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The Miami Downtown Development Authority  
Board of Directors Meeting  
AGENDA

200 South Biscayne Boulevard, Suite #2929  
Miami, FL 33131  
Miami DDA Conference Room

*Due to space limitations and to ensure safety by following proper social distancing guidelines, only Board/Committee Members will attend in person. This meeting will be made available via ZOOM virtual webinar for the General Public and will also be live streamed on Facebook @Miami Downtown Development Authority.*

Friday, April 23, 2021  
9:00 A.M

**MEETING AGENDA**

**BOARD MEMBERS**

Commissioner Manolo Reyes, Chairman  
Commissioner Eileen Higgins, Vice Chair  
Suzanne Amaducci-Adams  
Alicia Cervera Lamadrid  
T. Spencer Crowley III

Philippe Houdard  
Danet Linares  
Richard Lydecker  
Jose Mallea  
Nitin Motwani

Alan Ojeda  
Gary Ressler  
Franklin Sirmans  
Greg West

**1. VIRTUAL MEETING PROTOCOLS**

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

**2. WELCOME**

Welcome – Miami DDA Chairman Manolo Reyes, Commissioner District 4, City of Miami

**3. PRESENTATIONS/DISCUSSIONS**

- Schwartz Media Strategies Annual Report – Tadd Schwartz & Aaron Gordon, SMS

**4. LEGISLATIVE ITEM(S)**

[Note: All legislative items are recommended by the Executive Director]

**4A. APPROVAL OF MINUTES – March 26, 2021 Board Meeting Minutes**

**4B. RESOLUTION 016/2021**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA APPROVING THE APPLICATION OF PROJECT MCFLY TO RECEIVE AN AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000.00) PER YEAR FOR THREE (3) YEARS FOR A FINAL AMOUNT TO NOT EXCEED ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000.00), SUBJECT TO COMPLIANCE WITH THE REQUIREMENTS OF THE INCENTIVE FUND PROGRAM; AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL AGREEMENTS NECESSARY, ALL IN FORMS ACCEPTABLE TO THE CITY ATTORNEY, FOR THE PURPOSES STATED HEREIN.

**4C. RESOLUTION 017/2021**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA APPROVING THE APPLICATION OF PROJECT LIMELIGHT TO RECEIVE AN AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000.00) PER YEAR FOR THREE (3) YEARS FOR A TOTAL AMOUNT TO NOT EXCEED ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000.00), SUBJECT TO COMPLIANCE WITH THE REQUIREMENTS OF THE INCENTIVE FUND PROGRAM; AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL AGREEMENTS NECESSARY, ALL IN FORMS ACCEPTABLE TO THE CITY ATTORNEY, FOR THE PURPOSES STATED HEREIN.

**4D. RESOLUTION 018/2021**

A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”), WITH ATTACHMENT(S), BY A FOUR-FIFTHS (4/5THS) AFFIRMATIVE VOTE, AFTER AN ADVERTISED PUBLIC HEARING, RATIFYING, APPROVING, AND CONFIRMING THE EXECUTIVE DIRECTOR’S FINDING, ATTACHED AND INCORPORATED AS ATTACHMENT "A," THAT COMPETITIVE NEGOTIATION METHODS AND PROCEDURES ARE NOT PRACTICABLE OR ADVANTAGEOUS FOR THE MIAMI DDA PURSUANT TO SECTION 18-85(A) OF THE CODE OF THE CITY OF MIAMI, FLORIDA, AS AMENDED; WAIVING THE REQUIREMENTS FOR SAID PROCEDURES; AUTHORIZING THE ALLOCATION OF FUNDS IN A TOTAL AMOUNT NOT TO EXCEED FIFTY ONE THOUSAND DOLLARS (\$51,000.00) IN FISCAL YEAR 2020-2021 TO BEEFREE, LLC, A FLORIDA CORPORATION (“BEEFREE”), FOR CIRCULATOR AND ADVERTISING RELATED SERVICES VIA BEEFREE’S FLEET OF ECO-FRIENDLY ELECTRIC VEHICLES AT DISCOUNTED PRICES; AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL NECESSARY DOCUMENTS, ALL IN FORMS ACCEPTABLE TO THE GENERAL COUNSEL, FOR SAID PURPOSE.

**4E. RESOLUTION 019/2021**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”) RESCHEDULING THE REGULAR MIAMI DDA’S BOARD OF DIRECTORS MEETING ON MAY 28<sup>th</sup>, 2021 TO MAY 26<sup>th</sup>, 2021.

**4F. RESOLUTION 020/2021**

A RESOLUTION OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”) AUTHORIZING THE EXECUTIVE DIRECTOR TO ALLOCATE TWO HUNDRED THOUSAND DOLLARS (\$200,000.00) FROM ITS 2019-2020 APPROVED BUDGET TO THE CITY OF MIAMI FOR PROJECT NO. 40-B193623, PHASE 1 DESIGN OF THE “I-395 BAYWALK PEDESTRIAN AND BIKEWAY BRIDGE;” FURTHER AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL DOCUMENTS NECESSARY, ALL IN FORMS ACCEPTABLE TO THE CITY ATTORNEY, FOR THE PURPOSES STATED HEREIN.

**5. FINANCIAL REPORT – March 31, 2021**

**6. EXECUTIVE DIRECTOR REPORT**

**7. NEW BUSINESS**

**8. MEETING ADJOURNMENT**

***Next Meeting Date: Proposed: Wednesday, May 26, 2021 – 9:00a.m.***