

PIC Board Meeting  
04.12.2018 TCED Conference Room

**Welcome and Introductions:** all members: Belkys, Joanna, Abdul, Christina, Sale, Bruce and Dan in attendance. Dan welcomes Jose Sotolongo, he has been with the GMCVB for 6 years in their Sports Bureau.

**Approve March 8th Summary of Actions:** Sale and Bruce approve.

**Memorial Weekend update:** It was presented to PIC that there was a spirited discussion in the Miami Beach City Commission meeting last meeting. According to the report, last year the City brought in Mickey Markov to do the Air and Sea Show doing Memorial Weekend, there were issues but the City brought him back in for this year. According to the report, as of the date of the PIC meeting only 2 of his 14 deliverables have been submitted.

While the PIC has no authority over the events in discussion, PIC members asked is there is anything they can do to have a voice, and they can make a mention to the commissioner that appointed them. There was a Motion to collectively draft a Letter to Commission from PIC.

Christina – Urge elected officials on behalf of PIC, to officially extend a warm welcome to guests and producers must abide by all Special Event guidelines as well as best practices. It should be a proactive message. Christina and Dan work on drafts of two motions while other items in the agenda are presented.

**Vote on Incentive recipient(s):** Motion to vote for incentive by Acclimation – all in favor for the first recipients being The Grand Hotel – ABC Studios. They were preliminarily approved last meeting and a press release went out, but now they are officially approved after reviewing their application.

**Production Pipeline:** Last weekend was Gay Pride, Polo, the Home Show, Holocaust memorial, Foot Volley, and 2 Faena Events on a low impact weekend. Special Events is saturated. So then we have Pop Festival, wanting to be in Miami Beach for 3 days, when do you put them in to the scheduling and it cannot be during turtle nesting season. We have NYE, Art Basel, Spring Break, Wine & Food Festival already as high impact events.

Dan reads draft of motions to commissions, Christina reads draft.

Make a 3<sup>rd</sup> motion in future meetings that any Special Event over a certain size and/or sizable City funding, present before PIC for review.

Motion by Bruce to approve language of 1<sup>st</sup> Motion regarding Warm Welcome to guests on Memorial Weekend, Joanne seconds the motion– Unanimous approval (minus Dan who stepped out).

Bruce gives the elevator pitch for Pop Festival while Christina drafts Motion #2 for approval. It is a 3 day weekend concert event with mixed, diverse artists. Includes educational programming, bands, embrace New World Symphony, food from different countries. Producers have been working on it for a year. They are trying to do the festival in the first couple of weeks of November. 5 out of 7 commissioners

have moved this item forward to further evaluate to find suitable time frame. They are expecting 30k guests for the 3 day festival, modeled after Jazz fest. It is well controlled and funded event with 10 to 12M in funding from a group of NY investors.

They will have a comprehensive traffic plan, city services and sanitation. They are hiring the best sanitation team for clean-up. This is a no camping event, as they want to fill up hotels and they are working with the Chamber on an international food court with embassy participation. They are no longer requesting the use of the existing volleyball court area from 7<sup>th</sup> to 9<sup>th</sup> Street. They are promoting the event across the country. There will be discounted tickets for residents, kids and Seniors. They have a give back planned for Fisher Feinberg, North Beach and Nautilus schools.

Motion by Bruce to approve the language of 2<sup>nd</sup> Motion regarding best practices, seconded by Abdul.

**Public Comments:** Eva: March for Our Lives was planned in 3 and half weeks. Sale helped and a deep thanks to him. Eva had eight 17 and 18yo and MSD alumni bosses. MSD alumni currently enrolled at UM came to Mayor Gelber wanting to do the Miami-Dade March for our Lives event. The event came out beautiful, start of march and remarks at Beach High, with a drumline to Collins Park. 2 freshmen from MSD spoke among others. About 7,500 people in attendance.

Bruce: Just came from China with a delegation from Miami Dade County. They visited a lot of Film producers and many were interested in coming here. Ali Baba is interested in having a hub of offices here. "Sunicon Valley" - TM Joanna.

**Adjourn meeting**