

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

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131
Thursday, March 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

1. Welcome/Introductions

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

2. Discussion

a. More Activations

i. Kim Stone details that DDA Board Member, Jim Hollo wants to see more activations downtown similar to Biscayne Green.

- Christine Rupp interjected with a question of how much Biscayne Green actually cost in total. The answer was given that Biscayne Green cost upwards of 300K. She then mentioned to the committee that she thinks spending this much money on “pop ups” is a silly use of funds.
- Alyce Robertson educated the committee on the background history and premise of Biscayne Green. She also responded to Christine Rupp’s concerns and stated that too many activations would indeed be a silly use of funds and as well as the time of the DDA staff.
- Upcoming activations such as Baywalk & Omni Park may be ideal locations for opportunities to create activations with similar feel of Biscayne Green. These are both areas that will need community awareness and acceptance for usage.
- Suzanne Gibson mentioned the idea of a “Taste of Downtown”. Gary Ressler chimed in and suggested Third Avenue as the best place as an option
- Alyce caveated Gary’s idea of utilizing Third Ave with a concern for proper lighting, and the use of overhead lights like those featured at Biscayne Green would be sufficient.
- Kim Stone added, we as a committee should focus on partnering with existing events that are already in motion within Downtown.

- Alyce mentioned the DDA grant process and that we could look into the events that are being funded and are already in motion.
- Kim Stone asked if the information on the grant process and application be forwarded to the board.
- Gary Ressler proposed using projections from PAMM to the ‘flat surface’ buildings in Downtown.

- Another idea proposed was wall-casting art shows, similar to the New World Symphony’s projections, outside of venues or in parks would be a beautiful usage of space and can serve as a great collaborative effort between events and organizations in Downtown. Look for downtown events to build around. Kim Stone proposed to have PAMM present at the April committee meeting.
 - Robert Hill suggested to approach M.A.G.I.C. (Miami Animation Gaming International Center) for help on this idea as they may have the infrastructure to cast shows. Joseph from Frost Science informed the committee that they do not have the infrastructure to produce projections that large, but that there is a wall a Museum Park.
- A question was raised if there was a master calendar of events downtown.
- Al West suggested to get Michael Spring’s calendar.

3. Program Updates

a. Olympia Theater Study – Robert Geitner next meeting

b. MLB All-Star events

- Kim Hills gave an update that the contract is still being negotiated. The Marketing Team has begun brainstorming creative for pamphlet/collateral. Working with Nicholas Martinez and his team to find a way to drive traffic to our Downtown businesses and track the data. Specific deliverables will and more information at April meeting.
 - Robert Hill proposed using digital apps like ‘OpenTable, UberEats, Resy’ to track DDA sponsored dining deals.
 - Bayfront Park representative Jose Solano advised three All Star events that Bayfront Park will be hosting as a collaboration with the MLB during July 6-9, 2017
 - Play Ball – Kids & former MLB players play together in BFP as the vets teach skills and fundamentals.
 - 5k race @ Night
 - Zumba w/ Beto Perez

c. Art Days – Kim Hills advised that she and Lauren met with Andrew Goldberg at the Adrienne Arsht Center and conversations have started re: Art Days 2017.

- Alyce Robertson, gave the new committee members a short history of Art Days and mentioned it was nearing an end. She suggested the possibility of one of the art organizations in our community could take lead in such a large project; because the

Arsht Center has done such a great job with “Art Launch” it was suggested they take the lead of carrying the torch this initiative and continue to boost the participation and growth.

- Gary Ressler immediately rejected the idea until Kim Stone shared the idea she discussed with Kim Hills and Lauren Bourgoyne for a cultural institute driven scavenger hunt. Christina Crespi mentioned the DDA had done this before and used the GooseChase mobile app. More to follow during the April committee meeting.
- d. Arts & Cultural Guide – A final call went out to all venues in the guide requesting for all updates to be sent by Friday, March 3rd. More to follow during the April Committee meeting.
- e. Website – DDA staff have slated for an end of April launch for the website and retained the services of former marketing team lead Lauren Bourgoyne to finish producing content.

4. New Business

a. Super Bowl 2020

- Al West mentioned that Mike Zimmer would like to come to the Executive Committee and present the statistics of the Super Bowl 2020, he added that the Super Bowl 2020 will be celebrating it’s 100th anniversary of the NFL, reiterating that it’s a big deal. In an effort to show how much revenue hosting a Super Bowl can generate, he delivered to the committee recap statistics from Super Bowl 51 in Houston, TX:
 1. Estimated Economic Impact - \$375M
 2. Estimated out of town visitors – 550K
 3. :30 sec TV spot \$5M
 4. TV viewers 113M, 80M on line
 5. 1.3 attended Super Bowl Park and NFL Experience
 6. 413 businesses participated in the Women and Minority Business Program
 7. 190.8M social media interaction on Super Bowl Sunday – (FB, Twitter, IG)
 8. 5.6B twitter impressions
 9. 154K Super Bowl app downloads
 10. 10,000 local volunteers
 11. Estimated \$31M city and state tax revenues
 12. Estimated \$190M in direct spending
- Kim Stone spoke to the DDA, along with city and county committees, being prepared for the “Ask” of the NFL commission for hosting the city in Miami.
- Al West also mentioned that Bill Talbert, president of the GMCVB & Chairman of Visit Florida needs to be included in more of these discussions.
- Al West mentioned that the Speaker of The House in Tallahassee wants to cut funding for Visit Florida from \$76M to \$25M; and that the issue with such a significant cut in funding would be in the employment of Floridians across the tourism industry. That it will also affect tourism marketing budgets that bring bodies into Florida. Enterprise Florida would also be hugely affected and may disappear due to the defunding.
- Al West also mentioned that the Governor is visiting Hialeah to speak to these issues in the near future.

5. Upcoming Events

- a. Committee Chair, Kim Stone deemed this section of the agenda as ‘Self Explanatory’ as the agenda listed the Magic City Opera on March 2nd, the Miami Film Festival on Mar 3rd-12th. Omni Park – Press Conference on March 14th, and the Ultra Music Festival: Setup – March 6th and actual show dates March 24th- March 26th.

Meeting Adjourned