

## AGENDA Enterprise Committee

*Zoom Virtual Meeting  
Live Streamed on Miami DDA's Facebook Page  
@Miami Downtown Development Authority*

**Friday, December 11, 2020  
9:00A.M.**

**ENTERPRISE COMMITTEE MEMBERS:**

Nitin Motwani, Co-Chair  
Philippe Houdard, Co-Chair

Suzanne Amaducci-Adams  
Alicia Cervera Lamadrid  
Danet Linares  
Alan Ojeda

### 1. VIRTUAL MEETING PROTOCOLS & ROLL CALL

- Virtual Meeting Protocols, Public Comment Instructions & Roll Call - Ivonne de la Vega - Board Secretary, Miami DDA

### 2. WELCOME

- Nitin Motwani & Philippe Houdard – Miami DDA Board Members & Enterprise Committee Co-Chairs

### 3. BUSINESS RECRUITMENT UPDATE

- Business Recruitment Salesforce Update – Kevin Ruiz, Miami DDA Staff Member

### 4. PRESENTATIONS/DISCUSSION

- ALT-B Open Air Art + Fashion Events Recap – Christina Crespi, Executive Director
- Incentive Application – Project Adoration - Kevin Ruiz, Miami DDA Staff member
- Incentive Application – Project Gigantor – Kevin Ruiz, Miami DDA Staff Member
- 500 Startups Discussion - Kevin Ruiz, Miami DDA Staff Member

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## 5. COMMITTEE ACTION PLAN UPDATE

- Enterprise Committee Action Plan

## 6. SCHWARTZ MEDIA STRATEGIES (SMS) REPORT

- Media Initiatives – Tadd Schwartz, Schwartz Media Strategies

## 7. UPCOMING VIRTUAL EVENTS

- **PAMM Now Open - Pérez Art Museum Miami**
- **Arsht@Home | Arsht On the Road – Adrienne Arsht Center**
- **Frost Science@Home – Phillip and Patrice Frost Science Museum**
- **HMM on Demand – HistoryMiami Museum**
- **Museum@Home – Miami Children’s Museum**
- **Dec 1 – Jan 31 - GMCVB Debuts Miami Arts, Culture, & Heritage Months**
- **Dec 11 – Feb 12 – DWNTWN Movie Nights – Miami DDA**
- Now – Dec 13 – ‘Tis the Season Holiday Photos – Adrienne Arsht Center
- Dec 9 – Virtual Live@Frost Science: Covid-19 and The South Florida Community – Frost Science Museum
- Dec 9 – Cooking Workshop: Sephardic Dishes and Melodies – HistoryMiami
- Dec 10 – 19 – The Troll That Stole Hanukkah – Adrienne Arsht Center
- Dec 10 – Live Studio Visits: Carlos Estévez with Maritza Lacayo
- Dec 11 – DWNTWN Movie Night: Elf – Miami DDA
- Dec 12 – Live Arts Miami Presents Taylor Mac’s Holiday Sauce... Pandemic! – MDC Live Arts Miami
- Dec 12 – Kids Ask a Question – HistoryMiami
- Dec 12 – Bark the Halls – Wharf Miami
- Dec 15 – FREE Yoga – Bayfront Park
- Dec 16 – The Heritage Project: Black Street Art + BLM – Adrienne Arst Center
- Dec 17 – Live Virtual Local Views at PAMM: Michelle Weinberg – Pérez Art Museum Miami
- Dec 17 – Ready to Launch? Go to market with CREATE – The Idea Center at MDC
- Dec 17 – FREE Yoga - Bayfront Park
- Dec 17 – Live on the Plaza: Brothers Of Others – Adrienne Arsht Center
- Dec 18 – Nominations Are Open – The Miami Center of Architecture and Design
- Dec 19 – Pour Your Art Out: Holiday Craft Project – Adrienne Arst Center
- Dec 20 – Rock This Town with Santa – Hard Rock Café Downtown Miami
- Dec 21 – 24 – In Person and Virtual Winter Camp: Science for the Holidays – Frost Science Museum
- Dec 22 – FREE Yoga - Bayfront Park
- Dec 24 – Wine Tasting – Meraki Grill Restaurant
- Dec 24 – FREE Yoga - Bayfront Park
- Dec 26 – 31 – Woman-Roses-Water – Adrienne Arsht Center
- Dec 27 – Jan 3 – Salute to Vienna and Budapest – Adrienne Arsht Center
- Dec 28 - 31 – In Person and Virtual Winter Camp: Nature’s Superhero – Frost Science Museum
- Dec 31 - Wine Tasting – Meraki Grill Restaurant
- Jan 5 – FREE Yoga - Bayfront Park
- Jan 7 - Wine Tasting – Meraki Grill Restaurant
- Jan 7 – FREE Yoga - Bayfront Park
- Jan 7 – Live on the Plaza: XPERIMENTO – Adrienne Arsht Center
- Jan 8 – DWNTWN Movie Nights: Grease – Miami DDA
- Jan 9 – West African Songs and Stories – HistoryMiami

## 8. MEETING ADJOURNMENT

**Next Enterprise Committee meeting: Wednesday, January 6, 2020 at 9:00a.m.**

DRAFT