



# MEMORANDUM

AGENDA ITEM #IV.F

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DATE: NOVEMBER 14, 2016

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: PROPOSED RETURN TO DOING BUSINESS AS "SOUTH FLORIDA REGIONAL PLANNING COUNCIL"

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Council staff recommends returning to the working name of "South Florida Regional Planning Council." This will not require amending the Monroe, Miami-Dade, and Broward County Interlocal Agreements at this time. The Council's legal name under Florida Statutes is the "South Florida Regional Planning Council." There is nothing that precludes the Council returning to the use of "South Florida Regional Planning Council" as its business name.

## Background

In 2013, the Council participated in a strategic planning workshop to discuss the future of the Council. In reimagining the Council, the Board felt that there should be a "new, more exciting name" for the organization particularly in light of its evolving role in the local government comprehensive plan review and development of regional impact processes. It should be noted that the Council does a significant amount of planning work outside of its historical statutory responsibilities.

In 2014, Miami-Dade, Broward, and Monroe counties began the process of updating the Interlocal Agreement, which formalized the creation of the Council in 1974, to reflect the new name of "South Florida Regional Council." This process was completed in April 2016 when Miami-Dade County followed Monroe and Broward counties in passing the Second Amendment to the Interlocal Agreement.

In practice, the name "South Florida Regional Council" has not served the Council well. The South Florida Regional Planning Council name is well known, respected, and recognized where the name "South Florida Regional Council" is not well known and confuses people. Many stakeholders have expressed regret at the loss of the "P" for planning because planning, accompanied by implementation, is important. The acronym "SFRC" is known to many as the "South Florida Rail Corridor," creating additional confusion.



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As a functional and organizational matter, all of the Council's official banking, legal papers, and vendor registrations are in the name of "South Florida Regional Planning Council." We have recently had two incidents where payments to the Council were delayed due to the difference in the names.

The return to use of "South Florida Regional Planning Council" as the Council's working name is easy and inexpensive. Section 865.09, Florida Statutes governs the process for registering a fictitious name in the State of Florida. The only expenses are the advertisement in the Sun Sentinel as required by Section 865.09(3)(d) and the registration fee paid to the Division of Corporations.

#### Recommendation

Return to doing business as "South Florida Regional Planning Council."