



CITY OF DORAL COUNCIL MEETING MEMORANDUM

STAFF ANALYSIS:

This memo provides staff's review of the agenda item submitted by Councilwoman Reinoso regarding the proposed update to Silver Club identification cards. The purpose is to outline the differences between the current Silver Club card and the proposed version, along with the associated costs and operational considerations.

Current Silver Club Card

- Simple membership ID card issued to all Silver Club members.
- Includes basic member information (name and expiration date).
- Functions primarily as proof of enrollment in Silver Club activities and eligibility for benefits.
- No digital or technology-based features.

Proposed Silver Club Card (per Councilmember's Agenda Memo)

- Includes member's name and photo for enhanced verification.
- Adds a QR code linked to a dedicated Silver Club webpage.
- Webpage updates that include all services and benefits offered to members.

Operational Considerations

- Webpage Update: Staff can quickly update the existing Silver Club webpage to include all necessary information.
- Card Printing Cost: Each new ID card will cost approximately \$7.75 per card to produce.
- Implementation: Staff can transition to the new cards with minimal disruption, as existing membership records can be used to reissue updated cards.

Fiscal Impact:

- Direct expense: Approximately \$7.75 per card for printing.
- Expense will be absorbed under the Parks and Recreation Department budget.