

**City of Miami Beach,** 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

Budget Advisory Committee

Meeting Minutes

October 13, 2020

**Virtual Meeting (TEAMS)**

Ron Starkman, Chairman, called the meeting to order at 4:38 p.m.

Roll was taken. Budget Advisory Committee (BAC) members in attendance were as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Last Name** | **First Name** | **Present** | **Absent** | **Other** |
| Beloff | Jonathan |  | **X** |  |
| Bowes | John | **X** |  |  |
| Echarte | Terri | **X** |  |  |
| Gidney | Marc |  | **X** |  |
| Khaghan | Mojdeh | **X** |  |  |
| Linder | Carl | **X** |  |  |
| Starkman | Ronald | **X** |  |  |
| Zuckerman | Steve | **X** |  |  |

City of Miami Beach employees present and presenting to the Committee included: John Woodruff, Chief Financial Officer; Tameka Otto Stewart, Budget Director; Richard Ajami, Budget Officer; Ayanna DaCosta Earle, Senior Management and Budget Analyst; Pedro De Faria, Senior Management and Budget Analyst; Fernando Pestana, Senior Management and Budget Analyst; Girlande Bertrand, Management and Budget Analyst; Damaris Lozano, Management and Budget Analyst; Heather Shaw, Tourism and Culture Assistant Director; and Luis Wong, Administrative Service Manager.

**Meeting Minutes – September 15, 2020:**

The Committee reviewed the minutes from the September 15, 2020 meeting. Mojdeh Khaghan motioned to approve the minutes, seconded by Terri Echarte. Motion was unanimously approved by a vote of 8-0.

**Greater Miami Convention Visitors Bureau (GMCVB):**

Rolando Aedo, Chief Operating Officer for the GMCVB, updated the Committee on what the GMCVB’s Strategic Priorities. The following was discussed:

* Monitoring Index for the City of Miami Beach
* Unconventional Business Strategies
* Explore “P0” Business
* Citywide Conventions in the Miami Beach Convention Center
* Supporting Mass Market Campaigns

**Convention Center Booking Projections Update:**

Freddie Peterson, General Manager of the Miami Beach Convention Center, gave an update on the Miami Beach Convention Center’s Budget vs. Forecast to the Committee. The following was discussed:

* Miami Beach Convention Center Forecast Comparison
* Miami Beach Convention Center Event Projections
* Marketing Campaign Highlights

**Budget-in-Brief (New):**

Tameka Otto Stewart, Budget Director, shared the new Budget in Brief with the Committee. The following was discussed:

* Budget Highlights During Budget Process
* Top 10 Things to Know
* Property Value Trend
* Where the Money Comes from and Where it Goes
* Total Budget

The Committee also suggested the below changes/additions:

* Changing the Title of #9 to Fulltime Positions
* Adding a handful of Key Performance Measures
* Creating a Link to the Program Budget
* Response time for Fire and Police
* Creating a link to the Residents Satisfaction Survey

**Adjournment**

Carl Linder motioned to adjourn the meeting at 5:40 p.m., seconded by John Bowes.

TOS/ff