
AGENDA Enterprise Committee

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

Wednesday, June 2, 2021
9:00AM

ENTERPRISE COMMITTEE MEMBERS:

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

Suzanne Amaducci-Adams
Alicia Cervera Lamadrid
Danet Linares
Alan Ojeda

1. WELCOME & ROLL CALL

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

2. BUSINESS RECRUITMENT UPDATE

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

3. PRESENTATIONS/DISCUSSION

- 2021 College Football Playoff Semifinal at the Capital One Orange Bowl – Ana Hernandez-Ochoa, COO, Orange Bowl Committee
- Boating Rules of Engagement – Lt. Alex Valdes, City of Miami Marine Patrol (*Pending Confirmation*)
- Enterprise Committee FY21-22 Budget Discussion – Christina Crespi, Executive Director, Miami DDA

4. COMMITTEE ACTION PLAN UPDATE

- Enterprise Committee Action Plan

5. SCHWARTZ MEDIA STRATEGIES (SMS) REPORT

- Media Initiatives – Tadd Schwartz/Aaron Gordon, Schwartz Media Strategies

6. UPCOMING IN-PERSON & VIRTUAL EVENTS

- **Now Open – Skyviews Miami Observation Wheel**
- **Now Open – Miami Children’s Museum**
- **Frost Science@Home – Phillip and Patrice Frost Science Museum**
- **HMM on Demand – HistoryMiami Museum**
- **Museum@Home – Miami Children’s Museum**
- **On Going (Fridays & Saturdays) – ALT-B Miami @ Flagler Street – Miami DDA**
- **Tuesdays and Thursdays: All Movies, All Day for \$8 – Silverspot Cinema Downtown Miami**
- **Tuesdays and Thursdays: FREE Yoga - Bayfront Park**
- **Now – May 28 – Scale Up Miami Course – The Idea Center**
- **May 14 – April 2022 - Digital Transformation for Small Businesses Course – Miami DDA & MDC Bit Center**
- **Now – June 13 – Fresh Air | Fresh Art - Pérez Art Museum**
- **Now – June 16 – Lasting Impressions – Adrienne Arsht Center**
- **Now – June 26 – The Underline Teen Ambassador Tours – Underline Miami**
- **May 29 – Street Stages: Milton Granadillo - Olympia Theater/Flagler Street**
- **May 29 – Street Stages: Frankie Midnight - Olympia Theater/Flagler Street**
- **May 29 – Virtual Author Series – Miami Dade Public Library**
- **May 30 – Tap Krick? Krak! – Miami Book Fair**
- **May 31 – Sounds and Stripes: Memorial Day at PAMM - Pérez Art Museum**
- **June 1 – An Evening with NBA Champion Chirs Bosh – Adrienne Arsht Center**
- **June 4 – Black Eyed Peas in Concert – FPL Solar Amphitheater at Bayfront Park**
- **June 4 – DNA Community Event – Bayfront Park**
- **June 5 – Pour Your ART Out – Adrienne Arsht Center**
- **June 6 – World Ocean Day - Phillip and Patricia Frost Museum of Science**
- **June 8 – Virtual Live @ Frost Science: World Ocean Day - Phillip and Patricia Frost Museum of Science**
- **June 9 -20 – Oil Ancestors: Metaphysical Hotline – MDC Live Arts Miami**
- **June 12 – Kids Ask a Question: Percussion Sounds – HistoryMiami Museum**
- **June 16 – Via Zoom! Museum Story Time: Heather has Two Mommies - HistoryMiami Museum**
- **June 17 – Peoples History of South Florida - HistoryMiami Museum**
- **June 19 – Muve Volunteer Workday – Phillip and Patricia Frost Museum of Science**
- **June 21 – Family Fest: Special Delivery – Adrienne Arsht Center**
- **June 24 – Live Virtual Local Views at PAMM - Pérez Art Museum**
- **June 26 – CommuniTea Dance 2021 – Adrienne Arsht Center**
- **June 26 & 27 – Siudy Flamenco Bailaora – Adrienne Arsht Center**
- **June 29 – Live Virtual Local Views at PAMM - Pérez Art Museum**

7. MEETING ADJOURNMENT

Next Enterprise Committee meeting: Wednesday, July 7, 2021 at 9:00a.m.