

AGENDA

Business Development and Marketing Committee Meeting

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

Wednesday, October 10, 2018 | 9:00 A.M.

Miami 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

Philippe Houdard – Miami DDA Board Member

Richard Lydecker – Miami DDA Board Member

Dylan Finger

Robert Hill

Amy Lawrence

Randy Olen

1. Business Development & Research

- a. Finance Initiative
 - Report on New York Trip and Follow Up Items
 - Upcoming Private Wealth LatAm Conference
 - Junior Achievement Stock Market Challenge
- b. Tech Initiative
 - Report on San Francisco Trip and Follow Up Items
 - Upcoming Unbound Conference
 - Update on Innovation Pitch Deck
 - Update on Tech Report
- c. International
 - Brazil & France Enterprise Florida Office visits
- d. Real Estate
 - Office Advisory Group Meeting
- e. Research
 - Tourism Report Update
- f. Small Business
 - Report on First Fridays
- g. Miscellaneous
 - Measures and Goals

2. Marketing

a. Travel & Tourism

- Report on Governor's Conference
- Update on Hotel Concierges & Property Managers Outreach
- Update on Super Bowl

b. Digital Communications

- App Launch

3. Education Update

4. Public Relations – Schwartz Media Strategies

Next meeting date: REVISED DATE: Thursday, November 8, 2018