
Business Development and Marketing Committee Meeting Minutes

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131
Wednesday, October 5th, 2016 | 9:00 A.M. – 10:30 A.M.
DDA Conference Room

Meeting Attendees:

Nitin Motwani, Chair

Al West

Danet Linares (via phone)

Alyce Robertson

Sonja Bogensperger

Nicholas Martinez

Lauren Bourgoyne

Paris Williams

Christina Crespi

Antoine Williams

Karry Maravilla

Taylor Widom

Chad Cohen

Caldwell Jackson

Kimberly Bentley

Alisha Marks (via Phone)

Gary Ressler

1. Presentations:

Refresh Miami | Demo Day

Guest: Brian Breslin & Maria Derchi

(Presentation on file)

Maria Derchi provided an overview of Refresh Miami and past events they promoted, including Demo Day followed by a Video Presentation.

Ms. Derchi and Mr. Breslin mentioned that they would like to have DDA involved in their events, specially tech events due to a high attendance from the public.

Nitin Motwani asked is through these events, Refresh Miami have seen any exponential growth in Downtown Miami. Mr. Breslin expressed that the biggest challenge is that people are not aware of the events taking place because there's a lack of visibility into who is doing what in Downtown, therefore; there's a disconnect in regards to finding investors. Nicholas Martinez added staff is working on exploring opportunities to partner with Refresh Miami and recommendations will be provided to the Business Development Committee at a later time.

2. Updates:

Marketing:

Lauren Bourgoyne provided a presentation about the content of the new DDA's website. After the presentation Gary Ressler suggested a permitting link should be added to the website. Ms. Bourgoyne mentioned that information about the business concierge would be available on the website to assist with the permitting process.

Halloween Event in Downtown Miami

Lauren Bourgoyne reported that the name of this event has been changed. DDA staff has reached out to the local businesses and offices, and meeting is scheduled for mid-October with them.

Research:

Demographic Study

Nicholas Martinez reported that the research team will be working with SMS on disseminating the 2016 Employee Survey. Demographics report is ready for distribution and an Education Survey will start soon through contracted services with QQ.

Business Development:

Nicholas Martinez reported that he attended the EB5 Program event and round-table meeting with Opalesque.

Education:

School Board Update

Christina Crespi reported that the School Board approved over 80M of investment for Downtown schools, 56M would be allocated to South side the rest to Overtown schools. Also, DDA hosted an educational event at the Miami Children's Museum and staff is planning additional events at other institutions as well.

SMS Update

Alisha Marks provided a brief overview of the projects that the SMS team is working on including Demographics Report, stories in the national/international press, Social Media, and events hosted by the Miami DDA.

(Full report was sent to DDA Board and Staff)

Discussion – international business development: Lourdes Castillo de la Peña

Ms. Castillo de la Pena, introduced herself and provided background information about herself. Lourdes added that she presented a couple of months ago about the new direction of the Board, based on that she made suggestions as far as promoting the DDA as the Epicenter of the Americas. She suggested to work on a 3-month project and identify countries and court them, to come to Downtown Miami, reach out the trade commissioners and promote what the DDA has to offer, she feels that she can provide what Beacon Council and Enterprise FL provided many years ago, through her guidance she can assist companies and make sure they come to Downtown Miami, because she has access to the contacts at State and local government level; therefore, her offer is beneficial to the DDA. In order to fund the cost of her services Lourdes suggested that DDA reach out to the Mayor's Office as they have funds from Enterprise FL and Beacon Council to cover her cost.

Members of the committee mentioned that one of the issues that we are facing is the lack of incentives for business looking to relocate to Downtown Miami. Alyce Robertson mentioned that DDA needs to go through an RFQ process for Ms. Castillo de La Pena's services as they would be over \$25K. In addition, Nitin Motwani added that the Business Development Committee budget has been reduced to support Quality of Life and Services projects per DDA's Board direction, making it impossible to carry a project such as the one proposed by Ms. Castillo de la Pena during this fiscal year.

Members of the committee thanked Ms. Castillo de La Pena for her presentation.

Meeting Adjourned

Next Meeting: October 5th, 2016