



CONVENTION CENTER ADVISORY BOARD MEETING

January 9, 2024 – 9:30 AM

AGENDA

1. Call to order

Chair Larry Herrup called the meeting to order at 9:31 a.m.

2. Approval of Minutes from the December 12, 2023 Meeting (Action Item)

Minutes unanimously approved.

3. Approval of 2023 Bi-Annual Report (Action Item)

Report unanimously approved.

4. Approval of 2024 Meeting Dates (Action Item)

Meeting dates unanimously approved.

The meeting commenced with Chair Herrup looking for a motion to nominate Robin Jacobs as the new Chair for the Convention Center Advisory Board.

Motion approved by: Lee Zimmerman

Seconded by: Prakash Kumar

Robin Jacobs is looking forward to what she and the committee can do together to bring the convention center and hotel to fruition.

5. Old Business

a. Status Reports:

i. City of Miami Beach – Terra Group – Hash Alyawer

Hash shared the heightened activity in the macroeconomic conditions within the hotel industry, which has garnered increased interest from lenders and investors. Hash reported positive engagements with both debt and equity partners, discussing the substantial construction budget required for the project. The current economic climate has led to a surge in interest, with

discussions underway with two specific groups willing to contribute up to \$400 or \$500 million on the senior loan for the deal.

Notably, there is ongoing participation in a major conference in Miami, with meetings taking place to explore potential collaborations. The project has been actively presented across the portfolio during this conference, especially in the context of the vibrant Miami market. On the equity side, Hash mentioned multiple meetings with growing demand in Miami. The overall positive economic indicators are facilitating the fundraising process for the project. Hash expressed optimism about gaining additional traction on both the debt and equity fronts in the coming weeks. Looking forward, the team is actively working on the next meeting, anticipating more concrete commitments for the project.

ii. Marketing & Sales – GMCVB – Carol Motley & David Whitaker

Carol provided an update on the team's presence at the PCMA (Professional Convention Management Association) annual meeting held in San Diego California, a specialized event for industry professionals. The first day of the event was deemed highly successful, with the team's booth showcasing sustainability efforts in collaboration with MBCC and GMCVB. The booth received significant attention, and Carol regretted not having a picture to share at the moment. She highlighted a successful reception hosted the previous night, with approximately 120 strategically invited clients attending out of the 5000 present at the conference. In addition, the team's upcoming activities were mentioned, including a general session scheduled for the morning, indicating that she might not be present for the entire call.

Carol highlighted the strong performance in December, concluding the first quarter with three definite bookings. She presented new bookings from Commerce Tools, American Express (confidential program), and EXP Realty for events in 2025. The team has started the second quarter securing the Water Quality Association and three more groups.

iii. Operations – OVG360 – Freddie Peterson

Freddie acknowledged the success of the team, particularly Carol and David, at the PCMA annual meeting in San Diego. He commended the booth's design and highlighted the strong interest in sustainability efforts. Special recognition was given to Ariane and the team, along with a shoutout to Sodexo Live! for their composting program. Congratulations were extended to the new Chairwoman, Robin Jacobs, and appreciation for Larry's stewardship over the past couple of years. He promised updates and introduced highlights from the venue side, with Thuy "Twee" Vuong, Assistant General Manager for MBCC expected to provide additional information.

A summary of events in December were provided, mentioning Art Basel, Design Miami, and 11 other events hosted, including annual gatherings and conventions. January is projected to be busy with 13 meetings, events, conventions, and trade shows. Updates on partnerships and projects included an interactive floor plan with Concept 3D, digital LED screens project management, and progress on capital projects. On the PR front, there was extensive coverage of Art Basel and Design Miami, garnering billions of impressions. The sales team reported four definite closures, four firms, and 12 tentative proposals for the month of December alone.

The fiscal year's projection is close to \$1.6 to \$1.7 million in room rental alone, with about 50% of the goal already achieved. Quarterly contractor meetings were highlighted, emphasizing communication with external partners, unions, and contractors.

Thuy Vuong, Assistant General Manager for MBCC, added information about Magic requesting more space and Major League Soccer, featuring Messi, generating high publicity. She also highlighted the team's diligent efforts in maintaining the building and servicing events.

Chairwoman Jacobs expressed gratitude and excitement for January, acknowledging Messi's impact and the positive impressions generated by events.

iv. Food & Beverage - Sodexo Live! Danny Medina

Danny mentioned the busy December events, noting a 20% increase in food and beverage sales during Art Basel. He also highlighted successful events, including the Seniors' Gala and six separate events in the Rum Room. He commended sustainability efforts, reporting that since partnering with Compost for Life in May 2022, they have diverted 108,000 pounds of waste from landfills, equivalent to 14 tons.

Ongoing events were mentioned in January, gearing up for the Boat Show in February. Danny emphasized the extensive planning and preparations, both front and back of the house. He mentioned the square footage of carpet, pieces of silverware, and glassware that require attention during cleanup. He also shared the team's excitement for 2024, hinting at upcoming showcases in future meetings. Chairwoman Robin asked about Rum Room updates, and Danny mentioned over six events in the past month and upcoming plans for Valentine's Day and exclusive dinners with local chefs. Chairwoman Robin inquired about the parking situation, and Danny explained that the website is updated, and communication helps address concerns. Heather asked about the pantry initiative with schools, and Danny mentioned upcoming meetings to discuss the initiative. Robin suggested involving the chamber in discussions, and Danny expressed a willingness to join any meeting.

Larry Herrup commended Sodexo's outstanding food service at Art Basel, describing it as an amazing array of world-class food. He praised Chef Ishmael and the team for their exceptional work at the Miami Beach Convention Center. He also highlighted the Collector's Lounge, and the convention center floor, specifically mentioning the sale of fresh oysters, clams, and jumbo shrimp. Danny mentioned that a videographer was documenting the week, and a video showcasing the highlights would be shared soon. Larry emphasized the importance of communicating the excellence of the food service to the community and organizations using the facility.

6. New Business

Chairwoman Jacobs expressed gratitude to everyone and inquired if there was any new business. Larry Herrup responded affirmatively, nominating Antonio Fernandez as vice chair. Heather pointed out that Antonio Fernandez was not present to accept the nomination, and Larry suggested it could be done next time. He then acknowledged that he would not have the last word for the day but expressed the importance of Antonio Fernandez as the nominee for Vice Chair.

Heather mentioned that she had an intern, Amanda Hulver, from MIT, present in the meeting and will be part of the Economic Development team for three weeks to gain insights. Robin

welcomed Amanda.

Larry shared thoughts about Carl Linder joining the board, expressing confidence in his valuable contribution. He praised Rickelle and Heather for their roles in the committee and jokingly mentioned his upcoming vacation.

Robin expressed excitement about working with everyone, emphasizing Larry's goal to finish the convention center campus. Larry added that it was to fulfill the vision initiated by the Commission with the bond issue and provide opportunities for the bureau, OVG360, and Danny's team.

Rickelle shared positive news about the Miami Dade County and City Managers Association meeting being held at the Rum Room and the upcoming presentation of the management agreement for the convention center to the City Commission on February 21, 2024.

Robin thanked everyone and called for a motion to adjourn. The meeting was adjourned as the motion received approval.

7. Good and Welfare

8. Adjournment - Chair adjourned the meeting at 10:32 a.m. Next meeting is Tuesday February 13th, 2024, at 9:30 a.m.

9. Attendance: Larry Herrup; John Aleman; Lee Zimmerman, Prakash Kumar, Robin Jacobs, and Chris Gloede.