



CONVENTION CENTER ADVISORY BOARD MEETING

November 14, 2023 – 9:30 AM

AGENDA

1. Call to order

Chair Laurence Herrup called the meeting to order at 9:32 a.m.

2. Approval of Minutes from the October 10, 2023 Meeting (Action Item)

Chair Herrup opened the meeting and mentioned that the October 2023 minutes review and approval would be deferred to the December meeting.

3. Old Business

a. Status Reports:

i. Food & Beverage – Sodexo Live! – Danny Medina & Michelle Vazquez

Michelle reported on October events, including the National LGBTQ Task Force Gala, GIS annual event, the future participation in the South Beach Seafood Festival. With respect to the composting program, Michelle noted success with the early November Cisco event. October produced donations of 4 pallets of food, totaling 1,800 pounds to the Miami Rescue. Danny added the composting program is tracking 3,000 - 4,000 pounds of compost every month, offsetting landfill waste in partnership with Compost For Life.

Chair Herrup suggested creating an acknowledgment board in the lobby to recognize partners and not-for-profit organizations benefiting from their initiatives. Danny and Ariane Hildebrand (OVG360) support the idea, mentioning ongoing initiatives with show management clients, including Art Basel. Member Robin Jacobs suggested extending support to Miami Beach High School, which has a culinary program and food pantry. Danny mentioned Sodexo Live! is willing to assist with school's new kitchen.

Vice Chair Peter Matos shared the Miami Beach Botanical Garden (MBBG) is interested in partnering on composting. Ariane mentioned existing discussions with MBBG Executive Director Amy Rosenberg including incorporating honey from the garden's bee program.

ii. Marketing & Sales – GMCVB – David Whitaker

David began by stating that the year had just started, and although no wins were officially on the board, there are two verbal commitments in the license agreement and hotel

contract process. He shared the GMCVB sales goals is to achieve 16 wins, up from the 2023 goal of 15 new events. 10 out of the 14 events achieved are short-term and will occur in 2024. He highlighted the significance of winning bids for the year 2024, indicating a 21% increase in contracted room nights compared to the prior year. The success of 2023 was the ability to secure short-term business in 2024.

Christian Jaramillo (OVG360) added a number of new tools have been added to the support the sales teams and the increased interest in the destination, as well as successful meetings, the anticipation of the new Convention Center hotel, and the venue reputation. David shared information about the 27 meetings the sales team is currently bidding on and the importance of working towards converting leads into wins. He outlined strategy is to focus on new long-term P1 events beyond 2026 and 2027. Emphasis on partnerships with the city and the Convention Center and highlighted the international expansion of their wins, including major international citywide and sports events.

David took a moment to express gratitude to Chair Herrup for his leadership and offered to host a reception as a token of appreciation. He concluded by thanking everyone for their hard work and dedication.

iii. Operations – OVG360 - Freddie Peterson & Christian Jaramillo

Christian Jaramillo shared highlights from October, including five definite annuals totaling \$451,000, 17 firm new bookings, and 33 prospect bookings. Christian attributed the new sales to FAM trips, venue tours, collaborations with boutique hotels, and partnerships with destination management companies (DMCs). He added that there is increased interest from sporting events, with site visits for jujitsu, gymnastics, and National Association of Basketball Coaches. Christian also mentioned a few successful events including the return of the Baptist Foundation Gala, the LGBTQ Gala, and the 65th Archdiocese Gala that ushered innovative décor and an Earth, Wind & Fire performance. Christian to share photos. In addition, the sales team held a World Baseball Classic site visit and a number of successful events including the GMCVB Annual meeting, Burger King Conference, Judas International, and the International Congress of Aesthetics and Spa. The team also conducted community tours for FIU and Miami Beach High School professors and students.

Vice Chair Matos raised concerns about technology and the need for advanced wayfinding within the facility. Ariane explained the current touch screen kiosks and the development of interactive floor plans. Freddie mentioned plans for 3D mapping and the ongoing exploration of technology options, considering the ever-evolving nature of technology. The discussion also touched on static signs and the infusion of digital programs funded by the city.

Ariane provided updates on sustainability initiatives, mentioning the seven awards received, the FIU and Miami Beach High for educational partnerships, and the development of a sustainability video. She also mentioned efforts made to increase from sustainability-focused conference leads. Peter inquired about the enhancement of the staircase leading to the ballroom, Hall A escalator to which Freddie explained that while clients have dressed it up for specific events, no permanent enhancements have been made.

Freddie expressed gratitude for the team's support during the relocation of executive offices. The team is now back in their original offices after undergoing updates and renovations. He provided additional highlights of the events, including Cisco with 3500 C-

suite executives, and preparations for Design Miami and Art Basel. He emphasized the coordination between the city and various partners, including Everlast, to which Heather highlighted the economic impact and foot traffic generated by these events on Lincoln Road. Ongoing training sessions for team members were mentioned, including collaboration with city departments.. The partnership with these departments ensures preparedness and effective response during events.

iv. City of Miami Beach

Chair Herrup began by expressing gratitude to Christian, Ariane, Michelle, Danny, and David for their outstanding contributions to the committee. He acknowledged the unique skill set and efforts of the team members in organizing events and galas. He then invited committee members who have not experienced the team's work firsthand to attend an event or gala. He highlighted the distinction between visiting a convention space and witnessing the intricacies of a gala, emphasizing the exceptional quality of the team's work. He recounted a personal experience, four years ago, when he and his wife visited during a gala. He commended the team for their culinary excellence, emphasizing the décor, quality of service, facility presentation, and flawless execution, likening the experience to at least a Michelin star standard.

Chef Ismael and the kitchen staff were praised for their remarkable achievements, serving perfectly cooked meals for 1700 people, even when facing a slight delay four years ago. He stated that the team's ability to handle large-scale events with precision sets them apart.

The Chair switched gears for a moment to discuss the convention center hotel. He mentioned that the previous month's discussion about the hotel had been lively, expressing concerns about the hotel's movement. Subsequently, he was asked to meet with the CEO & founder of Terra Group, David Martin. Before the meeting, Chair Herrup consulted with industry experts to be prepared for discussions on hotel construction, numbers, and challenges. During the meeting, Chair Herrup found that the information presented by David Martin aligned with industry insights. Chair Herrup advised Martin to enhance transparency in his presentations to the city. As a gesture, Chair Herrup offered to defer the November report to December. Subsequently, the city manager, Alina Hudak, shared that the Administration was preparing an LTC (Letter to Commission) for the update on the hotel. Chair Herrup requested Heather share the LTC with the committee when it is released. The committee agreed to defer the hotel discussion to December.

4. New Business

Danny shared that there were over 15 events in The Venue in October and discussed plans for December, particularly during Art Basel. He emphasized the importance of maintaining operations during the week. He mentioned that Art Basel would not modify operations at The Venue in December. Heather inquired about Thanksgiving plans, and Danny confirmed that they would not be open on Thanksgiving Day. However, he mentioned sharing Chef Ismael's recipes on social media and the team was focusing on December party leads.

5. Good and Welfare

Heather expressed gratitude to the Convention Center staff for their efforts in hosting the city's events, recognizing the challenges they overcome in room setups and breakdowns.

She also suggested promoting the Convention Center more actively, possibly using digital boards to display information and feedback with Christian's contact information.

Rickelle Williams thanked the staff and advisory board members, highlighting the lead generation efforts. She mentioned securing the Miami Dade City County Managers Association for a January event at the Rum Room.

Ariane shared her experience behind the scenes at recent galas, mentioning the acquisition of B-roll footage and expressing gratitude for the Sodexo Live! team's support.

Freddie urged everyone to follow and engage with the Convention Center's social media feeds, emphasizing the abundance of content being pushed out.

Member Jacobs thanked the MBCC leadership, recounting positive experiences at recent events.

Chair Herrup closed the meeting by thanking everyone for their support, commitments, and contributions.

6. **Adjournment** - Chair adjourned the meeting at 10:37 a.m. Next meeting is December 12th, 2023, at 9:30 a.m.
7. **Attendance:** Laurence Herrup, Peter Matos, John Aleman (T), Lee Zimmerman, Antonio Hernandez, Prakash Kumar, and Robin Jacobs.