

**The Miami Downtown Development Authority
Board of Directors Meeting
AGENDA**

**1450 Brickell Avenue 14th Floor
Conference Room**

**Friday, March 21, 2025
9:00 A.M**

MEETING AGENDA

BOARD MEMBERS

Commissioner Manolo Reyes, Chairman
Commissioner Eileen Higgins, Vice Chair
Suzanne Amaducci
Alicia Cervera Lamadrid
T. Spencer Crowley, III

Jarred Diamond
Martu Freeman-Parker
Patrick Goddard
Arva Suzanne Graham Gibson
Amal Solh Kabbani

Nicolas "Nick" Katz
Maryam Laguna Borrego
Jose Mallea
Gary Ressler
Melissa Tapanes Llahues

1. WELCOME

- Welcome – Miami DDA Chairman Manolo Reyes, Commissioner District 4, City of Miami
- Roll Call & Public Comment – Elvira Manon, Miami DDA Executive Board Secretary

2. CEO & EXECUTIVE DIRECTOR REPROT

- Executive Report February 2025 – Christina Crespi, Miami DDA CEO/Executive Director

3. PRESENTATIONS/DISCUSSIONS

- *2025 Greater Miami Convention & Visitors Bureau (GMCVB) – Co-op Program – Gisela Marti, VP Marketing & Tourism, and Erika Dopazo, Sr. Advertising & Marketing Manager*
- DDA Branding Concepts Discussion – Lauren Bernat, Vice President, Partner, rbb Communications

4. LEGISLATIVE ITEM(S)

4A. APPROVAL OF MINUTES – February 28, 2025 - Miami DDA Board of Directors Meeting.

4B. RESOLUTION 08/2025

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA ("MIAMI DDA"), BY A FOUR-FIFTHS (4/5THS) AFFIRMATIVE VOTE, AFTER AN ADVERTISED PUBLIC HEARING, AUTHORIZING THE CEO/EXECUTIVE DIRECTOR TO ACCEPT

GRANT REIMBURSEMENTS FROM THE OMNI REDEVELOPMENT DISTRICT COMMUNITY REDEVELOPMENT AGENCY (“CRA”) FOR THE COSTS ASSOCIATED WITH THE DOWNTOWN ENHANCEMENT TEAM PROGRAM IN THE CRA’S REDEVELOPMENT AREA; AUTHORIZING THE CEO/EXECUTIVE DIRECTOR TO EXECUTE ANY AND ALL DOCUMENTS NECESSARY TO EFFECTUATE THE REIMBURSEMENT OF THE PROGRAM TO THE MIAMI DDA, ALL IN FORMS ACCEPTABLE TO THE CITY ATTORNEY.

4C. RESOLUTION 09/2025

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”) AUTHORIZING THE CEO/EXECUTIVE DIRECTOR TO EXTEND THE PROFESSIONAL SERVICES AGREEMENT WITH MYDATT SERVICES, INC. D/B/A BLOCK BY BLOCK, AN OHIO FOREIGN PROFIT CORPORATION AUTHORIZED TO CONDUCT BUSINESS IN THE STATE OF FLORIDA, FOR THE CONTINUED PROVISION OF SAFETY AND HOSPITALITY RELATED SERVICES FOR DOWNTOWN MIAMI, ON A MONTH-TO-MONTH BASIS EFFECTIVE JULY 1, 2024 UNTIL THE AWARD OF A COMPETITIVE RFP PROCESS IS COMPLETED; FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE ANY AND ALL DOCUMENTS IN A FORM ACCEPTABLE TO THE CITY ATTORNEY.

4D. RESOLUTION 10/2025

A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”), BY A FOUR-FIFTHS VOTE, FINDING THAT COMPETITIVE NEGOTIATION METHODS AND PROCEDURES ARE NOT PRACTICABLE OR ADVANTAGEOUS TO THE MIAMI DDA PURSUANT TO SECTION 18-85(A) OF THE CODE OF THE CITY OF MIAMI, FLORIDA, AS AMENDED; WAIVING THE REQUIREMENTS FOR SAID PROCEDURES; AUTHORIZING THE ALLOCATION OF AN AMOUNT NOT TO EXCEED TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00) AS ALLOCATED IN THE FISCAL YEAR 2024-2025 BUDGET TO THE 2025 DOWNTOWN DIGITAL COOPERATIVE ADVERTISING PROGRAM FOR PARTICIPATION IN ONE (1) DIGITAL COOPERATIVE ADVERTISING PROGRAMS WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU AND DOWNTOWN MIAMI HOTELS; AUTHORIZING THE CHIEF EXECUTIVE OFFICER/EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL DOCUMENTS, IN A FORM ACCEPTABLE TO THE GENERAL COUNSEL, NECESSARY TO EFFECTUATE THE PROGRAM.

5. FINANCIAL REPORT – February 28, 2025

6. NEW BUSINESS

7. MEETING ADJOURNMENT

Next Miami DDA Board Meeting Date: Friday, April 18, 2025 – 9:00 a.m.