

# Memorandum



**Date:** October 13, 2021

**To:** Honorable Chairman Jose "Pepe" Diaz  
and Members, Board of County Commissioners

**From:** Daniella Levine Cava  
Mayor

A handwritten signature in blue ink that reads "Daniella Levine Cava".

**Subject:** Executive Director of Miami-Dade Economic Advocacy Trust

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The Metro-Miami Action Plan was established by the Board of County Commissioners in 1983, and subsequently, re-constituted as the Miami-Dade Economic Advocacy Trust (MDEAT) in 2009. MDEAT was created to ensure the equitable participation of Blacks in Miami-Dade County's economic growth through advocacy and monitoring of economic conditions and economic development initiatives in Miami-Dade County. Given the importance of MDEAT's role to the economic well-being of our community, the proper staffing and executive management of this organization is a priority of my Administration.

This summer, MDEAT's long-time Executive Director John Dixon retired from County service. The process to select a new executive director, as outlined in Section 2-505(b) of the Code, began shortly thereafter. According to the Code, the MDEAT Board of Trustees shall submit the names of nominees for the position of Executive Director to the County Mayor, and the Mayor shall make a recommendation from the nominees proposed by the Trust to the Board of County Commissioners for its approval.

The position of executive director was advertised on the County's Human Resources jobs portal from August 5, 2021, through August 20, 2021. The position was also included in the newsletter of the Black Professional Network, and notice was provided to community-based organizations. The County received 43 applications in response to the job posting. Of those applications, a panel comprised of MDEAT Board members and Mr. Dixon interviewed and then ranked qualified candidates.

On October 1, 2021, MDEAT provided my office with the slate of the following top-three nominees ranked in order of scoring:

- 1) Mr. William Diggs;
- 2) Dr. James Poag; and
- 3) Ms. Traci Pollock.

The MDEAT Board recommends Mr. William Diggs as the next MDEAT executive director. After receiving the MDEAT recommendation, I also spoke with each of the ranked nominees regarding their vision for the organization.

Mr. Diggs has a long career advocating for economic prosperity for families and businesses in Miami-Dade County. He has served as the past president and chief executive officer (CEO) of the Miami-Dade Chamber of Commerce, and as the president of the Mourning Family Foundation. As president of the Foundation, he was responsible for the Honey Shine Mentoring Program for Girls, and the Overtown Youth Center. He also raised more than \$12 million for the foundation's programs.

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Most recently, he served as the president and CEO of the Broward Health Foundation where he managed a multi-million-dollar endowment for the Broward Health System which spans five hospitals, ten community health facilities and over 8,500 employees.

I commend the MDEAT Board for administering an open and competitive process to select a new executive director. The MDEAT Board was thorough and thoughtful in assessing the skills and qualifications of the candidates and their fit with the needs of the organization at this pivotal time. In consideration of MDEAT's thorough vetting process, I believe it is appropriate to give deference to the opinion of this citizen-led board for the reasons outlined above.

Based on the process outlined in the Code, and in consideration of MDEAT's recommendation and my interviews with the nominees, it is my honor to concur with the MDEAT Board and recommend Mr. William Diggs for the position of Executive Director of MDEAT.

Attached please find the resume of Mr. William Diggs and the memo from the MDEAT selection committee.

c: Geri Bonzon-Keenan, County Attorney  
Gerald K. Sanchez, First Assistant County Attorney  
Jess M. McCarty, Executive Assistant County Attorney  
Office of the Mayor Senior Staff  
Morris Copeland, Chief Community Services Officer, Office of the Mayor  
Arleene Cuellar, Director, Human Resources Department  
Yinka Majekodunmi, Commission Auditor  
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs  
Melissa Adames, Director, Clerk of the Board  
Eugene Love, Agenda Coordinator

September 29, 2021

Honorable Mayor Daniella Levine Cava  
Office of the Mayor, Miami Dade County  
111 NW 1<sup>st</sup> Street, 29<sup>th</sup> Floor  
Miami, FL 33128

Dear Mayor Cava,

Thank you for this opportunity to present my resume to you and your office. I have applied for the Executive Director's position to lead Miami Dade Economic Advocacy Trust (MDEAT). I am excited about this opportunity to lead this dynamic agency that is a part of Miami Dade County. In the mission of this agency under its statutes and declarations it speaks to the purpose of the trust which is to ensure the equitable participation of Blacks in Miami Dade county's economic growth through advocacy and monitoring of economic conditions and economic development initiatives in Miami Dade county.

In most of my life's work since I came to Miami some thirty (30) years ago I have worked either as an employee or volunteer towards that end. I also believe that a rising tide can lift all boats, so I have worked in mainstream Miami as well as within the tough confines of minority issues. It is my belief that all of my volunteer, civic and employee-based work that it will prove me well to hopefully be the head of MDEAT. I welcome that challenge with a deep and wide understanding of what is needed in our community. My resume speaks to my terminal work and my social work as indicators of my experience.

Please feel free to contact me directly at 954-593-3737 should you have any questions that I may answer.

Respectfully submitted,

Bill Diggs

# WILLIAM DIGGS

## CAREER EXPERIENCE

2019 - 2021 **Broward Health Foundation, Fort Lauderdale, FL**

*President & CEO*

I ran one of the largest nonprofit Health Systems foundations in the country. The foundation spans five hospitals, ten community health facilities and over 8,500 employees. One of our many functions is to manage a multimillion-dollar endowment for the Broward Health System. We also produced events and business engagements that were built to create recurring annual revenue streams for the foundation so that we can meet the unmet financial needs of these facilities. The hospital system is a multibillion-dollar enterprise. My role was to interface with the CEOs of each hospital as well as the public of Broward County. I had fiscal, managerial, and operational control of the foundation. In this role I managed hospital relations and patient relations that have been created to garner financial support from past and present patients. I also managed a philanthropic and major gifts department that was created to raise money in the endowment and capital facilities space. My organization also created an external restaurant giving campaign that spanned the northern end of Broward County. I also built a private equity firm that produce revenues that ultimately fuel the hospitals through the foundation. This innovative business enterprise provides a multifaceted method of allowing for a strictly regulated publicly funded hospital to increase its private funding options through business acquisitions and partnerships.

2013 - 2019 **Mourning Family Foundation, Miami, FL**

*President*

In my role I am responsible for three different business ventures under this umbrella. They are Honey Shine Mentoring Program for Girls, The Overtown Youth Center and The Mourning Family Foundation which is the management organization of this loosely held conglomerate. I have fiscal responsibility, developmental responsibility, and administrative responsibility for this enterprise. While these programs each raise dollars for programs MFF has built multimillion dollar state grants and has acted as the fiscal agent for them over the past five years. I have built large donor-based programs through retail and other service-related businesses. These donor-based programs have garnered multiyear multimillion dollar donations that directly and indirectly fund our programs and the foundation. In my role we have worked hard to create a national brand for The Mourning Family Foundation. In under a two year span we have raised over twelve million dollars through a capital campaign. We are close to the end of a capital campaign that will end with the construction of an over 55,000 square foot new youth center. This center will house the two programs as well as a new charter elementary school for underprivileged children in Miami's Overtown community.

**CONT.**  
**DIGGS RESUME**

2005 - 2013 **Miami Dade Chamber of Commerce, Miami, FL**  
*President & CEO*

My responsibilities included serving the black business community through its membership. Increasing membership, retaining current members, and attracting new members was a priority. I managed the day-to-day operations of my staff. I was over all aspects including financial (total P&L responsibility), programming and development. I raised membership and total revenue by over 300% in a two-year span. I consulted with elected officials as well as public and privately held corporation's CEO's and Senior Executives to ensure that the minority vendor community in Miami Dade would thrive. I wrote a weekly column for the Miami Herald regarding discussing business issues that affect the climate of the Miami business community. I am a past recipient of the National Small Business Administration's Small Business Advocate of the Year. As a part of my position, I spoke regularly at colleges, universities and business gatherings on issues surrounding business, diversity, and other issues.

**EDUCATION**

1984 **Clark Atlanta University; Atlanta, GA**  
*Bachelor of Arts in Political Science*

**MEMBERSHIPS & AFFILIATIONS**

KIPP Schools of Miami Board Chair, Beta Psi 1923 Foundation Founding Board Chair (Atlanta Ga), Career Source South Florida Board Member, Beacon Council past Committee Member, The Children's Trust past Board Secretary. National Center for Family Philanthropy past Board Member (Washington DC), Florida Restaurant and Lodging Association past Board Member, 100 Black men of South Florida, Inc. Founding Member, Big Brothers Big Sisters past Board Member. Alonzo Mourning Charities past Board Chair, Alliance for Digital Equality past Board Member (Atlanta Ga)

**PERSONAL ACCOMPLISHMENTS**


Married to Marie Diggs. I am a father of two children Drew Diggs and Dominique Diggs. I am a 1984 graduate of Clark Atlanta University (CAU) in Atlanta Georgia.

# Memorandum



**Date:** September 29, 2021

**To:** Danielle Levine Cava, Mayor  
Miami-Dade County

**From:** Khalid Salahuddin, Chairman   
Miami-Dade Economic Advocacy Trust

**Subject:** Interview Selection for MDEAT Executive Director

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In an effort to select a new Executive Director for the Miami-Dade Economic Advocacy Trust, interviews were held on Tuesday, September 28, 2021. The interview panel consisted of:

- ~Khalid Salahuddin, Chairperson, MDEAT
- ~Hannibal Burton, 1<sup>st</sup> Vice Chairperson, MDEAT
- ~James Bunyan, 2<sup>nd</sup> Vice Chairperson, MDEAT
- ~Barbara Montero, Past MDEAT Board Member
- ~John Dixon, Past Executive Director

Per the MDEAT Ordinance, as advised by Terrence Smith, Assistant County Attorney, the interview committee panel upon the completion of the interviews, are to provide your office with the ranking of the top 3 candidates. It is our understanding per the ordinance, your office will provide the ranked names to the Miami-Dade County Board of County Commissioners for ratification.

At the conclusion of the interviews and scoring, the top three (3) candidates are as follows:

1. William Diggs
2. Dr. James Poag
3. Traci Pollock

The candidates were ranked based on interview scoring and best fit for the organization. The interview panel recommends William Diggs as the Executive Director following your consideration.

Thank you for your support regarding this matter and MDEAT. We look forward to continue working with your office. If you require additional information, you may contact me at 305.542.6463 or email [khalidsalahuddin@yahoo.com](mailto:khalidsalahuddin@yahoo.com).

c: - Morris Copeland, Chief  
Terrance Smith, Assistant County Attorney