

## **AGENDA**

### **Business Development and Marketing Committee Meeting**

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

Wednesday, February 1<sup>st</sup>, 2017 | 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

Randy Olen

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- 1) Welcome/Introductions
- 2) Presentations:
  - a) Miami-Dade County Public Schools – Lisa Martinez, Chief Strategy Officer
  - b) Annual Market Study - Guest: Tony Graziano, IRR
  - c) Sunshine Law – Xavier Alban, Assistant City Attorney
- 3) Discussions:
  - a) Marketing Goals for FY2016-17
  - b) Branding
- 4) Updates:
  - Marketing
    - a) Florida Huddle
  - Business Development
    - a) Work Plan
  - Education Update
- 5) Public Relations – SMS Report

#### **Upcoming Events**

Business Development Mission to Spain – February 22-25

**Next Meeting: March 1<sup>st</sup>, 2017**