

Business Operations
Ofelia San Pedro, Deputy Superintendent

SUBJECT: TERMINATION OF CONTRACTUAL SERVICES AGREEMENT NO. 009-GG10 – ADVERTISING SALES AND ADMINISTRATION – EXCLUSIVE BEVERAGE-POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING PROGRAM, BETWEEN THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND DD MARKETING, INC.

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

**LINK TO DISTRICT
STRATEGIC PLAN: EVALUATE AND REDESIGN INTERNAL BUSINESS
OPERATIONS**

At the meeting of May 16, 2007, the Board authorized the Superintendent of Schools to enter into a contractual services agreement with DD Marketing, Inc., to generate new revenues and resources for beverage-vending operations on District-owned school campuses, adult centers, and administrative buildings, through an exclusive beverage-pouring rights partnership arrangement with a major beverage manufacturer, and to administer revenue-producing sponsorships and advertising, for Miami-Dade County Public Schools. The initial contract period is for five years, with an option to extend for an additional five-year period.

Because the financial position of the School Board has changed, it would be in the best interest of the District to terminate this agreement for convenience, pursuant to Article VII of the Services Agreement. DD Marketing, Inc. has been advised of the recommendation for termination for convenience and has been given proper notification, pursuant to the terms and conditions of the Agreement.

Staff is in the process of re-evaluating revenue-generating sources and other options for the beverage-vending program.

RECOMMENDED: That The School Board of Miami-Dade County, Florida:

1. **TERMINATE** Contractual Services Agreement No. 009-GG10, ADVERTISING SALES AND ADMINISTRATION – EXCLUSIVE BEVERAGE-POURING RIGHTS FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS VENDING PROGRAM, between The School Board of Miami-Dade County, Florida, and DD Marketing, Inc., effective April 16, 2008, as follows:

DD MARKETING, INC.
504 GRAND AVENUE
PUEBLO, CO 81003
OWNER: DAN DEROSE, PRESIDENT

OSP/ae