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The Downtown Development Authority **Board of Directors** met on Friday, February 19, 2010 at 8:30 a.m. at the Adrienne Arsht Center for the Performing Arts, Burns Green Room at Knight Center Hall, 1300 Biscayne Blvd., Miami, Florida 33132.

PRESENT:

Chairman Marc D. Sarnoff
Neisen Kasdin, Vice Chairman
Alvin West, Treasurer
Comm. Bruno Barreiro
Jose Goyanes
Oscar Rodriguez
Tony Alonso
Misha Mladenovic
Alan Ojeda
Danet Linares
Dr. Rolando Montoya

ABSENT:

Jerome Hollo
Rodrigo Trujillo
Nitin Motwani
Hank Klein

Chairman Marc Sarnoff called the meeting to order at 8:40 AM.

I. APPROVAL OF MINUTES~ (*January 29, 2010*)

Al West motioned to approve this item, Dr. Rolando Montoya seconded, and the motion passed unanimously by the board members present.

II. FINANCIAL REPORT ~ *as of January 31, 2010*

Staff accountant, Carolina Londoño, presented the report. There were no reporting issues. Brief discussion ensued concerning DDA's policy on allocating funds.

Board Treasurer Al West informed the board that all funds have been committed to projects. There are no dollars sitting idle in an account.

III. SPECIAL PRESENTATION

A. Adrienne Arsht Center for the Performing Arts

Performing Arts Center Trust Chairman Ricky Arriola briefly addressed the board regarding institutional leadership and community impact. Over 500,000 people visit the PAC annually. As it relates to the PAC and DDA, continued coordinated messaging is very important. The fact the DDA and PAC share the same PR firm is extremely beneficial to both agencies.

PAC President and CEO John Richard presented an overview of the PAC and their public/private partnerships.

Andrew Goldberg, Vice President of Marketing briefly addressed the board regarding marketing efforts. Mr. Goldberg highlighted their signature series and brands, all of which will return for 5th anniversary year.

Ken Harris, Vice President of Operations, briefly addressed the board regarding the partnership between the PAC and DDA, which includes DET, Downtown Ambassadors and participation in DDA's Signage & Wayfinding, and I-395 Committees.

Suzanna Valdez, Vice President of Advancement addressed the board concerning private sector support, which has raised over \$1.6 million during the Center's first fiscal quarter. Membership has increased from 503 in February 2009 to over 2,000 active members as of February 18, 2010.

Chairman Sarnoff thanked the Center for their hospitality and presentation. Furthermore, Chairman Sarnoff stated that he intends to convene a meeting in March with every major organization to find out what it is everybody does best to make sure that everyone collaborates as best we can. Now is the best time to explore every opportunity available.

IV. EXECUTIVE DIRECTOR REPORT

A. March Board Meeting/ Downtown Leadership Forum – Friday, March 12, 2010 (8:30 am)

Alyce Robertson announced that the date, location, and time has been confirmed and will be held on the same date/time of the DDA Board meeting in March at the Arsht Center. It is DDA's intent to keep the board agenda light so that the Leadership Forum can take place.

Chairman Sarnoff encouraged everyone to attend and bring forth ideas and solutions for a better more efficient Downtown Miami.

B. Board Retreat- Saturday, March 13, 2010 (9 am – 12 noon)

Alyce Robertson announced that the Board Retreat would convene at the DDA offices.

V. COMMITTEE(S) UPDATES

A. Operational Committee(s)

1. Executive Director Evaluation Committee

Committee Chairman Neisen Kasdin informed the board that the committee set-up criteria for evaluation with regard to the Executive Director's performance and compensation. The committee also requested that the Executive Director provide certain documentation to the committee prior to convening their next meeting.

B. Program Committee(s)

1. Economic Development & Research Program Committee

Leo Zabezhinsky reported on behalf of Committee Chairman Hank Klein that the committee had not convened in February, but would be convening in March.

2. Marketing-Communications Program Committee

Al West reported on behalf of Committee Chairman Rodrigo Trujillo:

- Super Bowl: This event had a huge economic impact to South Florida in terms of hotel occupancy rates, which leading up to the Super Bowl was very high and continued into the week following the Super Bowl. Downtown venues also experienced a high volume of traffic, and PR exposure for the area for that week was off the charts.
- Miami DDA: A guide that highlights DDA's efforts over the past year.
- City Guide: a guide that lists all dining, barhopping and wellness opportunities available throughout the downtown area.

Mr. West also stated that the direction the Marketing Committee is going is to try to generate exposure and create a "buzz" about Downtown Miami. With the help of Schwartz Media the committee feels there has been substantial progress in that regard.

Tadd Schwartz briefly addressed the board concerning their efforts leading up to the Super Bowl where they sought to bring a focus onto Downtown Miami as a destination. There were approximately 17 broadcast clips that put the focus on Downtown Miami. The fact that there is a residential/community and retail base in Downtown Miami helps position it as a "destination" in lifestyle publications.

Regarding Flagler Fest, which this year happened to a fall on the Saturday before Super Bowl Sunday was the best Fest to date. Over a hundred antique cars and hot rods participated in the exhibition along Flagler Street and many of the restaurants and retail stores benefited from the masses of people attending the Fest. Brief discussion ensued concerning the overspill the events have in terms of direct economic impact to

Downtown. The consensus from the board members was that downtown events do indeed generate a direct economic impact to local downtown restaurants, retail, and hotels.

3. Service Delivery Program Committee

Committee Chairman Jose Goyanes reported:

- Ambassador Program: the contract with the current provider has expired. A new RFP was issued February 8th.
- City Administration Meeting: DDA met with City Manager, Director of NET, Director of Solid Waste, Code Enforcement to discuss issues that pertain specifically to the DDA district.
- Committee briefing with Chairman Sarnoff: The committee met with the Chairman to brief him on the committee's goals and objectives. During said briefing, it was discussed that similar type briefings should be had with each commissioner.

Chairman Sarnoff reiterated that committee briefings ought to be scheduled with each commissioner in the near future.

4. Urban Design, Transportation & Capital Improvement Projects Program Committee

Javier Betancourt reported on behalf of Committee Chairman Jerome Hollo:

- Brickell/ Biscayne Trolley: the committee has cleared its agenda to address only this item at its next meeting on Thursday, March 4, 2010 at 3 p.m.
- Signage & Wayfinding Kick-off meeting was held yesterday. It was well attended by various stakeholders.
- Multi-purpose Meeting Facility Needs Analysis RFP: The evaluation committee was appointed and will convene on Monday, March 22nd at 10 a.m.

VI. LEGISLATIVE ITEM(S)

- A. A resolution of the Board of Directors of the Miami Downtown Development Authority ("DDA") of the City of Miami, Florida, encouraging the City of Miami to adopt an ordinance regulating street feeding of the homeless.

Tony Alonso motioned to approve this item. Danet Linares seconded, and the item passed unanimously by the board members present.

Discussion ensued concerning the effect the Pottinger lawsuit and subsequent settlement agreement have had on the City of Miami's ability to address the issues of homelessness.

Jose Goyanes motioned to direct the Executive Director to identify and allocate funding to retain Jay Solowsky to gather relevant data to present in court in the event Pottinger becomes an impediment to addressing any homelessness-related quality of life concerns. Further, that Jay Solowsky be provided the latitude necessary to gather pre-suit data to demonstrate in court the inordinate impact the Pottinger settlement has had upon the Downtown area. Al West seconded and the motion passed unanimously by the board members present.

- B. A resolution of the Board of Directors of the Miami Downtown Development Authority ("DDA") of the City of Miami, Florida, authorizing the Executive Director to execute a Joint Participation Agreement ("Agreement") in substantially the attached form between DDA, the City of Miami ("City") and Bayfront Park Management Trust ("Trust") in order to facilitate the construction of ten (10) in water mooring bollards along the northern edge of the FEC slip adjacent to Bicentennial Park ("Project").

This item was withdrawn from the agenda.

- C. A resolution of the Board of Directors of the Miami Downtown Development Authority ("DDA") of the City of Miami, Florida, encouraging the State of Florida legislature to reauthorize the Florida Qualified Target Industry

(“QTI”) Tax Refund Incentive Program (“Program”) and further to oppose two new restrictions being proposed to the program.

The Executive Director stated that QTI is one of the tools that the Beacon Council uses to attract business into Miami Dade County. Not having this tool would be detrimental to those efforts.

Al West motioned to approve this item, Comm. Barreiro seconded, and the item passed unanimously by the board members present.

VII. OTHER BUSINESS

With no further business, the meeting was adjourned.