



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 026-2013

LETTER TO COMMISSION

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CITY CLERK'S OFFICE

TO: Mayor Matti Herrera Bower and Members of the City Commission
 FROM: Kathie G. Brooks, Interim City Manager *Kathie G. Brooks*
 DATE: January 28, 2013
 SUBJECT: Miami Beach Convention Center (MBCC) District RFQ Phase II Community Meeting
 Tuesday, January 29, 2013, 6pm

The purpose of this Letter to Commission (LTC) is to provide the Commission with additional information regarding the first public meeting for the MBCC RFQ Phase II master planning process to be held Tuesday, January 29, 2013, 6:00pm at the Convention Center Rooms A101/105 (Washington Ave. entrance).

Community Meeting Agenda

Attached please see the agenda for the community meeting. As part of the agenda, questions soliciting input on key elements of the master planning process are included to provide a guideline for the community discussion. We will prepare follow-up LTCs to the Commission with the input gathered at each of the community meetings.

Community Meeting Advertising Efforts

The City's Communication Office has been actively promoting the Convention Center District Master Plan Development and the various opportunities for community involvement. The key messages used for this public relations campaign are as follows:

- Help shape the future of Miami Beach Convention Center District
- Provide your ideas & concerns during this development process
- Community input is essential, and will be collected and incorporated to develop the preliminary plans

The City is also using the following communication channels to publicize the information:

- Web
 - Home (www.miamibeachfl.gov)
 - A dedicated page: <http://www.miamibeachfl.gov/news/scroll.aspx?id=58484>
- MB magazine
 - <http://www.scribd.com/doc/120335933/MB-Volume-8-Issue-2-Winter-2013>
- MBTV
 - CityVision segment, PSA, Scroll on top and bottom of hour, and on the Community Calendar
- E-Briefs (bi-weekly e-newsletter)
- Noti-E Miami Beach (monthly e-news in Spanish)
- Email ListServe (subscribed residents, community/HOA groups, and those subscribed to convention center info)
- City Boards & Committees (Fliers & emails)
- HOAs and Other Groups (Community Outreach emails)

- Facebook (Event Page):
https://www.facebook.com/events/521008751252938/permalink/521008754586271/?ref=notif¬if_t=like#!/events/521008751252938/
- Twitter (@MiamiBeachNews) (Reaching out to influencer accounts too) Suggested hashtag for comments: #MBCCInput
- Media & Bloggers

Additionally, the Miami Beach Visitor and Convention Authority (MBVCA) have an existing contract with Hill & Knowlton for public relations and marketing services. Following the City Commission direction on January 16, 2013 to hire a public relations company to assist with the public outreach, the City approached the MBVCA about partnering with them to use Hill & Knowlton to assist in this effort. Hill & Knowlton has agreed to assist and is in the process of developing a Communications Plan delineating how the community will be informed throughout the life of the project.

Finally, the City has created, and is publicizing, a dedicated e-mail address (mbconventioncenter@miamibeachfl.gov) for residents to provide public comment throughout the process. Already, we have received comments from the community utilizing this email address.

If you have any questions, please feel free to contact me.

- c Jorge Gomez, Assistant City Manager
- Max Sklar, Acting Assistant City Manager
- Maria Ponce, City Manager's Office
- Patricia Walker, Chief Financial Officer
- Alex Denis, Procurement Director
- Raul Aguila, Chief Deputy City Attorney
- Convention Center Advisory Board

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MIAMI BEACH CONVENTION CENTER DISTRICT

MASTER PLANNING

Public Community Meeting

Tuesday, January 29, 2013, 6:00pm

AGENDA

- I. Welcome and Introductions
- II. Overview of Project History
- III. Goals and Objectives
- IV. Firm Introductions
- V. Public Comments
 - a. How would you like to see the Convention Center integrated into the community?
 - b. What types of complementary uses would you like to see on the site?
 - c. What types of public spaces or parks would you like to see incorporated?
 - d. What other issues need to be addressed in the planning?
- VI. Conclusion