



CONVENTION CENTER ADVISORY BOARD MEETING

March 14, 2023 – 9:30 AM

Meeting Minutes

Chair Laurence Herrup welcomed and introduced Commissioner Alex Fernandez, and his aide Monica Salinas, to the CCAB. The Commissioner was in attendance to recognize David Nunez, Director for Finance for MBCC. Together with the CCAB members, OVG360 and Sodexo Live! Teams, Commissioner Fernandez thank David for his nine (9) years of services and contributions to the City of Miami Beach in advance of his May retirement. The Commissioner acknowledged David's dedication, hard work, and long career of making a difference, specifically to the residents and visitors of Miami Beach.

In recognition of David's contributions, Commissioner Fernandez presented David with a proclamation. David expressed his gratitude, thanked everyone for the honor, and all in attendance wished David well in his future endeavors.

1. Call to order

Chair Laurence Herrup called the meeting to order. The Chair thanked everyone involved in making the surprise happen for David Nunez, including city staff and OVG360 and Sodexo Live!.

2. Approval of minutes from the February 17, 2023, Meeting (Action Item) – Minutes unanimously approved.

3. Status Reports:

- a. **GMCVB Sales Update** - Carol Motley provided updates on the sales achievements to date. She mentioned the recent board meetings and site visits and thanked everyone for their hard work, specifically the Sodexo Live! team. Carol highlighted the goal of closing three new pieces of business (P1/P2) every quarter and mentioned that they were on track, with the three achieved despite a cancellation of one business. Carol shared the acquisition of the National Homeland Security conference. She highlighted that GMCVB continues to work with the hotel community to get the majority of the NHS rooms at the government per diem rate. Likewise, Carol mentioned that there were a number of site visits scheduled in the next few months.

Carol provided an update on projected Q1 hotel bookings and mentioned that the numbers were a little bit under 50% at the moment, but the aim is to be at 100% by September 2023. She also shared an update on the Destination Showcase – a collaboration among leading research universities and federal laboratories to showcase the best innovation ecosystems, in addition to the GMCVB team attending a few tradeshows and events to promote the MBCC and Miami Beach as a destination.

- b. **GMCVB Social Media Strategy Update:** Jennifer Diaz discusses the GMCVB MBCC social media strategy and promotion of meetings and conventions in the Miami area. The GMCVB approach to social media, includes both organic and paid social media, and how they use it to target specific audiences such as corporate groups and meeting planners. Jenn discussed the importance of a content strategy that highlights the unique selling proposition of Miami Beach as a destination and the Miami Beach Convention Center as a venue. Lastly, Jenn shared the success of the social media efforts, with engagement rates above industry benchmarks, and the use of testimonials and experiential opportunities to promote the Miami Brand.
- c. **OVG360 Update** – Freddie Peterson provided an update on the MBCC and conferences and events including the Miami International Boat Show, Big Brother Big Sister, eMerge Americas, and Miami City Ballet gala. David Nunes reported on the MBCC financials, and discussed the different sources of funding for the center, including taxes, subsidies, and agreements with Miami Dade County.
- d. **Sodexo Live!** – Assistant General Manager, Michelle Gaskets, provided updates on the Rum Room/Venu and preparations for upcoming catered events. The official opening for the Venu and Rum Room is delayed as the team finalizes and secures a liquor license. Michelle shared that Rum Room is in training mode and hosting “Friends and Family” catering and extended an invitation to the CCAB members to join the soft opening exercise.
- e. **City Updates – Parking Department** - Monica Beltran, Director of the Parking Department, discussed the parking plan for the new Rum Room/Venu. The Parking Department aims to keep parking affordable by activating the MBCC rooftop - which currently is only activated during MBCC events at a \$20 flat fee. Due to safety and security concerns, overnight parking is prohibited in the MBCC. However, parking is available in the 17th Street garage and the Collins Park garage, both are within walking distance from the MBCC with ample affordable parking options. Directional signs will be deployed to inform the community about parking options, and informational campaigns will be distributed, via newsletters and neighborhood associations bulletins. The Chair would like to the team to consider other, closer and less expensive, options such as valet validation for \$10, at least during the first year of operation, to entice people to the restaurant. Monica is amenable to reviewing the plan and exploring viable short-term alternatives to attract residents and visitors.
- f. **Economic Development Update:** Luis Wong, Economic Development Administrative Services Manager, shared that Assistant Director, Heather Shaw, and Assistant City Manager, Rickelle Williams, are at SXSW in Austin, TX, exploring opportunities for Miami Beach, and the city update will be more robust in April. Luis also introduced Veronica Hennig, as the new Economic Development Department Redevelopment Specialist.

4. **Good and Welfare**

5. **Adjournment** - Chair adjourned the meeting at 10:31 AM. Next meeting is Tuesday, April 11, 2023.

6. **Attendance** – Absent John Aleman, Antonio Hernandez and Robin Jacobs.