



BERTHA W. HENRY, County Administrator

115 S. Andrews Avenue, Room 409 • Fort Lauderdale, Florida 33301 • 954-357-7362 • FAX 954-357-7360

MEMORANDUM

DATE: April 6, 2020
TO: John W. Scott, Inspector General
FROM: Bertha W. Henry, County Administrator
SUBJECT: Status Report for OIG 16-019

This is the response to the Broward Office of the Inspector General request for a status report on the *OIG Final Report Re: Ethics, Sunshine, and Procurement Misconduct and Gross Mismanagement in the Greater Fort Lauderdale Convention and Visitors Bureau, Ref. O/G 16-019*.

1) "We request that you provide the Broward Office of the Inspector General (OIG) with a report on and documents evidencing whether Broward County: 1. discontinued the use of Starmark International, Inc. (Starmark), to disburse funds at the direction of Greater Fort Lauderdale Convention and Visitors Bureau (CVB) management or staff for items outside of the scope of the county's contracts with Starmark and, if so, when and how;"

The CVB has discontinued disbursing funds outside of the scope of the Starmark International, Inc. agreement.

A new CVB staff member was hired in April 2019 to act as the contract administrator for the Starmark Agreement and to serve as a central source of guidance and oversight for the department in utilizing the Starmark contract appropriately. Further, the new advertising section leader was onboarded with instruction to properly procure goods within Broward County policies, guided by the recommendations of previous internal audits and Inspector General reports.

Employees have received training on proper purchasing procedures at a series of meetings between August 28 and September 10, 2019, and the CVB continues to work with the Broward County Purchasing Division to utilize qualified vendor libraries and other appropriate procurement methods.

By utilizing the newly establishing *County Administrative Code 13.33. - Limited Advertising, Trade Show Space, and Specified Goods and Services Purchases by the CVB*, the CVB now has an approved method of procuring the specialized goods and services. This Administrative Code amendment was adopted in December of 2019.

In addition, *County Administrative Code 13.32. - Group/Convention, Tourism Event, and Place of Interest Sponsorship Programs* provides the CVB with an approved method to secure agreements to sponsor local events. This Administrative Code amendment was adopted in June of 2018 and further updated in December 2019.

Broward County Board of County Commissioners

Mark D. Bogen • Lamar P. Fisher • Beam Furr • Steve Geller • Dale V.C. Holness • Nan H. Rich • Tim Ryan • Barbara Sharief • Michael Udine
www.broward.org

On June 18, 2019 the Qualified Vendor Library had been populated by an initial list of vendors in a variety of different categories (see list below) and was ready for use. This QVL provides the CVB with a simplified method to procure many different categories of services. The QVL has since been utilized several times.

- Audio, Visual, and Lighting Services
- Catering Services
- Fireworks Services
- Florist / Gift Baskets / Plant Rentals
- Photography / Video Production
- Decorators / Exhibition Services
- Destination Management Company / Special Event Production
- Party supplies / rentals
- Charter Yachts
- Banners / Printing / Promo Items
- Entertainment

For more details please refer to the following attached document:

- Email from purchasing “-Solicitation GEN2117351B1- Request for Qualifications_ Event Related Services”

2) “We request that you provide the Broward Office of the Inspector General (OIG) with a report on and documents evidencing whether Broward County: ... 2. recovered all undisbursed funds collected by Starmark on CVB or the county’s behalf and, if so, when and how (including any county verification);”

Broward County recovered undisbursed funds from Starmark International via two payments:

Payment one: check number 23172 on 5/6/2019 for \$23,866.00.

Payment two: check number 23528 on 7/2/2019 for \$128,207.77.

On March 18, 2020 Starmark informed the CVB that Starmark had received two checks for a co-operative marketing program mistakenly made out to them. They have returned those payments directly back to the hotels, who will instead be invoiced by the CVB.

On March 18, 2020 Starmark certified via email that they had “no additional funds collected by 3rd parties on behalf of the CVB/Broward County.”

For more details please refer to the following attached documents:

- Deposit details and check scan 5-9-2019
 - Details: “CVB Coop Tracking”
- Deposit details and check scan 7-8-2019
 - Details: “CVB A 422 Events”
- An email dated March 18, 2020 from Starmark verifying no revenue and intention to refund two hotel payments “Payments from hotel.pdf”
 - Checks refunded to hotels from Starmark: #24985, #24986.
 - FedEx tracking for mailed checks.

3) “We request that you provide the Broward Office of the Inspector General (OIG) with a report on and documents evidencing whether Broward County: ... 3. implemented and communicated directives to prohibit the use of third parties to collect or disburse funds on behalf of CVB or the county and, if so, when and how; and”

The CVB directed employees on November 29, 2018 that all money from any source must be deposited into the appropriate Broward County bank accounts. Starmark was also informed that they needed to discontinue depositing co-operative marketing funds in their accounts and disbursing those funds, and that in the future all checks for participating in a co-op marketing campaign need to be made payable to Broward County.

The new advertising agency (Aqua) contract for the CVB began on April 1, 2020. On the first day of the new contract the contractor received a memo from the CVB informing them that they are not authorized to collect revenue on behalf of the CVB/Broward County. The CVB will continue to provide co-operative advertising opportunities to hospitality partners, but this will be done through a new set of procedures currently under development (see next response for details on new policy and procedures manual).

For more details please refer to the following attached documents:

- Email to CVB employees: “Revenue and the GFLCVB”
- Procedure from Starmark to finish outstanding payments from partners “Greater Fort Lauderdale Conventions and Visitors Bureau Starmark Coop Process Update February 28, 2019”
- “GFLCVB Procedures and Policies - DRAFT - Cooperative marketing and sales programs”

4) “We request that you provide the Broward Office of the Inspector General (OIG) with a report on and documents evidencing whether Broward County: ... 4. established controls to prevent the future use of third parties to collect or disburse funds on behalf of CVB or the county and, if so, when and how.”

The CVB is developing a comprehensive policy and procedure manual; the draft of this document is currently being reviewed by the County Auditor’s Office and the County Attorney’s Office. Upon the completion of the comprehensive review by the Auditor’s and Attorney’s Offices, the manual will be deployed and followed by a series of employee education and question sessions to give employees an opportunity to understand the policies in-depth and the reasoning behind them.

Finally, the CVB will address the potential for this situation with new vendors as they enter into agreements with the CVB. Vendors that could potentially collect revenue on behalf of the CVB will receive a memo informing them that they may not collect or disburse funds on behalf of the CVB/Broward County.

As an active example of this, the new advertising agency that started work for the CVB on April 1, 2020 received a memo that reinforces that they are not authorized to handle or disburse revenue on behalf of the CVB/Broward County. In addition, Aqua and several members of the CVB staff participated in a CVB-led training on March 25, 2020 where they reviewed a PowerPoint that covered a variety of topics including scope of work compliance and prohibiting Aqua from managing any co-op revenue.

For more details please refer to the following attached documents:

- Memo to new advertising agency: “Co-operative marketing and other revenue”
- PowerPoint training: “Aqua billing and compliance presentation”, slides 3 and 21.

cc: Board of County Commissioners
Monica Cepero, Deputy County Administrator
Alan Cohen, Assistant County Administrator
Stacy Ritter, President/CEO, GFLCVB

Denise Orcutt
Purchasing Agent
Broward County Purchasing Division

115 S. Andrews Ave., Suite 212, Fort Lauderdale, FL 33301
Phone: 954-357-6481 Fax: 954-357-6823
www.howardlongbarchandling.com

CVB Coop Tracking

Category/Medium		Program Name	Participant	Amount	Date Deposited	Notes	SMI Check#	Date to Client	SMI Collected/Tsf To CVB	Amount	Project#	Inv#	Applied	Balance to Apply
LEISURE CONSUMER														
Online	Trip Advisor	Hilton	\$ 3,500.00	Carried over 2017/18 Fiscal							CVB M 3638A			
	Winter	Hyde Beach	\$ 2,500.00	Carried over 2017/18 Fiscal								61826	\$ 5,200.08	
	Winter	Hilton Desitnation Mktg	\$ 3,500.00	1/25/2019								61841	\$ 4,299.92	\$ -
	Summer	Tambourine/Riverwalk	\$ 3,500.00	8/5/2019			N/A	8/6/2019	\$ 3,500.00					
Online	Pandora Summer	Costa Hollywood Bch	\$ 3,500.00			Partnr was reminded to pay County Direct 10/29/19. Reminder email sent 3/3/20.								
Online	Your Travel Insider Winter	Costa Hollywood Bch	\$ 2,800.00			Partnr was reminded to pay County Direct 10/29/19. Reminder email sent 3/3/20.								
		Hilton Destination Mktg	\$ 1,400.00	6/18/2019			23172	5/6/2019	\$ 1,400.00					
		Margaritaville	\$ 2,800.00	3/26/2019			23172	5/6/2019	\$ 2,800.00					
Online	Chicago Ad Mail Winter	Lago Mar	\$ 2,000.00	Carried over 2017/18 Fiscal							CVB M 3638O			
		Conrad Hilton	\$ 3,000.00	Carried over 2017/18 Fiscal								61827	\$ 5,000.00	\$ -
		Hilton Desitnation Mktg	\$ 1,200.00			Funds returned with instructions to make payable to Broward County								
Online	Boston Traveler Emails Winter	Hilton Desitnation Mktg	\$ 666.00	6/18/2019			23172	5/6/2019	\$ 666.00		CVB M 3638T			
	TOTAL LEISURE		\$ 30,366.00						\$ 8,366.00					
INTERNATIONAL														
Brazil/BUSA	Qual Viagem Brazil	Sawgrass Mills/BUSA	\$ 2,000.00	4/16/2019			23172	5/6/2019	\$ 2,000.00					
	Ladevi LA Trade Mag Winter	Costa Hollywood Bch Resort	\$ 650.00											
	TOTAL INTI		\$ 2,650.00						\$ 2,000.00					
MEETINGS														
(FY 1718)		Circ Hotel. 2017/18	\$ 6,500.00	9/25/2018							CVB M 2679C	\$ 61,365.00	\$ 11,000.00	
		Seminole Hard Rock	\$ 7,500.00	11/27/2018								\$ 61,517.00	\$ 18,000.00	
		Marriott Harbor Bch	\$ 15,000.00	1/29/2019								\$ 61,641.00	\$ 7,500.00	\$ -
		Seminole Hard Rock	\$ 7,500.00	1/29/2019										
		Diplomat Beach Resort	\$ 7,500.00	4/8/2019			23172	5/6/2019	\$ 7,500.00					
		Margaritaville Hwy Bch	\$ 15,000.00	4/23/2019			N/A	Pd Direct to CVB	\$ 15,000.00					
		Circ Hotel	\$ 15,000.00			Funds returned with instructions to make payable to Broward County								
		Diplomat Beach Resort	\$ 7,500.00			Funds made out to Starmark. Partner cutting new check.								
	TOTAL MEETINGS		\$ 81,500.00						\$ 22,500.00					
SPA/CRABE 2017/18														
		Elizabeth Arden Spas	\$ 500.00	10/05/2018			23172	5/6/2019	\$ 500.00					
		Lona Cucina-Westlin												
		Crave 500/ Spa Heavenly												
		Westin Spa 500	\$ 1,000.00	10/05/2018			23172	5/6/2019	\$ 1,000.00					
		Rav Comm-Crabe, Spazo, Cafe Clara	\$ 1,000.00	10/05/2018			23172	5/6/2019	\$ 1,000.00					
		Steak 954 \$500 / EL.Vez \$500	\$ 1,000.00	10/05/2018			23172	5/6/2019	\$ 1,000.00					
		SiSpa-Pompano hotel mngmt	\$ 500.00	10/05/2018			23172	5/6/2019	\$ 500.00					
		Ritz Carlton Spa-Marriott	\$ 500.00	10/05/2018			23172	5/6/2019	\$ 500.00					
		Pure Spa- Pelican Grand	\$ 500.00	10/05/2018			23172	5/6/2019	\$ 500.00					
		Matchbox Pizza Bistro Crave	\$ 500.00	10/05/2018			23172	5/6/2019	\$ 500.00					

CVB Coop Tracking

[illegible]

Wells Fargo Bank
Transaction Receipt

Branch #0066659 1	Deposit
Account Number	XXXXXXXXXX0990
CHK 00182	
Serial #	9900008332
Number of Checks	2
Check Listing	
	\$1,500.00
	\$23,866.00
Total Checks Amount	\$25,366.00
Total Deposit	\$25,366.00

Deposit Availability
The full amount of your deposit will
be available on Friday, 05/10/19

Transaction # 040 0051
11:19AM 05/09/19
Deposit Credit Date: 05/09/19

Thank you for your business.

Enjoy the convenience of
scheduling appointments online at
[wellsfargo.com/appointments](https://www.wellsfargo.com/appointments)

Thank you, ANDREW

BROWARD COUNTY CONVENTION CENTER

CHECK

044287

OUR REF NO.	YOUR INVOICE NO.	INVOICE DATE	INVOICE AMOUNT	AMOUNT PAID	DISCOUNT TAKEN	NET CHECK AMOUNT
032054 1879		4/15/2019	1,500.00	1,500.00	0.00	1,500.00
4SAE Annual Meeting 2019						



BROWARD COUNTY CONVENTION CENTER

1950 EISENHOWER BOULEVARD
FORT LAUDERDALE, FLORIDA 33316
(954) 765-5900



63-9138/2631

5/2/2019

044287

CHECK \$*****1,500.00

044287

One Thousand Five Hundred and 00/100-----

DATE

CONTROL NO.

AMOUNT

US Dollars

**PAY
TO THE
ORDER OF**

GREATER FORT LAUDERDALE CVB
101 NE 3RD AVENUE
SUITE 100
FORT LAUDERDALE, FL 33301
United States

[Signature]
AUTHORIZED SIGNATURE

Security features. Details on back.

⑈00044287⑈ ⑆263191387⑆

Starmark International, Inc.
CVB A 422 Events

Type	Date	Num	Memo	Open Balance
CVB-Gr Ft. Laud CVB				
A-422 Event Participation/Tradeshaw Joint				
Payment	09/11/2015	038072	BCC 1737	- 548.77
Payment	09/11/2015	049961	HILTON FT LAUD. BEACH 1730	- 1,500.00
Payment	09/11/2015	8704	KIRKLAND 1738	- 5,000.00
Payment	09/25/2015	14197	Festival flee market / Cruise World 587	- 500.00
Payment	10/21/2015	001202	Margaritaville Holl. Beach	- 1,500.00
Payment	10/23/2015	08933112	Marriott Harbor Beach 1743	- 250.00
Payment	10/23/2015	050826	Hilton FLL 589	- 500.00
Payment	11/03/2015	11375	Bonaventure / Hospitality Inv.Grp	- 250.00
Payment	11/13/2015	542214	THE LAS OLAS CO. 91015	- 5,000.00
Payment	11/13/2015	004030	COURTYARD FLL BEACH 591	- 500.00
Payment	11/13/2015	8121017	DTGS GALLERY ONE 588	- 500.00
Payment	12/22/2015	038537	BCC 1746	- 950.00
Payment	12/22/2015	08996335	MHB 1745	- 850.00
Payment	01/12/2016	11549	Hospitality Inv. Bonaventure	- 500.00
Payment	01/12/2016	08996334	Marriott HB	- 950.00
Payment	01/12/2016	6375110436	Hyatt Pier 66	- 950.00
Payment	01/12/2016	2375	Margaritaville 1755	- 1,250.00
Payment	01/12/2016	103910	Westin 1753	- 1,250.00
Payment	02/12/2016	9647	Pelican Grand 1754	- 1,250.00
Payment	02/19/2016	00010846	Hilton - Diplomat HW 1750	- 950.00
Payment	02/19/2016	11996	Bonaventure NY Sales mission 29176	- 1,250.00
Payment	02/19/2016	036369	Hilton-Gallery One 1748	- 950.00
Payment	02/19/2016	4396	B Ocean CRP Insite Clipper 147 1752	- 2,200.00
Payment	03/29/2016	09064784	MHB 1760	- 1,350.00
Payment	03/29/2016	12355	BONAVENTURE 1759	- 1,350.00
Payment	03/29/2016	6375111306	HYATT PIER 66 1758	- 1,350.00
Payment	04/01/2016	038926	BCC 1762	- 1,350.00
Payment	04/01/2016	7514	BCC 1766 SMG	- 1,500.00
Payment	04/01/2016	337888	EMBASSY SUITES 1765	- 1,500.00
Payment	04/05/2016	019737	HILTON FTL 1764	- 1,500.00
Payment	05/03/2016	45821	B Ocean / CRP Insite Clipper 1761	- 1,350.00
Payment	05/04/2016	5050	Roadway Inn / Tropical Paradise 001 cruise 360	- 1,000.00
Payment	05/04/2016	00012719	Hollywood Diplomat, Hilton, 001-cruise 360	- 1,000.00
Payment	05/20/2016	020058	HILTON 1757	- 1,350.00
Payment	06/09/2016	1300714	Hampton Inn 001	- 1,000.00
Payment	08/05/2016	039485	BCC 1777	- 3,000.00
Payment	08/05/2016	6375112873	hyatt regency Pier 66 1779	- 1,500.00
Payment	08/05/2016	6375113052	Hyatt Regency Pier 66 1786	- 1,250.00
Payment	08/05/2016	09203786	MHB 1781	- 1,500.00
Payment	08/05/2016	00014198	Diplomat 1778	- 1,500.00
Payment	08/26/2016	11697	Pelican Grand 11697	- 1,250.00
Payment	08/26/2016	106251	Westin 1783	- 1,250.00
Payment	08/26/2016	545973	TLC 1785 Riverside	- 1,250.00
Payment	09/30/2016	021085	Hilton Marina 1790	- 1,500.00
Payment	10/04/2016	98423	Marriott 10771	- 500.00
Payment	10/04/2016	5288	Rodeway Inn / Tropical Paradise	- 500.00
Payment	10/19/2016	6375113364	Hyatt Pier 66 1763	- 1,500.00
Payment	10/19/2016	021138	Hilton FLL 1793	- 1,000.00
Payment	10/19/2016	361770	Emabassy Suites Hilton 1788	- 1,500.00
Payment	10/19/2016	98624	Marriott Pompano Bch 10161	- 850.00
Payment	10/19/2016	6375113418	Hyatt Regency Pier 66 121715	- 3,000.00

Starmark International, Inc.
CVB A 422 Events

Type	Date	Num	Memo	Open Balance
Payment	10/27/2016	6375113711	Hyatt Regency 1789	- 1,500.00
Payment	10/27/2016	00016260	Diplomat Hywood 1791	- 1,500.00
Payment	10/27/2016	7265	Margaritaville 7265	- 1,250.00
Payment	12/23/2016	466001	RLJ Lodging 1798	- 200.00
Payment	12/23/2016	09332266	Marriott 1799	- 200.00
Payment	12/23/2016	369599	Hilton 1794	- 200.00
Payment	12/23/2016	98906	Marriott PB 17961	- 200.00
Payment	12/23/2016	00017505	Diplomat HWD / Hilton 1795	- 200.00
Payment	12/23/2016	2049	Cruise World 10117	- 500.00
Payment	12/23/2016	229	Hollywood Bch Marriott 1797	- 200.00
Payment	12/23/2016	017091	Yellow Airport Limo 10118	- 500.00
Payment	12/23/2016	039805	BCCC 1792	- 1,500.00
Payment	12/23/2016	547237	Las Olas co. TLC	- 504.00
Payment	12/23/2016	81918	Flamingo Gardens	- 500.00
Payment	12/23/2016	2274	Comfort Suite / Shelini Booth	- 500.00
Payment	12/23/2016	546881	Las Olas co. TLC	- 500.00
Payment	05/23/2017	20898	#1800 - Diplomat Hollywood	- 1,600.00
Payment	06/02/2017	48298	#10111 B Ocean/CRP Clipper	- 500.00
Payment	08/15/2017	22602	Ft Laud Marina/Hilton #1801	- 1,600.00
			#1810Bon Adventure ck from Hospitality	
Payment	10/03/2017	15926	Investing	- 1,500.00
Payment	11/28/2017	110054	Westin FLB #1808	- 1,600.00
Payment	11/28/2017	1675702562	Hyatt Pier 66 #1815	- 2,000.00
Payment	11/28/2017	9864477	Hilton Embassy Ftl #1817	- 2,000.00
Payment	01/17/2018	41620	BCC #1816	- 2,000.00
Payment	01/17/2018	49370	CRP Insite Clipper #1818	- 2,000.00
Payment	04/10/2018	24960	HFS Ft Laud Marina/ Hilton	- 1,750.00
Payment	04/10/2018	426425	Embassy Ft Laud/ Hilton	- 1,750.00
Payment	07/31/2018	554896	TLC 1842	- 1,500.00
Payment	07/31/2018	103217	PBM 1845	- 1,500.00
Payment	08/24/2018	00030967	Hilton Diplomat Hwd 1839	- 1,750.00
Payment	08/24/2018	00398385	Marriott Hwd 1843	- 1,500.00
Payment	08/24/2018	7694	smg 1840	- 1,500.00
Payment	10/25/2018	3000007631	Hilton 1857	- 1,800.00
Payment	10/25/2018	556085	TLC 1858	- 1,800.00
Payment	10/25/2018	10250287	MHB 1860	- 1,800.00
Payment	10/25/2018	0000216247	Sonesta 1861	- 1,800.00
			To Tsf LCC/Mid Atlantic Mission Monies	
Credit Men	12/27/2018	Tsfcoop3	from CVB M 1253 to CVB A 422	- 15,345.00
Payment	01/23/2019	3000036694	TAW 3638A 16407	
			To Tsf B Hotel \$ Resorts / C.Bonaiuto 0001	
Credit Men	01/31/2019	Tsf Event	from CVB X 1903T to CVB A 422	- 1,110.00
			To Reclass Hilton CK#3000036694 from	
			CVB A 422 to CVB M 3638A - deposited to	
Invoice	04/22/2019	Adj	wrong project	
Credit Men	06/01/2019	Event Tsf1	To transfer Hilton Grande pmt from CVB M	-750.00
Total A-422 Event Participation/Tradeshaw Joint				- <u>128,207.77</u>
7/2/19 Check #23528 \$128,207.77				

STARMARK

210 S. ANDREWS AVENUE FORT LAUDERDALE, FL 33301

VALLEY NATIONAL BANK
55-138/212

23172

5/6/2019

PAY TO THE
ORDER OF

Broward County

\$**23,866.00

Twenty-Three Thousand Eight Hundred Sixty-Six and 00/100*****

DOLLARS

MEMO

Broward County

CVB A 3994 CVB Coop

⑈023172⑈ ⑈021201383⑈


AUTHORIZED SIGNATURE MP

STARMARK

Broward County

Date	Type	Reference
5/6/2019	Bill	CVB Coop

Original Amt.
23,866.00

Balance Due
23,866.00

5/6/2019

Discount

Check Amount

23172

Payment
23,866.00
23,866.00

Valley National Bank CVB A 3994 CVB Coop

23,866.00

SUPERIOR PRESS • (888) 590-7998

DEPOSIT TICKET



Wells Fargo Bank, N.A.

Wells Fargo Bank Transaction Receipt

Branch #006659 15

Deposit

Account Number

XXXXXXXXXX0990

CHK 00182

Serial #

9900008338

Number of Checks

1

Check Listing

\$128,207.77

Total Checks Amount

\$128,207.77

Total Deposit

\$128,207.77

Deposit Availability

The full amount of your deposit will
be available on Tuesday, 07/09/19

Transaction # 028 0031

10:48AM 07/08/19

Deposit Credit Date: 07/09/19

Thank you for your business.

Enjoy the convenience of

scheduling appointments online at

wellsfargo.com/appointments

Thank you, GIANCARLO

2199699
DSA-AT

BROWARD COUNTY BOARD OF
COUNTY COMMISSIONERS
MISCELLANEOUS 99

TOTAL
ITEMS
WFB Deposit

Account

Thank you for your business.

9900008338 518200392

ence of

DATE

DEPOSITS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL

	DOLLARS	CENTS
CURRENCY		
COIN		
CHECKS LIST EACH SEPARATELY		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		

TOTAL

PLEASE
RE-ENTER
TOTAL HERE

CHECKS AND OTHER ITEMS ARE RECEIVED
FOR DEPOSIT SUBJECT TO THE PROVI-
SIONS OF THE UNIFORM COMMERCIAL CODE
AND ANY APPLICABLE COLLECTION AGREEMENT.

Prepared By

Please Print

Verified By

STARMARK

210 S. ANDREWS AVENUE FORT LAUDERDALE, FL 33301

VALLEY NATIONAL BANK
55-138/212

23528

7/2/2019

PAY TO THE
ORDER OF Broward County

\$**128,207.77

One Hundred Twenty-Eight Thousand Two Hundred Seven and 77/100*****

DOLLARS

MEMO Broward County

Event Participation Reimbursement


AUTHORIZED SIGNATURE MP

⑈023528⑈ ⑆021201383⑆ ⑆[REDACTED]⑆

STARMARK

Broward County

7/2/2019

23528

Date	Type	Reference
7/1/2019	Bill	CVB A 422 Reimb

Original Amt.
128,207.77

Balance Due
128,207.77

Discount
Check Amount

Payment
128,207.77
128,207.77

Valley National Bank Event Participation Reimbursement

128,207.77

Cordo, Anthony

From: Jacqui Hartnett <jhartnett@starmark.com>
Sent: Wednesday, March 18, 2020 6:23 PM
To: Cordo, Anthony
Subject: Re: Payment from Hotel

External Email

Thanks for the note and call. Confirming we are refunding the two payments and instructing the partners again to process payment to Broward County. We have no additional funds collected by 3rd parties on behalf of the CVB/Broward County.

Regards,
Jacqui

On Mar 18, 2020, at 4:32 PM, Cordo, Anthony <ACORDO@broward.org> wrote:

Jacqui,

Following up on our conversation this morning and afternoon re: the two payments you received from hotels as part of a co-op program.

These payments need to be refunded to the vendors that paid. As per our conversations in December 2018 – April 2019, Starmark cannot accept payments on behalf of Broward County under any circumstances.

Please confirm that Starmark does not have any additional funds collected from third parties on the CVB/Broward County's behalf.

Thank you for your assistance!!
Tony

<image001.png>

Anthony (Tony) Cordo, CDME, CMP, CHIA, CTA, A+
Senior Vice President of Administration
101 NE Third Avenue, Suite 100
Fort Lauderdale, FL 33301
767-2442
acordo@broward.org | sunny.org

<image002.png> <image003.png> <image004.png> <image005.png>

[See how we are all #GreaterTogether.](#)

The Greater Fort Lauderdale CVB adheres to Florida's open records laws. Electronic mail sent or received by GFLCVB personnel will be provided to the public upon request.



Jacqui Hartnett

President

210 S. Andrews Avenue
Fort Lauderdale, FL 33301

954 874 9000

954 874 9008 direct

954 874 9010 fax

www.starmark.com

Starmark's Agile Approach Featured in *The Wall Street Journal*



210 S. ANDREWS AVENUE FORT LAUDERDALE, FL 33301

VALLEY NATIONAL BANK
55-138/212

24986

3/23/2020

PAY TO THE
ORDER OF

Hilton

\$ **1,200.00

One Thousand Two Hundred and 00/100*****

DOLLARS

MEMO

Hilton
Memphis Shared Services
755 Crossover Lane
Memphis, TN 38117

Refund for Ck#3000123751 for 2019 CVB Chicago


AUTHORIZED SIGNATURE

MP

⑈024986⑈ ⑆021201383⑆

STARMARK

24986

Hilton

Date	Type	Reference
3/18/2020	Bill	CHI3638O-16412R1

Original Amt.
1,200.00

Balance Due
1,200.00

3/23/2020

Discount

Check Amount

Payment
1,200.00
1,200.00

Valley National Bank Refund for Ck#3000123751 for 2019 CVB Chica

1,200.00

STARMARK

24986

Hilton

Date	Type	Reference
3/18/2020	Bill	CHI3638O-16412R1

Original Amt.
1,200.00

Balance Due
1,200.00

3/23/2020

Discount

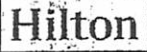
Check Amount

Payment
1,200.00
1,200.00

Valley National Bank Refund for Ck#3000123751 for 2019 CVB Chica

1,200.00

11365737



Memphis Shared Services
755 Crossover Lane
Memphis, TN 38117.

WELLS FARGO/WACHOVIA BANK
CDA only
Augusta, GA 30303

Check No. 3000123751

64-975/612

Date: 11/06/2019

Pay Amount: \$1,200.00***

Pay **** ONE THOUSAND TWO HUNDRED AND XX / 100 DOLLARS ****

To The
Order Of

STARMARK
210 S. ANDREWS AVENUE
FORT LAUDERDALE, FL 33301

Frederick A. Gould

M W Z

VOID IF NOT PRESENTED FOR PAYMENT WITHIN 180 DAYS OR IF OVER \$1,200.00*** SIGNATURE HAS A COLORED BACKGROUND • BORDER CONTAINS MICROPRINTING

11 3000 12375 11 106 1209756 10

Vendor: STARMARK

Vendor Number:0000012938

Date: 11/06/2019

Check Number:3000123751

Invoice Number	BU	Location Name	Date	Voucher ID	Invoice Amount	Discount	Net Amount
CHI3638O16412R1	99000	GENERAL CORPORATE US	02/25/2019	00331729	1,200.00	0.00	1,200.00

Memphis Shared Services, 755 Crossover Lane, Memphis, TN 38117 (901) 374-8904

27	Totals:	\$1,200.00	\$0.00	\$1,200.00
----	---------	------------	--------	------------

CUBA-3994B - Hittin Destruction Mktg
for QUBM3C380



Starmark Invoice

6

Invoice#: CHI3638O-16412R1

**Hilton Destination Marketing
Attn: Marijohn Kirsch
Email: Marijohn.Kirsch@Hilton.com
Address: 5201 Blue Lagoon Drive, Ste 600
Miami, FL 33126**

**Job Number: CVB M 36380
Job Name: 2019 Chicago Ad Mail Coop Program
Date: February 25, 2019
Terms: Due February 28, 2019**

**Participation in Greater Fort Lauderdale Convention & Visitors Bureau
2019 Chicago Ad Mail - Package of 3**

Insertion Order Number Chicago

Amount Due: \$1,200.00

Please Make Checks Payable to Broward County

**Mail to:
Starmark
210 S Andrews Avenue
Ft. Lauderdale, FL 33301
Attn: Accounts Receivable
Phone: 954-874-9000
Fax: 954-874-9013**



210 S. ANDREWS AVENUE FORT LAUDERDALE, FL 33301

VALLEY NATIONAL BANK
55-138/212

24985

3/23/2020

PAY TO THE
ORDER OF

Circ Hotel

\$**15,000.00

Fifteen Thousand and 00/100*****

DOLLARS

MEMO

Circ Hotel
1780 Polk Street
Hollywood, FL 33020

Refund for Ck #002989 for 2018/19 CVB Meetings


AUTHORIZED SIGNATURE

MP

⑈024985⑈ ⑈021201383⑈

STARMARK

24985

Circ Hotel

3/23/2020

Date	Type	Reference	Original Amt.	Balance Due	Discount	Payment
3/18/2020	Bill	MC2679C/CIR	15,000.00	15,000.00		15,000.00
					Check Amount	15,000.00

Valley National Bank Refund for Ck #002989 for 2018/19 CVB Meetin 15,000.00

STARMARK

24985

Circ Hotel

3/23/2020

Date	Type	Reference	Original Amt.	Balance Due	Discount	Payment
3/18/2020	Bill	MC2679C/CIR	15,000.00	15,000.00		15,000.00
					Check Amount	15,000.00

Valley National Bank Refund for Ck #002989 for 2018/19 CVB Meetin 15,000.00

CIRC HOTEL
1780 Polk St
Hollywood, FL 33020

2327773

DATE: 2-19-20 002989

AMOUNT: 99-9999
9999

AY

Fifteen Thousand and 00/100 Dollars

Check No.

002989

DATE

2/12/2020

AMOUNT

\$15,000.00

O THE
ORDER OF STARMARK
210 S. ANDREWS AVENUE
FT. LAUDERDALE, FL 33301

Kindy

⑈002989⑈ ⑆066004367⑆

CIRC HOTEL

STARMARK

002989

Date	Invoice No.	Invoice Date	Description	Amount
2/3/2019	MC2679C/CIR	2/15/2019	2018/19 GFL/CVB MEETINGS COOP	15,000.00
<i>Cvb, A, 3994B Circ for Cvb M 2679C</i>				
ack > 2/12/2020	Check > 002989	Total >		15,000.00

CIRC HOTEL

Date Invoice No. Invoice Date STARMARK
12/3/2019 MC2679C/CIR 2/15/2019 Description
2018/19 GFL/CVB MEETINGS COOP

002989

Amount:
15,000.00



Starmark Invoice

Invoice: MC2679C/CIR

Circ Hotel

Attn: Kara Lundgren
klundgren@circhotel.com

Job Number: CVB-M-2679C

Date: 2/15/19

**Job Name: 2018/19 GFL/CVB
Meetings Coop**

Terms: Due Upon Receipt

**2018/19 Greater Ft Lauderdale Convention & Visitors Bureau Meetings Co-op
Program**

Amount Due: \$15,000.00

Please Make Check Payable to Broward County

Mail to:

Starmark

210 S Andrews Avenue

Ft. Lauderdale, FL 33301

Phone: 954-874-9000

Fax: 954-874-9013

FORT LAUDERDALE, FL 33301
UNITED STATES US

SHIP DATE: 23MAR20
ACTWGT: 0.50 LB
CAD: 8000820/NET4220

BILL SENDER

TO **MARIJOHN KIRSCH**

2010 VALLEY ROAD

MALABAR FL 32950

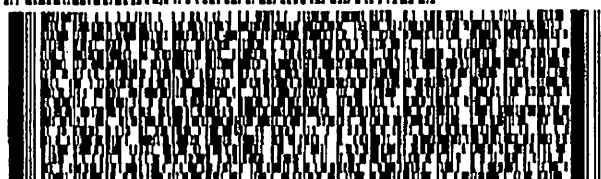
(305) 298-8335

REF: CVB-F-4329

INV:

PO:

DEPT.



FedEx.
Express



WED - 25 MAR 10:30A
MORNING 2DAY

TRK# 7700 8635 5370
0201

SH MLBA

32950
FL-US MCO



ORIGIN ID: HWOA (954) 874-9000
JACQUI HARTNETT
STARMARK INTERNATIONAL
210 S. ANDREWS AVE

FORT LAUDERDALE, FL 33301
UNITED STATES US

TO **ATTN: KARA LUNGREN**

CIRIC HOTEL

1780 POLK ST.

HOLLYWOOD FL 33020

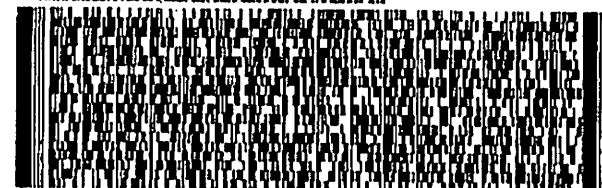
(954) 874-8000

REF: CVB-F-4329

ENV.

PO:

DEPT.

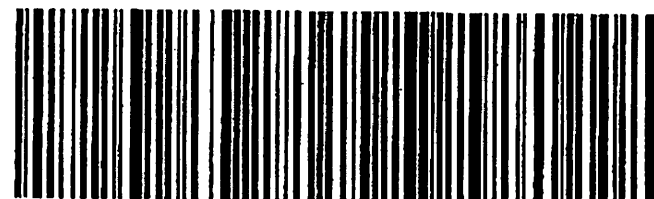


WED - 25 MAR 10:30A
MORNING 2DAY

TRK# 7700 8640 5931
-0201

32 ZFTA

33020
FLL
FL-US



From: [Cordo, Anthony](#)
To: [CVB Employees](#)
Subject: Revenue and the GFLCVB
Date: Thursday, November 29, 2018 4:59:13 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
Importance: High

All,

In the course of our business our organization may receive revenue from sources outside the Tourism Development Tax. Examples include:

- working with partners in co-ops and other programs where we ask partners to pay-to-play;
- grants from Florida Sports or others;
- payments from community partners who believe in our mission; or,
- payments from Visit Florida or other DMOs.

All money from any source must be paid directly to the GFLCVB/Broward County bank account; NOT Starmark, SMG, or any other third-party.

We've addressed all situations I'm aware of already; but if you've got any co-ops, grants, or other revenue sources let Barb, Maria, or I know so we can get you invoices, deposit info, and we can take care of the admin side of receiving/allocating the funds.

Thank you!

T

GREATER FORT LAUDERDALE
CONVENTION & VISITORS BUREAU

Anthony (Tony) Cordo, CDME, CMP, CHIA, CTA
VP of Administration
101 NE Third Avenue, Suite 100
Fort Lauderdale, FL 33301
767-2442
acordo@broward.org | sunny.org



[See how we are all #GreaterTogether.](#)

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Co-operative marketing and sales programs

Sections wishing to send invoices need to speak with the Administrative Section to proceed with training to use PeopleSoft for invoicing. For more information on “Payments to County, invoicing, and billing”, see that section above.

For any co-operative activity, revenue must either come directly to the CVB or go directly to the provider of the service. No “middleperson” can be involved.

An example of an inappropriate situation:

1. CVB arranges for a co-operative advertising buy through its advertising agency.
2. The advertising agency receives and deposits in their bank account co-operative payments from our local partners. ← this would be inappropriate because the advertising agency is acting as a middleperson and collecting revenue on our behalf. Revenue must NEVER be collected on our behalf.
3. Advertising agency buys the advertisement from a magazine. ← Because they collected the revenue inappropriately in step 2, they would then be disbursing that revenue which is not allowed.

Instead, here are the two appropriate options for a co-operative activity:

Procedure option 1 for co-operative activity

1. Ideal: Section plans co-operative program budgets revenue during annual budgeting period.
2. Section procures purchase through appropriate channels
 - a. either with advertising agency or utilizing *County Administrative Code 13.33. - Limited Advertising, Trade Show Space, and Specified Goods and Services Purchases by the CVB* [\[link\]](#). **A Purchase Order must be issued by the Purchasing Division before commencing work in all situations (except P-Card purchases).**
3. Section assembles participating local businesses partners.
4. Section sends invoices to partners that wish to participate in the program.
 - a. It is the responsibility of the section to track payments and issue past due notices as detailed in the “Payments to County, invoicing, and billing” section above.
5. The CVB pays for the ad or sales event in its entirety.
6. If budgeted, the revenue from partners is applied to the appropriate account to offset the expense.
 - a. If the revenue was not budgeted, then an agenda item will need to be issued to get a Commission vote to authorize the revenue be used by the CVB.

Procedure option 2 for co-operative activity

1. Section or advertising agency plans co-operative program with advertiser or tradeshow.
2. CVB procures their portion of the co-operative program appropriately either utilizing advertising agency or *County Administrative Code 13.33. - Limited Advertising, Trade Show Space, and Specified Goods and Services Purchases by the CVB* [\[link\]](#). **A Purchase Order must be issued by the Purchasing Division before commencing work in all situations (except P-Card purchases).**
3. Section assembles participating local businesses partners.
4. Service provider invoices all participating partners.
 - a. Note that this service provider must be the “end-user”. For example, if you’re buying an advertisement in a co-operative program, then all partners and the CVB can pay the advertiser directly. See the example of an inappropriate situation above for the difference.

**Greater Fort Lauderdale Conventions and Visitors Bureau
Starmark Coop Process Update
February 28, 2019**

Coop Process for Media Planning, Partner Invoicing, Budget Tracking

I. Meetings Program Coop Process

- Media advises Accounting of the participants providing contact and program information, including due dates and amount to be billed.
- Accounting creates the invoices, emails the participants, keeps a copy in the coop folder awaiting payments and adds it to the Coop Tracking tab on the Budget Document.

Prior to New Process

- When the check is received, it is posted to the appropriate project awaiting receipt of vendor invoices.
- When the related vendor invoice is received, media reviews/approves and turns into accounting for processing.
- Accounting creates CVB invoicing and applies available funds thereby reducing the amount due from the CVB for the media invoice.
- Accounting adds the payment information to the Coop Tracking spreadsheet.

New Process Going Forward

- Checks made payable to Broward County are received in the Starmark offices. Accounting will add the information to the Coop Tracking spreadsheet and forward the check to CVB Administrative Coordinator.
- The CVB Administrator Coordinator will deposit the payment and apply to the appropriate GL code (CODE 4) to offset Media Spend total to date.

II. Coop Partner Programs Ordered on the Coop Site

- Participating Partners places media orders on Starmark Coop Site.
- The invoice is automatically generated and emailed to participant, media and accounting teams.

- Accounting prints out the invoice and holds in the coop folder awaiting payment and adds it to the Coop Tracking spreadsheet.

Prior to New Process

- When the check is received, it is posted to the appropriate project awaiting receipt of vendor invoices.
- When the related vendor invoice is received, media reviews/approves and turns into accounting for processing.
- Accounting creates CVB invoicing and applies available funds thereby reducing the amount due from the CVB for the media invoice.
- Accounting adds the payment information to the Coop Tracking spreadsheet.

New Process Going Forward

- Checks made payable to Broward County are received in the Starmark offices. Accounting will add the information to the Coop Tracking spreadsheet and forward the check to CVB Administrative Coordinator.
- The CVB Administrator Coordinator will deposit the payment and apply to the appropriate GL code (CODE 4) to offset Media Spend total to date.

III. Spa/Crave Programs

Prior to New Process

- CVB Team promotes/recruits and collects funds for the Spa/Crave programs.
- Payments are posted to the appropriate project awaiting receipt of vendor invoices.
- When the related vendor invoices are received, media will review/approve and turn it into accounting for processing.
- Accounting creates CVB invoicing and applies available funds thereby reducing the amount due from the CVB.
- Accounting to add the payment information to the Coop Tracking spreadsheet.

New Process Going Forward

- CVB will continue to recruit, collect/deposit and track funds and offset against Spa/Crave appropriate GL code (Code 4) to offset Media Spend total to date.
- All Spa/Crave Coop Media Invoices will be invoiced at 100% of value to CVB as received with proof of performance.

Memorandum

To: Dave Di Maggio, Aqua Marketing & Communications, Inc.
Fran Vaccaro, Aqua Marketing & Communications, Inc.

From: Stacy Ritter, President and CEO, GFLCVB

CC: Kara Franker, GFLCVB VP, GFLCVB
Anthony Cordo, Administrative Manager, GFLCVB

Subj: Co-operative marketing and other revenue

Date: April 1, 2020

Over the course of the term of the Agreement, we may create co-operative marketing opportunities for partners to join in advertising. It will be necessary for Aqua to have a part of coordinating these co-op advertising opportunities. However, the terms of the Agreement do not permit Aqua to collect or disburse revenue from third parties.

Only the GFLCVB (Broward County) may deposit and handle revenue from partners. Aqua Marketing & Communications, Inc. is not authorized to collect or disburse funds from other parties on behalf of the GFLCVB / Broward County.

For future co-op advertising it will be necessary for the GFLCVB to develop an organized method (approved in writing) of coordinating with Aqua wherein the GFLCVB maintains the revenue and disbursements from partners while Aqua handles the marketing component.

###

Scope of Work

- It takes both parties to uphold the agreement.
- **No one here has the authority to get you to do something outside of the scope of work.**
 - The scope of work for this agreement is very detailed. We can ONLY use you for the scope of work as it's listed. If we ask you to do something that's outside the scope of the agreement, you must decline to do it. Likewise, if you ask us. If we discover something that's missing, it's a simple process propose a formal amendment to the agreement to our Commissioners.
- If there's ever a question we've got County attorneys and auditors that are great resources for clarification.

Revenue / co-op marketing

Aqua may not collect or disburse revenue on behalf of the Broward County.

For example: a co-op marketing program. GFLCVB staff need to invoice the partners that are participating. We would then pay the full-amount for the ad buy to Aqua.

Aqua may not invoice partners and deposit the money in Aqua's accounts, then use the money.

There'll be a memo reinforcing this.