
AGENDA

Business Development and Marketing Committee Meeting

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131

Wednesday, January 10, 2018 | 9:00 A.M. – 10:30 A.M.

DDA Conference Room

Committee Members:

Nitin Motwani, Chair and Miami DDA Board Member

Alicia Cervera - Miami DDA Board Member

Danet Linares - Miami DDA Board Member

Gary Ressler – Miami DDA Board Member

Al West – Miami DDA Board Member

Greg West – Miami DDA Board Member

Dylan Finger

Robert Hill

Amy Lawrence

Randy Olen

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- 1) Presentation:
2018 Downtown Co-op Marketing Campaign, Josie Llado, GMCVB
 - 2) Legacy Project: Super Bowl 2020
 - 3) Committee Goals FY 17-18
 - 4) Updates:
Marketing
 - a) New Miami DDA App
Business Development
 - a) Permitting Workshop
 - b) Technology Advisory Group
Research
 - a) IDA – Value of US Downtowns
 - 5) Public Relations – SMS Report
 - 6) Upcoming