

**Business Development and Marketing Committee
Meeting Minutes**

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131
Wednesday, February 1, 2017 | 9:00 A.M. – 10:30 A.M.
DDA Conference Room

Committee Members Present:

Nitin Motwani, Chair and Miami DDA Board Member
Alicia Cervera - Miami DDA Board Member
Danet Linares - Miami DDA Board Member
Gary Ressler – Miami DDA Board Member
Al West – Miami DDA Board Member
Dylan Finger
Robert Hill
Randy Olen

1. Welcome & Introductions

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

2. Presentations

a. Miami-Dade County Public Schools – Lisa Martinez, Chief Strategy Officer

Lisa Martinez reported that the Southside Elementary School PTA is working to provide opportunity for expansion and students seats for Downtown workers and commuters as this is a need. She has been working with Commissioner Ken Russell on Middle school options for Downtown/Brickell residents. Current needs include funding and land. A meeting with BHA, DDA and stakeholders will be scheduled in the following weeks to discuss middle school options. School Board approved funding for schools and educational projects last month. Committee members commented that they would like to see additional education options for the residents and commuters in the area for Pre-K and K-12 and requested a map of the current school options for Downtown/Brickell. Lisa Martinez said that she'd be working on a school survey with DDA to identify the educational needs for Downtown/Brickell residents and commuters. Also, she's been working with Omni, CRA and BNA as they would like to have an expansion on iPrep similar to the Village of Key Biscayne to accommodate the residents, but keeping the Magnet school status. The School Superintendent's priority is to educate the children on the County and keep educational presence in Downtown. Nitin Motwani added that transportation, job creation, and education are the main pillars for a successful Downtown. Lisa Martinez agreed, and said that she would share the information requested with the committee members and thank them for inviting her to present. Next steps include to schedule a tour of iPrep for DDA Board members.

- b. Annual Market Study - Guest: Tony Graziano, IRR (verbal presentation)
Tony Graziano reported on the status of residential market including number of closing of units, current market demand, rental market activity. He mentioned that residential rental activity has shown a 1% rent growth. Condominium rentals are on high demand, leasing rates are coming down. Midtown and Brickell rentals have increased and rates are high. Nitin Motwani said that it's important that staff work with Schwartz on disseminating this report. Tony Graziano has been scheduled to present his report to the Miami DDA Board in February.

- c. 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 to the committee members present and asked them to reach out to him if they had any questions regarding the sunshine law.

3. Discussion:

- a. Marketing Goals for FY2016-17
Goals presented to the committee for FY 2016-17 are:
 - Communications
 - Launch of Miami DDA's new website
 - Pamphlet on Downtown Miami for the All Star Game
 - Quarterly printed newsletters for residential buildings

 - Tourism
 - Attending Conferences (Florida Huddle/IPW)
 - Working with the GMCVB on targeted FAM trips
 - Working with Brightline to bring in Tri-County visitors

 - Branding
 - Downtown branding for All Star Game
 - Update of the Downtown Miami video
 - Telling the story through shorter targeted clips

Nicholas Martinez mentioned that tourism percentages were a bit high, but domestic flight took hit due to Zika. Robert Hill said the Hotel Association didn't see a major impact last year due to Zika. Christina Crespi added that the Port of Miami is working on a tourism campaign. Nicholas Martinez added that a tourism report would be presented at the next committee meeting.

- b. Branding
Lauren Bourgoyne mentioned that Commissioner Ken Russell would like to do a branding for Baywalk Project. Gary Ressler added that the Flagler Street Task force is also discussing branding for Flagler. Nitin Motwani agreed to create a branding pool that incorporates all projects, this branding should be consistent with our current agency branding. Alyce Robertson introduced Kim Hill, who will be replacing Lauren Bourgoyne as the Team Leader for Marketing.

4. Updates:

Marketing

- Florida Huddle

Yami Roa reported that the Miami DDA attended Florida Huddle 2017 in Orlando, Florida, this January. Florida Huddle is a Travel Trade event that welcomes travel suppliers from across the state to meet directly with hundreds of domestic and international buyers. Over the two days the DDA met with approximately 35 buyers (wholesalers and online travel agents) including Tourico, Expedia, TM Tours, Premiere Travel Network to name a few. The buyers represented domestic markets as well as markets in Europe, Asia and Latin America. These tour operators represented different client demographics ranging from individual travels to meeting and conventions groups. The staff presented on existing and new developments in the area including hotels, retail complexes, entertainment venues and the different modes of transportation available to move around downtown. At the end of each presentation, operators walked away with a package and flash drive containing all the information discussed during the meetings. Staff has followed up with every buyer to continue with the relationship and provide additional information as needed.

Business Development:

- Workplan

The work plan was distributed to the Committee members. Nicholas Martinez mentioned that staff did in-reaching and Ilona Vega is going to Spain next month. Also, Ilona Vega met with some delegates from China. Also, DDA staff is working on improving the efficiency of their reporting, therefore; a new reporting software has been implemented to help accomplish this task.

Nitin Motwani asked that the new committee members provide their input on the Business Development Market, Dylan Finger agreed to provide information at the next committee meeting.

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)

Other:

Asian Real Estate Association of America

Alicia Cervera mentioned that the Asian Real Estate Association of America will have a conference in Downtown Miami and suggested that staff reach out to them to provide marketing materials.

Biscayne Green:

Gary Ressler would like to get information about how many restaurants benefited/participated during Biscayne Green project in January.

Meeting Adjourned