

**MINUTES**  
**Community Survey Workshop**  
**March 11, 2021**  
**6:30 P.M.**  
**Government Center**  
**6601 Main Street**  
**Miami Lakes, Florida 33014**

**1. Call to Order:**

Meeting was called to order at 7:50 p.m.

Present at the workshop were: Councilmember Tony Fernandez, Councilmember Marilyn Ruano, Vice Mayor Luis Collazo, and Mayor Manny Cid. Councilmember Carlos Alvarez, Councilmember Josh Dieguez, and Councilmember Jeffrey Rodriguez were absent.

Also present at the workshop were: Town Manager Edward Pidermann; Deputy Town Manager Tony Lopez; Town Attorney Raul Gastesi; Town Deputy Attorney Lorenzo Cobiella; Communications and Community Affairs Director Clarisell De Cardenas; Strategic Planning, Performance, and Innovation Manager German Cure; Assistant to the Town Manager Rosa Marrero, Public Works Director Carlos Acosta, Chief Financial Officer Ismael Diaz, Major Javier Ruiz, Town Clerk Gina Inguanzo, and Deputy Town Clerk Ashley Shepple. Parks and Recreation Director Daniel Angel was present via zoom.

**2. Pledge of Allegiance:**

None.

**3. Public Comments:**

None.

**4. Items for Discussion:**


Mr. German Cure; Performance, and Innovation Manager, explained that in December 2019, the Town Council directed Town staff to look for ways to gather feedback from the community regarding the Town's Strategic Plan; he also stated that this would help the Town staff determine the long-range plan investment decisions for the future. Town staff researched the best way to attain such feedback in a reliable and statistically valued representation of the town's needs and priorities. Town staff identified several vendors which such capabilities and awarded the contract to ETC Institute.

ETC Institute is a well-known corporation that decided to help local governments gather data from residents to enhance community planning. ETC Institute has completed research has clients in 49 states, has surveyed more than two million participants in 1000 cities across the U.S. It has a long list of South Florida cities and counties, including Miami, Miami Dade County, Doral, Key Biscayne, Fort Lauderdale, Coral Gables, Broward County, Coral Springs, and many more. They were determined the perfect vendor to provide benchmark feedback.

Mr. Ryan Murray, ETC Institute Assistant Director of Community Research and Project Manager for Town of Miami Lakes, presented the survey results and answered questions posed by the Town Council. The sample size goal was 300, and the Town received 314, and this was not random.

**5. Adjournment:**

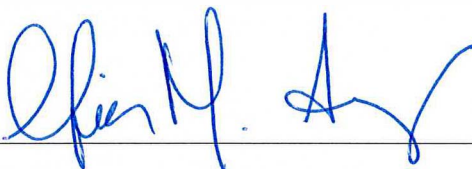
This meeting was adjourned at 9:05 p.m.



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Manny Cid, Mayor

Attest:



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Gina M. Inguanzo, Town Clerk