

**CITY OF RIVIERA BEACH CITY COUNCIL  
AGENDA ITEM SUMMARY**

MEETING DATE: November 17, 2010

AGENDA ITEM SUMMARY NO. F10-112-1

- |  |                                     |
|--|-------------------------------------|
| <input checked="" type="checkbox"/> AWARDS / PRESENTATIONS / PETITIONS | <input type="checkbox"/> DISCUSSION |
| <input type="checkbox"/> CONSENT                                       | <input type="checkbox"/> RESOLUTION |
| <input type="checkbox"/> PUBLIC HEARING                                |                                     |
| <input type="checkbox"/> ORDINANCE ON SECOND READING                   |                                     |
| <input type="checkbox"/> PUBLIC HEARING                                |                                     |
| <input type="checkbox"/> ORDINANCE ON FIRST HEARING                    |                                     |

**SUBJECT:** That Melvin Wynds of Ed Morse Honda be given the opportunity to make a presentation to City Council for providing discounts to City of Riviera Beach employees and their families.

**RECOMMENDATION / MOTION:** That the City Council allow Melvin Wynds to give a presentation concerning discounts at Ed Morse Honda for our City employees and families.

• Assistant City Manager <i>P.D.W. 11/9/10</i>	Information Services
• City Attorney <i>PKW 11/8/10</i>	Marina
• City Clerk <i>CK</i>	Police
Community Development	Public Works
• Finance <i>KH 11/8/10</i>	Purchasing
Fire	Recreation & Parks
• Human Resources <i>MJ 11/8/10</i>	Water & Sewer
Library	Other

APPROVED BY CITY MANAGER: *Ruth C. Jones*

DATE: 11-8-10

Originating Dept. Human Resources <i>MJ</i> User Dept.	Costs: <u>N/A</u> Current FY: _____ Funding Source: <input type="checkbox"/> Capital Improvement <input type="checkbox"/> Operating <input type="checkbox"/> Other: Budget Account Number:	City Council Actions: <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/conditions <input type="checkbox"/> Denied _____ <input type="checkbox"/> Tabled to _____ <input type="checkbox"/> Referred to Staff _____ Attachments: 1. Example of Employee Discount 2. Vehicle Service Information Sheet
Advertised: Date: Paper: <input type="checkbox"/> Not Required Affected Parties <input checked="" type="checkbox"/> Notified <input type="checkbox"/> Not Required		

**BACKGROUND / SUMMARY:**

A few weeks ago Melvin Wynds from Ed Morse Honda introduced to the City that Ed Morse Honda located in our city at 3790 West West Blue Heron Blvd. that his company could provide discounts to our employees and their families towards the purchase, repair and maintenance of a Honda vehicle.

**SUMMARY:**

Since Ed Morse Honda has been in the City for quite sometime, a representative from Ed Morse Honda felt that it is benefitting for our city employees and their families receive a discount when purchasing or repairing and maintenance of a Honda vehicle. This is a good benefit for all our employees. There is no cost to the City for this discount program.

**Item No. 6**

**EXHIBIT A-1**

**II. FISCAL IMPACT ANALYSIS**

**A. Five Year Summary of Fiscal Impact:**

Fiscal Years	2010	2011	2012_	2013_	2014_
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	-0-	-0-	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (City)	_____	_____	_____	_____	_____
In-Kind Match (City)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>	-0-	-0-	_____	_____	_____
 NO. ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes \_\_\_\_\_ No X  
 Budget Account No.: Fund \_\_\_ Dept/Division \_\_\_ Org. \_\_\_ Object \_\_\_ Reporting  
 Category \_\_\_\_\_

**B. Recommended Sources of Funds/Summary of Fiscal Impact:**

**C. Departmental Fiscal Review:** \_\_\_\_\_

**III. REVIEW COMMENTS**

**A. Finance Department and/or Purchasing/Intergovernmental Relations/Grants Comments:**

  
 Finance Department

\_\_\_\_\_  
 Purchasing and Grants

**B. Other Department Review:**

\_\_\_\_\_  
 Department Director

*Riviera  
Beach  
Business  
Association*



Please participating RBBA Member

You will find your new Employee-Only Pricing Sheet (EOPS) Included with this package. Please take a moment to review these documents. Enclosed are example pricing of two of our 2010 Honda Products, 2010 Honda Accord EX-L Sedan and the all new 2010 Honda Crosstour EX-L Crossover.

PLEASE REMEMBER- When a city Employee visit the participating dealership, your Authorize Dealer Contact listed below are expected to follow these program procedures:

- Ask the Employee for his or her Riviera Beach Employee Identification.
- Help the Employee select a vehicle.
- Show the Employee the EOPS and the manufacturer's invoice for the vehicle.

We look forward to your continued support of these program procedures. Our attention to detail and consistent pursuit of excellence for your Employees is one of the many reason this program will enjoy its success.

Contact Person: -----Melvin Wynds

If you have any questions, please contact me at (561) 460-4857 or (561) 844-5700 X 323

**Riviera Beach Business Assoc.**



## City Of Riviera Beach Employee Pricing Sheet

**Dealership Info:**  
 Ed Morse Honda (#02737)  
 3790 W Blue Heron Blvd  
 Riviera Beach, FL 33404  
 Phone #: (561) 227-2304  
 Fax #: (561) 844-6701

**New Vehicle:**  
 Contact(s)

**Melvin Wynds**  
 Sales & Leasing Consultant  
 New & Preowned Vehicles

Cell: 561-460-4857  
 Fax: 561-227-2301  
 E-mail: MelvinWynds@edmorse.com  
 edmorse.com

### New Vehicle Price Structure

**ALL FACTORY TO DEALER INCENTIVE AND/OR CUSTOMER REBATES TO BE DISCLOSED TO MEMBERS**

Honda	Member Price	Factory To Dealer Incentives
-------	--------------	------------------------------

2011 CRZ	Pending	
2011 Odyssey	Pending	

Honda	Member Price	Factory To Dealer Incentives
-------	--------------	------------------------------

\$699.00 Dealer Fee applies to 2011 Honda.

\* The availability of dealer cash may vary geographically, by model trim or equipment levels, and may not apply if any available special lease or special financing program is selected. Your Authorized Dealer Contact will provide the most current incentive details.

2011 Accord Coupe	\$500	Under Invoice
2011 Accord Crosstour	\$500	Under Invoice
2011 Accord Crosstour w/Nav	\$500	Under Invoice
2011 Accord Sedan	\$500	Under Invoice
2011 Civic Coupe	\$500	Under Invoice
2011 Civic Sedan Hybrid	\$500	Under Invoice
2011 Civic Sedan	\$500	Under Invoice
2011 CRV 2WD	\$500	Under Invoice
2011 CRV 4WD	\$500	Under Invoice
2011 CRV w/Nav	\$500	Under Invoice
2011 Insight	\$500	Under Invoice
2011 Pilot	\$750	Under Invoice
2011 Ridgeline	\$500	Under Invoice

Honda	Member Price	Factory To Dealer Incentives
-------	--------------	------------------------------

\$699.00 Dealer Fee applies to 2010 Honda.

\* The availability of dealer cash may vary geographically, by model trim or equipment levels, and may not apply if any available special lease or special financing program is selected. Your Authorized Dealer Contact will provide the most current incentive details.

2010 Accord Coupe	\$500	Under Invoice	1,200* Exp. (11/01/2010)
2010 Accord Crosstour	\$1,000	Under Invoice	1,200* Exp. (11/01/2010)
2010 Accord Sedan	\$1,000	Under Invoice	1,200* Exp. (11/01/2010)
2010 Civic Coupe	\$650	Under Invoice	1,000* Exp. (11/01/2010)
2010 Civic Coupe SI		Not Available	1,000* Exp. (11/01/2010)
		Not Available	1,000* Exp. (11/01/2010)

3790 WEST BLUE HERON BOULEVARD, RIVIERA BEACH, FL 33404 / 561-844-5700

www.edmorsehonda.com

2010 Civic Coupe SI w/Nav			
2010 Civic Hybrid	\$750	Under Invoice	1,500* Exp.(11/01/2010)
2010 Civic Sedan	\$750	Under Invoice	1,000* Exp.(11/01/2010)
2010 Civic Sedan GX		Excluded	
2010 Civic Sedan SI		Not Available	1,000* Exp.(11/01/2010)
2010 Civic Sedan SI w/Nav		Not Available	1,000* Exp.(11/01/2010)
2010 CR-V	\$750	Under Invoice	
2010 Element	\$500	Under Invoice	
2010 Fit	\$500	Under Invoice	
2010 Insight	\$500	Under Invoice	750* Exp.(11/01/2010)
2010 Odyssey	\$500	Under Invoice	1,500* Exp.(11/01/2010)
2010 Pilot		Out of Stock	1,500* Exp.(10/04/2010)
2010 Ridgeline	\$750	Under Invoice	1,500* Exp.(10/04/2010)

---

## Riviera Beach Business Association

3790 WEST BLUE HERON BOULEVARD, RIVIERA BEACH, FL 33404 / 561-844-5700

[www.edmorschonda.com](http://www.edmorschonda.com)



## 2010 Honda Accord EX-L Sedan Automatic

**\$ 27,580.00 – M.S.R.P.**

**- 2,410.00 – Ed Morse Discount**

**\$ 25,169.50 (Invoice)**

**- 1,000.00 – Riviera Beach Business Association Discount**

**\$ 24,169.50**

**- 1,200.00 – Honda Incentive**

**\$ 22,969.50 +++**

## 2010 Honda Crosstour 2wd EX-L Automatic

**\$ 33,350.00 – M.S.R.P.**

**- 2,963.64 – Ed Morse Discount**

**\$ 30,386.36 (Invoice)**

**- 1,000.00 – Riviera Beach Business Association Discount**

**\$ 29,386.36**

**- 1,200.00 – Honda Incentive**

**\$ 28,186.36 +++**

***\*All Pricing is Plus Tax, Tag and Dealer Fee!***

***\*Please Contact Melvin Wynds at (561) 460-4857***

***www.melvinwynds@edmorse.com***



VEHICLE INVOICE

AA153846

DEALER NUMBER.:207391
INVOICE NUMBER.:40279-86
ORDER REFERENCE:40279

INVOICE DATE....: 05/28/10
WAREHOUSE NUMBER: E
ZONE/DISTRICT...: 07C

SOLD TO:
HOLLYWOOD IMPORTS LIMITED, INC.
D/B/A/ MAROONE HONDA OF HOLLYWOOD
1450 NO. STATE ROAD 7
HOLLYWOOD FL 33021-

SHIP TO:

TERMS: AHFC -A

SHIP VIA:

Table with 2 columns: DESCRIPTION and AMOUNT. Includes items like HONDA ACCORD 4DR EX-L, CONTROL#, VIN#, DESTINATION AND HANDLING CHARGE, SUB-TOTAL, HDAG, and DEALER'S INVOICE MAY NOT REFLECT DEALER'S ULTIMATE VEHICLE COST...

MSRP \$26,830.00 13400/7500 53660

KEY 000K621 INVOICE TOTAL 25,169.50

AHFC REGION 2B
P.O. BOX 1027
ALPHARETTA GA30009
ATTN: ITD AHFC REG

Example Invoice

AA 15 3846



VEHICLE INVOICE

AL013555

ORDER NUMBER...:207775  
INVOICE NUMBER.:40230-12  
ORDER REFERENCE:40230

INVOICE DATE....: 06/09/10  
WAREHOUSE NUMBER: E  
ZONE/DISTRICT...: 07C

SOLD TO:  
MORSE OPERATIONS, INC.  
D/B/A/ ED MORSE HONDA  
3790 W. BLUE HERON BL.  
RIVIERA BEACH FL 33404-

SHIP TO:  
ED MORSE HONDA  
  
3790 W. BLUE HERON BL.  
RIVIERA BEACH FL 33404-9999

TERMS: CASH DRAFT

SHIP VIA:

DESCRIPTION	AMOUNT
HONDA CROSSTOUR 2WD EX-L CONTROL# 782964* 10 TF1H5AJNW BK BK SHIP #	29,506.36
VIN# 5J6TF1H54AL013555 ENG.#J3522-3329274	
DESTINATION AND HANDLING CHARGE	780.00
SUB-TOTAL	30,286.36
HDAG	100.00

DEALER'S INVOICE MAY NOT REFLECT DEALER'S ULTIMATE  
VEHICLE COST GIVEN ANY REBATES, ALLOWANCES,  
COLLECTIONS, DISCOUNTS, HOLDBACK, INCENTIVES, ETC.

MSRP \$32,570.00 16200/7500 65140

KEY 000L012 INVOICE TOTAL 30,386.36

BANK OF AMERICA  
4161 PIEDMONT PARKWAY  
GREENSBORO NC27410  
ATTN: D

34295

AL 613555

Example Invoice

3790 WEST BLUE HERON BOULEVARD, RIVIERA BEACH, FL 33404 / 561-844-5700



Select a Model

Find a Dealer

Build Your Honda

Request a Quote

Compare Vehicles

SEARCH

Forward Print

By Lease Payment \$000

Best Offers

Featured Lease

Featured Finance

By Model

Accord Coupe

See More Offers



\$0

Due at Lease Signing  
Excludes taxes, titles, and fees

\$0 first month's payment, \$280 per month for 35 months thereafter.

Excludes taxes, titles and dealer fees. Lease Example with \$0 due at lease signing for \$280.00 a month for 35 months thereafter. For well-qualified buyers.

See Details

Accord Crosstour

See More Offers



\$249

per month for 36 months

\$249.00 per month for 36 months. \$2,959.00 total due at signing.

Includes down payment with no security deposit. Excludes taxes, titles and fees. For well-qualified buyers.

See Details

Accord Sedan

See More Offers



\$0

Due at Lease Signing  
Excludes taxes, titles, and fees

\$0 first month's payment, \$250 per month for 35 months thereafter.

Excludes taxes, titles and dealer fees. Lease Example with \$0 due at lease signing for \$250.00 a month for 35 months thereafter. For well-qualified buyers.

See Details

Civic Coupe

See More Offers



0.9%

APR for 60 months

0.9% APR for 24- 60 months

For well-qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

Civic GX

See More Offers



0.9%

APR for 60 months

0.9% APR for 24- 60 months

For well-qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

Civic Hybrid

See More Offers



0.9%

APR for 60 months

0.9% APR for 24- 60 months

For well-qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

Civic Sedan

See More Offers



\$159

per month for 36 months

\$159.00 per month for 36 months. \$1,399.00 total due at signing.

Includes down payment with no security deposit. Excludes taxes, titles and fees. For well-qualified buyers.

See Details

Civic Si Coupe

See More Offers



0.9%

APR for 60 months

0.9% APR for 24- 60 months

For well-qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

Civic Si Sedan

See More Offers



0.9%

APR for 60 months

0.9% APR for 24- 60 months

For well-qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

CR-V

See More Offers



\$229

per month for 36 months

\$229.00 per month for 36 months. \$1,999.00 total due at signing.

Includes down payment with no security deposit. Excludes taxes, titles and fees. For well-qualified buyers.

See Details

Element

See More Offers



1.9%

APR for 36 months

1.9% APR for 24-36 months or 2.9% APR for 37-60 months.

For well qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

Fit

See More Offers



\$0

Due at Lease Signing  
Excludes taxes, titles, and fees

\$0 first month's payment, \$210 per month for 35 months thereafter.

Excludes taxes, titles and dealer fees. Lease Example with \$0 due at lease signing for \$210.00 a month for 35 months thereafter. For well-qualified buyers.

See Details

Insight

See More Offers



\$169

per month for 36 months

\$169.00 per month for 36 months. \$1,699.00 total due at signing.

Includes down payment with no security deposit. Excludes taxes, titles and fees. For well-qualified buyers.

See Details

Odyssey

See More Offers



\$249

per month for 36 months

\$249.00 per month for 36 months. \$1,999.00 total due at signing.

Includes down payment with no security deposit. Excludes taxes, titles and fees. For well-qualified buyers.

See Details

Pilot

See More Offers



1.9%

APR for 36 months

1.9% APR for 24-36 months or 2.9% APR for 37-60 months.

For well qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

Ridgeline

See More Offers



1.9%

APR for 60 months

1.9% APR for 24- 60 months

For well-qualified buyers and buyers that qualify for the Honda Graduate Program criteria

See Details

**EXCLUSIVELY FOR THE CITY OF RIVIERA BEACH EMPLOYEES!**



**ED MORSE  
HONDA**

# FREE Vehicle Pickup & Delivery Service

**HAVE YOUR CAR SERVICED WHILE YOU WORK, NOT WHILE YOU WAIT!**

Ed Morse Honda is pleased to offer a one of a kind vehicle pickup and delivery service. No longer do you have to worry about dropping off your car to be serviced.

Our trustworthy service department will pick your car up and deliver it back to you once the service is complete. We are the only dealer to offer this convenience so take advantage!

**WE'RE AVAILABLE MONDAY-FRIDAY 7:30 AM-5 PM**

- Certified Honda Technicians
- We Service All Makes And Models
- Available 5 Days A Week
- Conveniently Located Off I-95  
At Blue Heron Blvd.

*Plus  
Get*

**15% OFF**  
**ANY MECHANICAL SERVICE**

Must present coupon at time of write-up. Cannot be combined with any other offers.  
Prior service excluded. Excludes tires.



**GET \$500 OFF\* YOUR NEW HONDA**

**ED MORSE  
HONDA**

**I-95 AT BLUE HERON**  
CALL TOLL-FREE

**1-866-475-6038**

**edmorsehonda.com**

\*OFFERS NOT IN CONJUNCTION WITH EACH OTHER OR ANY ADVERTISED PRICE. DISCOUNT OFF MSRP. MUST PRESENT COUPON PRIOR TO SALE. EXCLUDES SPECIALTY VEHICLES.