
Business Development and Marketing Committee
Meeting Minutes

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131
Thursday, March 9, 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
Gary Ressler – Miami DDA Board Member
Al West – Miami DDA Board Member
Dylan Finger
Robert Hill
Randy Olen

1. Legislation

a. Public Relations RFQ 16-17-01 Award Recommendation

Christina Crespi reported that the Evaluation Committee convened on March 1st, 2017 and reviewed seven submittals for the RFQ 16-17-01 for Public Relations Services. The committee members agreed to remove the references/client satisfaction criteria (worth 10 points), so the maximum score was established at 90 points not 100. The final combined score for the top three ranked firms are as follows:

| Firm | Average Score | Rank |
|---------------------------|----------------------|-------------|
| Schwartz Media Strategies | 87 | 1 |
| Rock Orange | 77 | 2 |
| Pinta USA | 72 | 3 |

Committee Member, Gary Ressler asked what was the differentiator between Schwartz Media and other firms. Nicholas Martinez responded that the strength in positioning the data, especially in the real estate market. Kim Hills added that the process was transparent and that the Evaluation Committee was in a strong agreement regarding the recommendation of Schwartz Media Strategies as the top ranked firm. Ms. Crespi said that the recommendation of the Evaluation Committee is to bring a resolution to the Miami DDA Board in March recommending that the Executive Director enter in contract negotiations with Schwartz Media Strategies.

Business Development and Marketing Committee members agreed with the recommendation of the Evaluation Committee and Committee Chair, Nitin Motwani moved to approve the motion, seconded by Al West, motion passed by unanimous vote of the Business Development and Marketing Committee members present.

2. Discussion

- a. State proposals to change EFI and Visit Florida – Nelson Diaz, Southern Strategies (via phone)

Nelson Diaz reported that two bills would be aimed at changing Visit Florida's funding source and eliminate funding for Enterprise Florida. Committee Chair, Nitin Motwani expressed his concern with regards to the business incentives being affected by the elimination of Enterprise Florida and after further discussion, Mr. Motwani tasked DDA staff to meet with the City of Miami and Miami-Dade County to explore a strategy to create business incentives.

3. Presentations

- a. Tourism Study (draft) – Paris Williams, MDDA (presentation on file)

DDA staff member Paris Williams presented a Tourism Study that contained information about transportation, accommodations, retail, attractions and tourism comparisons with Downtown Miami.

Committee member, Robert Hill said that new statistics have come out and show that on the 4th Quarter of 2016 occupancy has declined, but airport traffic has not changed. He mentioned that there's concern about AirBnb not paying taxes and that they should be regulated just like hotels are. Committee member, Al West commented that an item for the regulation of AirBnb is on the County Commission agenda and asked Christina Crespi to follow-up with Christina from GMCVB on AirBnb and report at the next committee meeting.

4. Updates

Marketing

- a. MLB Baseball

Kim Hills reported that DDA staff is in talk with the Miami Marlins about the marketing materials.

- b. Super Bowl 2020

Kim Hills reported Miami would be called Super Bowl City in 2020 and all the events are planned to happen in Downtown Miami.

Business Development

- a. Mission to Spain

Ilona Vega-Jaramillo reported that she went on a mission to Spain with Miami-Dade County and met for two days with different entities to promote Downtown Miami. Nicholas Martinez added that when DDA staff travel on missions, staff members promote Downtown Miami and will continue to do so on the next mission trips that staff members will be attending this year.

5. Public Relations -SMS Report

A digital and printed copy of the report was provided to the committee members. Tadd Schwartz reported that his staff have been working with WSJ and other media outlets to promote the stability of the Downtown Real Estate Market and help re-shape the views of Downtown Miami. In addition, a social media report was provided by Katherine Doble.

6. Non-Agenda Items

New Employees

Nicholas Martinez introduced new DDA employees, Elena Bondarenko and Nicola Mangan.

Video Discussion

Alicia Cervera expressed her dissatisfaction as Downtown/City do not have a video that advertise and showcase Miami and requested that resolving this issue be addressed and explored by DDA. Discussion ensued and Committee Chair, Nitin Motwani made the following recommendations:

Alicia Cervera and Robert Hill to work with Kim Hills and when feedback is obtained from the video companies and convene the entire committee members to discuss the videos. Dylan Finger from Moishe Mana said that he would like to volunteer as well on the video project. Alicia Cervera said that she would like to meet with the staff and committee members assigned to this project before the next committee meeting. Gary Ressler said that he would like that a round table meeting be scheduled first to discuss the goals of the video and then give that information to the video companies. Abigail Mahoney suggested that the committee members should consider looking at videos from other cities and Miami World Center's video too to have better idea of what they would like in the Downtown Miami video.

Office Market Study

Committee Chair, Nitin Motwani said that Danet Linares requested an Office Market Study. Nicholas Martinez, provided a copy of the proposal from Lambert Advisory, and requested that the committee members authorize him to negotiate a contract with them. A motion to authorize Nicholas Martinez to negotiate a contract for an Office Market Study with Lambert Advisory was made by Al West, seconded by Alicia Cervera, motion passed by unanimous vote of the Business Development and Marketing Committee members present.

Meeting Adjourned