



CONVENTION CENTER ADVISORY BOARD MEETING

February 14, 2023 – 9:30 AM

Meeting Minutes

1. Call to order

Chair Laurence Herrup called the meeting to order at 9:35 AM. Chair welcomed new member Robin Jacobs (Commissioner Laura Dominguez appointee) and Sodexo Chef Ismail.

2. **Approval of Minutes from the January 17, 2023, Meeting (Action Item)** – Minutes unanimously approved with minor edit suggested by Maria Hernandez regarding the convention center hotel to be edited to: “The Developer will demobilize their operation in the right of way during the boat show”.

3. Old Business

a. Status Reports:

- i. **Sodexo Live!** - Danny Medina – Welcomed the members to the Venu which is joining the Rum Room as additions to the MBCC campus. Tours of both of the spaces will be held after the meeting. The venues are on track to open as soon as licenses are finalized. Danny gave an update on the Boat Show plans including an exclusive concierge lounge (“Wynwood Lounge”), all day dining and cocktails, walk-up concessions and bars, and partnerships with Havana 1957, Rosetta Bakery, Cheeseburger Baby, and other local businesses. food waste recycling program.

The team has an active a composting program with Compost For Life – a South Florida organizations that collects food scraps from the MBCC twice a week. Approximately, 20,000 pounds of food waste has been collected from May – December 2022 – the equivalent to 186,000 trees. In January 3,000 pounds of composting was generated and the team has created a garden behind the Rum Room to add value. The Rum Room/Venue social media campaign continues to generate followers and has reached 20,000+ accounts.

The Chair asked if the parking fees would be adjusted. Team will follow up with Parking Department on plans for March meeting.

- ii. **OVG360** – Freddie Peterson - Shared that the eight (8) event in January 2023 attracted 55,000 attendees and the facility hosted five (5) events at the same time (large and small events) including the Original Antique Show, 5000 Role Models breakfast and the Swim show. February will host the Miami International Boat Show and Gym Shack, a gym apparel show. The Boat Show will utilize the rooftop parking and general area parking. The four (4) events in February are expected to attract 53,000 attendees. March includes nine (9) events. The team is concurrently working on the maintenance of the building (elevator, escalators, and window washing).

The Boat Show is expected to have a \$1.4 billion impact in the State of Florida. Member Matos asked about the economic impact on the Miami Beach community and that it would be good to inform the residents and local businesses about the impact. Freddie shared that the MBCC communications team promotes the impact of the show via a monthly newsletter, social media, community outreach, resident discounts and GMCVB messaging.

The team will consider utilizing a dashboard to share numbers with the CCAB members. Member Matos would like to know the financial impact of show. Chair Herrup commented that the economic impact can be measures by 1) resort and sales tax, and 2) quarterly report on the traffic impact and how the MBCC effect local taxes.

Member Gloede asked about the Boat Show changes in Pride Park and whether there were changes from 2022 and the amount of advertising. Freddie responded that the Boat Show reduced their footprint to mitigate any inconvenience to the residents.

The Chair commented that he would like to be walked through the MBCC finances, capital expenses, repair and maintenance budget. David Nunes will update, at the March meeting. Freddie share that the paramount focus is on reinvestment into the building and getting the best return on the investment.

- iii. **GMCVB - Carol Motley** – Carol shared that the PCMA and Innovation Think Tank were successful and potential clients are falling in love with the venue. The team returned with 4-6 verbal tentatives including getting the 2027 PCMA conference (top meeting planner organization). Carol then shared that the dining revenue in hotels are doing well; MBCC booked three (3) verbal definites including PCAM, National Homeland Security and 5 groups visiting the site for 2026 and beyond.

- iv. **Hotel Update – Maria Hernandez** – Maria shared that the cooling tower work was complete and the inspections for CO were pending. The hotel is moving along with permits expected by end of month in addition to foundation permit and groundbreaking. GMP contract expected by May, loan commitment expected in June with possession expected by July. There are two contractors on site working on the Fillmore Theater and driving piles.

Chair Herrup asked about the financing. Maria shared that she believed the loan commitment should be by June and that investor meeting were going

well when she followed up with Terra. Terra is keeping the team in the loop and the wheels are in motion and would be demobilized for the Boat Show. Underground storm-water system work to connect to existing pump station is expected.

Maria shared that the residents are being updated as well via Constant Contact. Freddie added that the MBCC team works with Maria & team to create traffic plans for each event so the clients and residents are aware of any changes and the Palm View community is not negatively impacted.

Members asked if Shared Ride companies (Uber/Lyft) are also updated on the traffic changes and preferred drop-off/pick-up locations. Heather to confirm with Parking Department Director.

Ariane added that the MBCC team has cleaned up the Google Map of the facility with maps to Rum Room and Venue. Thuy shared that the MBCC team has also been trained to be more informed on the changes.

Micah added that short-term business is picking up with P3s generating \$250,000 in the quarter and picking up pace.

Member Kumar thanked Maria and team for their work. Maria added that the artistic construction fence was helpful.

4. New Business

- a. Member Hernandez asked if the MBCC would be looking for a Michelin star chef.
- b. Member Matos thanks the members for reelecting him Vice Chair.
- c. Transportation – Freddie added that the team is working with Transportation to improve the curb line to assist with the construction and mitigate impact on events.

5. Adjournment - Chair adjourned the meeting at 10:31 AM. Next meeting is Tuesday, March 14, 2023.

6. Attendance – Absent John Aleman and Seth Cassel.