



CONVENTION CENTER ADVISORY BOARD MEETING

April 11, 2023 – 9:30 AM

Meeting Minutes

1. Call to Order

Chair Laurence Herrup called the meeting to order at 9:30 a.m.

2. Approval of Minutes from the February 14, 2023, Meeting (Action Item) – Minutes unanimously approved.

3. Approval of Minutes from the March 14, 2023, Meeting (Action Item) – Minutes unanimously approved.

4. Old Business

Status Reports:

a. Marketing & Sales – Carol Motley (GMCVB)

The team has secured two P1 groups, toward the goal of seven (7) including CosmoProf and Urban Land Institute (2026). The team has secured two (2) P2 groups, toward a goal of four (4), including Florida Encounter and the National Homeland Security Conference (2024). Ms. Motley reported that the GMCVB Hotel booking goal is almost 50%. The current list of tentatives booked include approximately 31 groups as of March 13. The team is finalizing some last-minute hotel room blocks and expect to close out 3,678 bookings in Q3.

During the discussion of the tentative bookings, a question was raised about the economic impact of certain groups, including Specialty Coffee. Ms. Motley explained that the economic impact was determined by factors such as the length of stay and time of year. The City, GMCVB and OVG plan to meet in May to discuss the status of the MBCC sales and hotel goals and the impact on the MBCC. eXp Realty, which had previously been off the books, due to a leadership transition, has now committed to a multi-year agreement. Regarding the Grand Hyatt status, the GMCVB are in constant contact with the Southeast Regional Director for Hyatt, who has informed them that the hotel is scheduled to open in November 2025. However, as with most construction, the opening date is subject to change.

Freddie Peterson(OVG360) provided an update on the P3 sales. The OVG360 sales team is doing exceptionally well. For FY23, they have booked 26 events, and 5 events for FY24.. The total gross revenue on the P3s for FY23 is \$1.2 million, the goal was million dollars. The FY24 goal is \$200k. There are still some residual impact, of the pandemic, within the industries and

minor fear of inflation and a recession. Regarding prospects, OVG360 has secured 158 prospects from October '22 through March '23 for FY23 sales activities and 236 tentative prospects. The team also received 30 inquires regarding the Venu and Rum Room.

b. MBCC Hotel Update – Heather Shaw (CMB)

Heather Shaw informed the group that Maria Hernandez would not be attending the meeting, but provided an update.. The back wall of the Fillmore is expected to be taken down, weather permitting, by the end of this week or next week. The hotel encroaches on part of the Fillmore and the back wall is being taken down to rebuild a new wall. The alley between the Fillmore and the hotel is also being restructured. The current worksite is targeted to be completed by this summer, with the foundation permit for the vertical construction expected in the next month. Test piles for vertical construction are targeted to commence this summer. The loan commitment, loan closing, and data possession are all targeted for this summer, with the TCO and CO targeted for 2025. Foundation permits and the vertical master building permits are currently in progress. While there is a summer timeline, Ms. Shaw clarified that the timeline is likely mid-summer and subject to change. The City is meeting with the Terra Group and CIP to ensure that the project stays on track. The completion of the early site work is targeted for June or July, with groundbreaking planned for July, weather permitting.

c. Operations – Freddie Peterson (OVG360)

February was a very busy month for the MBCC, followed by ten days of quiet time in March, which allowed for a time to re-energizing the team and refresh the building. The team is working on preventative maintenance, with an average of 160 work orders per month, and the wear and tear that the building undergoes from hosting events with thousands of exhibitors and guests.

The team oversaw the recent Miami Beach Pride Family Picnic in Pride Park. Upcoming events include the Big Brothers Big Sisters Gala, eMerge Americas, and the Aesthetic Society conference. May ushers in Trade Show Executive Fastest 50 Awards and Summit and Bitcoin 2023. Rickelle Williams (City of Miami Beach) added that the City Commission Public Safety and Neighborhood Quality of Life Committee is to discuss maintenance and operations of Pride Park, including the activation of Pride Park. Commissioners are interested in how Pride Park can have more community-centered and host family friendly events versus more MBCC related event. In addition, pickleball advocates, utilizing Pride Park on weekends, are looking for more opportunities to expand.

d. Food & Beverage – Danny Medina (Sodexo Live!)

The Rum Room will officially open on Friday, April 21 and all members are invited. The Rum Room continues its training courses and hiring. The team continues to increase the promotion of the Rum Room on social media platforms like Instagram, Facebook and Twitter were being used to generate leads and prospects.

e. Parking – Monica Beltran (CMB)

Heather Shaw informed the group Ms. Beltran provided an update. Regarding the parking fee for the Rum Room patrons, the suggested fees would be a \$20 flat rate, which is less expensive than the parking fees at nearby hotels, which are as high as \$50. Ms. Shaw shared that residents pay \$1 for parking via ParkMobile and in municipal parking garages on 17th Street and Collins Park. It was suggested that the \$20 flat rate be tested and adjusted accordingly.

Members suggested that a \$20 flat rate may deter visitors and recommended providing a validation for Rum Room patrons, with a reduced fee. Ms. Shaw reported the cost of parking, for the Rum Room, is not finalized and a report will be provided to the committee. Some

members felt that the price was reasonable, others were concerned about it being a barrier to access. Additionally, it was noted that the Rum Room is not a large venue and has a lower price point, so the burden of parking fees may be significant for visitors.

Monica Beltran, Director of Parking, joined the meeting (via phone) and reported she met with Danny Medina to discuss the Rum Room issue, and they mutually decided to keep the \$20 rate at the Convention Center and an hourly rate at both Collins Park and the 17th Street garages.

Members recommended residents get a 50% discount in the MBCC garage. Members discussed validating MBCC parking tickets and the possibility of implementing a time restrictions on the validation to eliminate the concern that people might go to the Convention Center and then go to the Rum Room to get parking validated. Rickelle Williams assured the group a resolution would be reached before the grand opening.

5. **New Business**

a. RFQ for MBCC Management Agreement – Heather Shaw

Ms. Shaw shared that the OVG360 management agreement with the City ends on March 24, 2024. An RFQ for Convention Center management and operations has been drafted and will be released soon. The draft will be on the May City Commission agenda for approval and then released to the public. The responses will be evaluated by a review committee, and one or two responses will be selected for negotiation. The goal is to have the process completed before the end of the calendar year to ensure a smooth transition. Members asked why the existing contract cannot be extended and it was shared that there were no additional extensions to the agreement. Members asked if a CCAB member would be included on the RFQ review committee and it was shared that it was a possibility. Lastly, Ms. Shaw shared that the GMCVB would be presenting an update at the April 21st Finance and Economic Resilience Committee.

b. 2023/2024 Proposed MBCC funding

c. Committee Discussion of Items for 2023 – not discussed

6. **Good and Welfare**

7. **Adjournment** - Chair adjourned the meeting at 10:30 a.m.. Next meeting is Tuesday, May 9, 2023 at 9:30 a.m.

8. **Attendance** – Seth Cassel absent.