

**Arts, Culture & Entertainment Committee
Meeting Minutes**

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131
Thursday, February 2, 2017 | 10:30 A.M
DDA Conference Room

Committee Members Present:

Kim Stone, Chair and Miami DDA Board Member
Gary Ressler – Miami DDA Board Member
Al West – Miami DDA Board Member
Suzanne Gibson
Andrew Goldberg (via phone)
Robert Hill
Christine Rupp
Jose Solano
Justin Wales

See Sign in sheet for additional attendees

1. Welcome & Introductions

The Committee Chair Kim Stone welcomed all the new committee members and guests and asked them to introduce themselves.

2. Presentations

a. Sunshine Law - Xavier Alban, Assistant City Attorney

Xavier Alban provided an overview of the Sunshine Law to all the committee members including regulations regarding meetings, gifts, financial disclosures and email communications. Mr. Alban provided his business cards and asked the Committee members to reach out to him if they had any questions regarding the sunshine law.

b. Frost Museum of Science – Joseph Quinones, Director of Marketing (for additional details see presentation on file)

Joseph Quinones presentation provided an overview of the Frost Museum key facts and opening. Committee Chair Kim Stone commented that she would like to have the Frost Museum present at the next DDA Board of Directors meeting. Alyce Robertson added that DDA has approved funding for an event at the Frost Museum to help promote this new asset to Downtown Miami. Kim Stone asked that Board and community members be invited to events related to this project.

3. Project Updates

a. Halloween Downtown Fright Night

Tony Albello from Swarm provided a recap of the Downtown Fright Night Event that took place on October 29, 2016. He mentioned that over 17,000 people attended even though the weather conditions were not favorable, however; the event was shared via social media with radio advertising and press coverage. Over 20 community partners and sponsors participated on the event. This event promoted community engagement and promoted Downtown Miami as an up and coming area and brought the community together for a wonderful celebration. Lauren Bourgoyne mentioned that DDA didn't receive any complaints from the local restaurants due to this event. Member of the public Jennifer Diaz suggested that DDA work on a plan to create a campaign for this year to market Downtown as the place to be for Halloween weekend. DDA staff said that they will consider this idea for 2017.

b. Art Days 2016

Lauren Bourgoyne provided a re-cap of the Art Days event that took place on September 9-11. She mentioned that representatives from different organizations attended the Arts & Culture Advisory Group and suggested that Art Days be extended for a month and separate events by District. Also, some of the institutions mentioned that they would be interested in having a secondary event for art days in the Spring time. Also, DDA staff is set to start conversations with the Arsht Center as they invited over 15 nonprofits organizations and would like to find out how Arts Days can be incorporated into the programming of the Arsht Center.

c. Biscayne Green

Lauren Bourgoyne provided an overview of the Biscayne Green Project and events that took place during the Month of January at the Biscayne Green location. Committee members asked what were the next steps for this project and Christina Crespi responded that momentum is key for this project championed by Urban Placemaking and the staff is looking for press recognition or to enter the project into international awards competitions. Committee Chair Kim Stone commended DDA Staff for this project.

4. Discussions

a. Committee Goals Objectives

Committee goals for FY 2016-17 were presented by Lauren Bourgoyne as follows:
Marketing Goals for FY 2016-17

- Communications

- Pamphlet on Downtown Miami for the All Star Game
Lauren Bourgoyne reported that the deadline for submittal is July 2017.
- Launch of Miami DDA's Downtown Miami app
- Arts & Culture Guide Update & Overhaul

- Downtown – Miami's Cultural Center

- Olympia Theater Study – Discovering possibilities of the building once it is restored and revitalized
Robert Geitner to come to the next committee meeting to show a timeline of where this project is at and what is needed to help get the Olympia Theater get restored and revitalized.

- Promote and Leverage opening of the Frost Science Museum
- Competitive Grant Program – thoroughly evaluating projects to determine if they will help spur ACE goals
- Pursuing/Fostering New Ideas
 - Art Days 2.0
 - Competitive Grant Program – thoroughly evaluating projects to determine if they will help spur ACE goals
- Building Community through the Arts
 - Biscayne Green
 - Possible Baywalk Activations
 - Collaborating with all Key Stakeholders

Without further comments from the Committee members, the meeting was adjourned.

Next Meeting: March 2, 2017 @ 10:30am