\_\_\_\_ DATE: \_\_\_\_\_  
Department Director

ATTEST: \_\_\_\_\_ DATE: \_\_\_\_\_



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

## Detail by Entity Name

Florida Profit Corporation  
NEW, MEDIA, NEW MARKETING, INC.

### Filing Information

<b>Document Number</b>	P09000084131
<b>FEI/EIN Number</b>	27-1101859
<b>Date Filed</b>	10/12/2009
<b>Effective Date</b>	10/10/2009
<b>State</b>	FL
<b>Status</b>	ACTIVE

### Principal Address

2900 NW 112 Ave  
Unit 1  
Doral, FL 33172

Changed: 09/27/2017

### Mailing Address

2900 NW 112 Ave  
Unit 1  
Doral, FL 33172

Changed: 09/27/2017

### Registered Agent Name & Address

SARMIENTO, EMMANUEL  
2900 NW 112 Ave  
Unit 1  
Doral, FL 33172

Name Changed: 09/15/2014

Address Changed: 09/27/2017

### Officer/Director Detail

#### **Name & Address**

Title P, CEO

SARMIENTO, EMMANUEL  
2900 NW 112 Ave  
Unit 1



Doral, FL 33172

Title VP, CFO, Treasurer

LOPEZ, CARMEN L

2900 NW 112 Ave

Unit 1

Doral, FL 33172

#### **Annual Reports**

<b>Report Year</b>	<b>Filed Date</b>
2017	01/24/2017
2017	09/27/2017
2018	04/28/2018

#### **Document Images**

<a href="#">04/28/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">09/27/2017 -- AMENDED ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
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<a href="#">05/03/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/12/2009 -- Domestic Profit</a>	<a href="#">View image in PDF format</a>