



## CONVENTION CENTER ADVISORY BOARD MEETING

January 17, 2023 – 9:30 AM

### Meeting Minutes

#### 1. Call to order

Chair Laurence Herrup called the meeting to order at 9:40 AM.

2. **Selection of Chair (Action Item)** – Member Lee Zimmerman nominated Larry Herrup for chair and Member John Aleman 2<sup>nd</sup> the nomination. Herrup was unanimously approved by members.

3. **Selection of Vice-Chair (Action Item)** – Member Aleman nominated Peter Matos for chair and Member Zimmerman 2<sup>nd</sup> the nomination. Matos was unanimously approved by members.

4. **Approval of Minutes from the October 11, 2022 Meeting (Action Item)** – Minutes unanimously approved.

5. **Approval of Minutes from November 8, 2022 Meeting (Action Item)** – Minutes unanimously approved

#### 6. Old Business

##### a. Status Reports:

i. **Hotel Update – Maria Hernandez** - mentioned Terra and Turnberry selected Balfour Beatty to lead the construction of the Grand Hyatt Miami Beach on the Convention Center campus and would announce in the afternoon. Balfour Beatty is an industry-leading provider of general contracting, at-risk construction management and design-build services for public and private sector clients across the United States. Performing heavy civil and vertical construction, the company is part of Balfour Beatty plc (LSE: BBY), a leading international infrastructure group that provides innovative and efficient infrastructure. A Letter to Commissioners will follow after the announcement. The City will be meeting with the developer every two weeks. Construction will cease during large Miami Beach Convention Center. The developer plans to go vertical in June/July.

ii. **GMCVB - Carol Motley** – presented a review of the MBCC's closest competitors and challenges, specifically the Broward County Convention Center in Ft. Lauderdale. Highlights include live cam on site, hotel and

convention center owned by county, and management and food and beverage provided by ASM. Carol shared a SWOT analysis.

Member Antonio Hernandez asked about the onsite amphitheater and whether to Miami Beach should rename the campus.

Members Hernandez and Chair Herrup mentioned that Broward has an airport; hotels aren't really within walking distance. Maria Hernandez added that the ring of hotels in proximity to the Miami Beach Headquarter Hotel will provide thousands of hotel rooms within a short distance and the Headquarter Hotel will provide 800 rooms.

Carol shared that Broward has 24,000 rooms vs 65,000 rooms in Miami Beach. Future hotel development expects Broward to add 77,000 more and Miami Beach will add approximately 20,000 more hotel rooms.

The Chair shared that though Broward Convention Center has an airport around the corner, the hotels are not within walking distance (other than the Convention Center hotel) and crossing the 17<sup>th</sup> Street Bridge isn't fun.

Member Aleman asked about Broward's transportation and whether it has free trolleys. Carol shared that there is free trolley service but it isn't as frequent as Miami Beach. Member Aleman asked how much clients care about the surrounding community. Carol added that clients want more beyond the convention center; they want character and that Broward is addressing this by building more restaurants.

Freddie Peterson shared that clients want more than what is inside the center and that is why the Rum Room, New World Center, Lincoln Road, Fillmore and more are attractive to clients. Carol agreed adding that future booking in 2028-2029 are top of mind and that focus is on Priority 2 bookings.

Rickelle Williams asked for a cost comparison and Carol shared that clients are willing to negotiate; Freddie mentioned 1<sup>st</sup> tier cities vs. 2<sup>nd</sup> tier cities make a difference for clients and that the MBCC has a rack rate and will negotiate.

Member Prakash asked if the CCAB should do a tour of the Broward Convention Center, however, the Chair suggested that CCAB members secret shop instead.

Member Chris Gloede asked if the new members could get tour of the MBCC

- iii. **OVG360** – Freddie Peterson Miami Beach Convention Center General Manager, spoke about internal and external amenities. Art Basel generated its largest audiences with 250 galleries. A highlight was the 400 drones; Senior Holiday Festival with 800 residents; 5000 Role Models event with over 2000 attendees and the Antique Art Show. The team has produced an Event Planning Guide. The team also attended the Professional Convention Management Association (PCMA) conference, taking 12 team members.

Carol Motely added that the GMCVB sponsored a number of activations including a press conference, closed keynote session, truck driven around the city with MBCC on the outside and provided branded cups. The team hosted buyers which resulted in four (4) new proposals.. Furthermore, they hosted a reception for 140 clients themed Miami Beach Bling & Bubbles. The team feedback was that there was a good return on the investment.

Freddie concluded that the big spend gave them access to 1000s of clients, event planners and decision makers and the event was held in a 2<sup>nd</sup> tier city, Columbus, OH.

With Informa providing 8-9 annual large conferences in the MBCC, the only substantive concern is competition with 1<sup>st</sup> tier city venues that are larger than the MBCC and the return of events that are too large for the MBCC. However, regional conferences are a key growth opportunity.

- iv. **Sodexo Live! - Danny Medina** – gave an update on the 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. The Rum Room/Venue are expected to launch in late February – the team is doing health inspections, finalizing interior and working with the city to get final inspections and sign off. A social media campaign for the Rum Room and Venu has generated 500 followers and has reached 20,000 accounts.

Member Gloede asked about the signage and whether the signage was approved by the Historic Preservation Board (HPB). The team assured HPB had approved.

Member Aleman asked about parking for the venues. The parking will be on the 5<sup>th</sup> floor of the MBCC which has an elevator directly to the ground level from the parking level. New signate will be added and for large events, valet will be available.

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

Danny mentioned that the venues were utilized during Art Basel and the team was excited to creatively use the space for MBCC clients and for the Miami Beach residents.

The Chair added that Chef Ismail was wonderful and the food during Art Basel was great with a special nod to the food and beverage in the UBS lounge.

## 7. New Business

- a. New Appointments:
  - i. Lee Zimmerman – reappointed by Mayor Dan Gelber
  - ii. Prakash Kumar – reappointed by Commissioner Steven Meiner
  - iii. Peter Matos – reappointed by Ricky Arriola

- iv. Robin Jacobs – appointed by Commissioner Laura Dominguez
    - v. John Aleman – appointed as ad hoc Miami Beach Chamber of Commerce member.
  - b. CCAB liaison transferred from Tourism & Culture to Economic Development. Chair thanked Francys Vallecillo and Lissette Arrogante for their assistance and welcomed Assistant City Manager Rickelle Williams' leadership together with Heather Shaw and Luis Wong.
  - c. Chair deferred Pride Park and Gender Neutral Restroom discussions.
- 8. Adjournment** - Chair adjourned the meeting at 11:01 AM.
- 9. Attendance** – Absent – Peter Matos, Robin Jacobs, Seth Cassel.