
Business Development and Marketing Committee
Meeting Minutes

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131
Tuesday, November 15, 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

Nicholas Martinez

Lauren Bourgoyne

Paris Williams

Christina Crespi

Antoine Williams

Karry Maravilla

Taylor Widom

Caldwell Jackson

Alisha Marks (via Phone)

Gary Ressler

Iлона Vega

1. Presentations:

Biscayne Green – Fabian de la Espriella
(*Presentation on file*)

Fabian de la Espriella provided an overview of the Biscayne Green project and events that would take place during January 2017.

Nitin Motwani and Gary Ressler suggested that staff consider event sponsorship to mitigate the cost of this event and reach out to downtown organizations such as Wellsfargo Foundations, JP Morgan, CitiBank, etc. Fabian de la Espriella mentioned that DDA staff is currently seeking sponsorship from Ford and Microsoft.

2. Discussion:

Committee Goals and Achievements

Nicholas Martinez presented the three priorities that came out of the Board retreat for the Business Development Team, these priorities are:

1- International initiatives

2- HQ Recruitment (new)

3- Finance and Tech Initiatives (11/15/16)

Nicholas Martinez reported that DDA staff is working in tech sector with the EDC investors series and exploring partnerships with private entities to travel to missions. Nitin Motwani commented that based on the current Business Development budget is important that DDA participate in targeted events and asked DDA staff to come with ideas to do this in the international market. Al West commented that is also important to have a better understanding of our assets to promote them properly in the international market. Nitin Motwani said that DDA staff should be strategic on how to spend funds on international recruitment budget, so target markets such be clearly identified. Al West suggested creating a promotional piece with people and assets in downtown

Miami and why they moved here as a place to do business, Nitin Motwani suggested maybe including 1 minute clips to promote downtown.

Nicholas Martinez said that is also important to show prospective investors who is also doing business in Downtown Miami and build action around this. Nitin Motwani asked that staff have a very focused meeting agenda concentrating on these strategies. Members of the Committee agreed to discuss Marketing Goals at the next committee meeting.

3. Updates:

Marketing:

Lauren Bourgoyne reported that the DDA's website focus groups would meet the next two weeks. She attended a community meeting with downtown stakeholders on October 19th to discuss DDA's initiatives, a Zika meeting with Downtown hotels have been scheduled, Robert Hill will be speaking at this event. Lastly, Wherebyus is meeting with staff help with the Biscayne Green project and other DDA's initiatives.

Research:

Contract for Residential Market Studies FY 16/17 – IRR

Nicholas Martinez reported staff met with Alicia Cervera to discuss the proposed cost of the contracts for Residential Market Studies and Annual Report. Committee members approved the expense, however; requested that Nicholas Martinez negotiate the contract price with IRR to bring down the cost.

Business Development:

New Employee: Ilona Vega

Nicholas Martinez introduced Ms. Ilona Vega as a new member of the Business Development Team.

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, Biscayne Green, and events hosted by the Miami DDA.

(Full report was sent to DDA Board and Staff)

Corent:

Nicholas Martinez provided a handout with information about this event to the Committee members.

Meeting Adjourned