



CONVENTION CENTER ADVISORY BOARD MEETING

February 13, 2024 – 9:30 AM

AGENDA

1. Call to order

Chairwoman Robin Jacobs called the meeting to order at 9:32 a.m.

2. Welcome new and reappointed members

Chairwoman Robin Jacobs called the February 13, 2024, board meeting to order, expressing gratitude to both new and reappointed members for their dedication to the committee. She emphasized the importance of the committee's work in driving the economy of Miami Beach and engaging with the community. Robin highlighted the role of all members as brand ambassadors for the organization.

3. Defer January 9, 2024 meeting minutes to March 12, 2024 meeting

4. Elect Vice Chairperson (Action Item)

Motion: To elect Anthony Hernandez as Vice Chair of the CCAB committee

Made by: Lee Zimmerman

Seconded by: Prakash Kumar

5. Old Business

a. Status Reports:

i. City of Miami Beach – Heather Shaw

Heather Shaw shared that the Terra team could not attend the meeting, but David Martin himself would provide an update at the next meeting. She encouraged members to send in any questions they had in advance.

She then outlined several legislative agenda items related to Pride Park activation, including the number of days and types of activations. She also mentioned the collaboration with the OVG360

team to host promotions and graduations at the MBCC. The mission is to democratize these events for various schools. The committee would also address the activation of MBCC ballrooms, in March.

Regarding the Land Use & Sustainability Committee meeting, Heather highlighted discussions on hotel-related matters, including a proposed hotel moratorium and a study on the impact of hotel rooms versus short-term rentals on the city.

Chairwoman Jacobs suggested further discussion on the hotel moratorium issue, expressing her concerns about its potential impact on the MBCC needs. Carl Linder and Antonio Hernandez offered their perspectives, emphasizing the need for balanced growth and regulation of short-term rentals. They suggested exploring solutions to ensure the city benefits from both hotels and short-term rentals. David Whitaker provided insights into the distinctions between different types of hotels and their relevance to the MBCC. He emphasized the importance of proximity to the center and suggested exploring carve-outs or special designations. Chairwoman Jacobs acknowledged the balanced viewpoints and suggested waiting for the Land Use & Sustainability Committee meeting outcomes before taking a stance. She appreciated David's insights and proposed discussing the matter further with commissioners.

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

David Whitaker provided an update on key performance indicators related to convention bookings. David emphasized the importance of securing new citywide convention bookings. Despite managing over 20 conventions annually, the focus remains on acquiring new business. The goal for the year is to secure 15 new bookings, with the current progress indicating significant momentum.

Carol Motley shared details of their representation at the Professional Convention Management Association (PCMA) event in San Diego. They showcased Miami Beach's sustainable efforts at a 20x20 booth, emphasizing the destination's commitment to environmental responsibility. The team successfully engaged with potential clients, generating five tangible leads, and hosting a well-attended private event.

Carol discussed significant achievements, including securing contracts for events like Adobe MAX and Sibos. Adobe MAX, scheduled for October 2024, is expected to bring substantial economic impact to the city. Sibos, an international banking conference, is confirmed for 2026, highlighting Miami Beach's growing prominence as a global event destination.

David underscored the importance of lead generation in achieving sales targets, emphasizing the sales team's effectiveness in doubling lead generation from the previous year. He presented a chart illustrating the sales funnel, demonstrating the correlation between lead generation and successful bookings. The increasing number of leads reflects growing interest in the destination and the MBCC's enhanced facilities.

iii. Operations – OVG360 – Freddie Peterson

Freddie Peterson highlighted the significance of securing major global events like Sibos and emphasized the lengthy process involved in finalizing such agreements.

Christian Jaramillo provided insights into short-term sales activities, noting a surge in venue tours and leads generated through the revamped website. He highlighted successful conversions and emphasized the importance of partnerships with organizations like GMCVB in converting leads into bookings.

Freddie shared updates on recent and upcoming events, including the Miami International Boat Show and various trade shows and galas. He emphasized the importance of maintaining the facility and acknowledged the city's continued investment in capital projects, totaling \$10 million.

Ariane Hildebrand discussed plans for commemorating the 60th anniversary of the Sonny Liston Muhammad Ali fight, including public tours showcasing Ali related artifacts within the Miami Beach Convention Center. She highlighted collaboration with local organizations and schools to promote the tours.

Vice Chair Hernandez inquired about the MBCC's tradition of acquiring pieces from Art Basel to which Freddie confirmed the continuation of the tradition, praising the partnership with the city and Art Basel.

Chairwoman Jacobs emphasized the importance of community engagement and announced a 10% discount for Miami Beach residents attending events at the MBCC. She praised efforts to provide activations for children in Pride Park.

iv. Food & Beverage - Sodexo Live! Danny Medina

Danny Medina introduced Randy Morales as the new General Manager for food service at the MBCC, highlighting his extensive 20 years of experience in the hospitality and food services industry. He expressed excitement about Randy's expertise and his potential to enhance the center's offerings and product quality. He provided a brief overview of the recent success of Art Basel, citing a 20% increase in overall performance compared to the previous year. He shared some impressive consumption statistics, including the serving of over 40,000 glasses of champagne, 40,000 cups of coffee, and 21,000 bottles of water during the event. Danny emphasized the significance of liquid sales in consumer-based events like Art Basel and highlighted the importance of partnerships in driving success, mentioning the longstanding collaboration with Compost for Life as an example.

Updates on sustainability initiatives at the Miami Beach Convention Center were shared, emphasizing the goal to minimize waste and feed people rather than landfills. He highlighted the flourishing veggie and herb garden in the Rum Room and plans to collaborate with a local apiary to introduce bees for honey production.

Chair Jacobs expressed interest in having Convention Center honey available. Danny agreed, mentioning similar programs in other convention centers, and suggested considering a field trip to explore initiatives like hydroponic farms in Orlando.

Switching focus to recent events, Danny mentioned hosting the Rum Congress and collaborating with Uncle Nearest for Black History Month, donating proceeds from whiskey sales to HBCU (Historically Black Colleges & Universities).

Danny discussed the success of the "dinner for two" (under \$200) promotion and highlighted upcoming tours featuring Muhammad Ali's artifacts. Robin expressed interest in visiting Orlando for a site visit, and Danny suggested bringing along Molly Crouch, the Corporate Sustainability

Director.

6. New Business

David Whitaker discussed recent announcements regarding the hosting of seven matches, including a quarterfinal match, at the stadium. He emphasized the privilege and opportunity this represents, despite the associated expenses. The significance of having a quarterfinal match at the Hardrock Stadium, even though it is not the largest in the country. He mentioned the profitability of the stadium due to its configuration with skyboxes and suites.

Regarding the consolation third-place match, David acknowledged its importance for underdog countries and considered it a special event for those teams and their countries, adding to the destination's appeal. He mentioned the formation of a host committee for 2026, led by co-chair Rodney Barreto, with plans for fan activations across multiple weekends.

Fundraising efforts were discussed for hosting events like the CONCACAF Gold Cup tournament, highlighting the city's growing status as a football destination. Robin expressed anticipation for activations on Miami Beach to enhance the community's involvement in such events.

Heather inquired about the process for selecting Super Bowl host cities, questioning the timeline for planning. David explained the evolving process, mentioning ongoing discussions for future Super Bowls beyond 2027, indicating Miami's continued relevance as a potential host city due to its warm climate and previous hosting experience.

7. Good and Welfare

Carl expressed his enthusiasm for being a part of the committee, recognizing the significance of the MBCC as a major economic driver for the city. He shared his excitement about upcoming opportunities and events, including a volleyball trip to Orlando.

Freddie encouraged everyone to engage with the MBCC's social media content, emphasizing the importance of support in promoting their message. He also mentioned plans to collaborate with Danny on promoting the Rum Room restaurant more aggressively.

Ariane highlighted the marketing intelligence gathered in January, mentioning visits to other convention centers to better understand client needs and industry trends, particularly regarding sustainability.

Christian thanked everyone for their ongoing support and mentioned an increase in multi-year booking requests, indicating a growing desire for long-term partnerships with the MBCC.

Heather encouraged attendees to refer potential clients to Christian Jaramillo for consideration, emphasizing the importance of expanding partnerships.

Chris thanked Ariane for sharing event information with Palm View and congratulated Carol on the success of Adobe MAX. He also addressed unfinished business regarding signage regulations, suggesting further exploration in the future.

Prakash extended well wishes to the chair and vice-chair for their upcoming responsibilities, which Larry and Anthony acknowledged.

The meeting concluded on a positive note, with members expressing gratitude and looking forward to future endeavors.

8. **Adjournment** - Chair adjourned the meeting at 10:27 a.m. Next meeting is Tuesday March 12th, 2024, at 9:30 a.m.
9. **Attendance:** John Aleman (T), Lee Zimmerman, Antonio Hernandez, Prakash Kumar, Robin Jacobs, Chirs Gloede, and Carl Linder.