

The Miami Downtown Development Authority
Board of Directors Meeting
AGENDA

200 South Biscayne Blvd., Suite 2929
Miami, FL 33131
Alyce M. Robertson Conference Room

Friday, September 15, 2023
9:00 A.M

MEETING AGENDA

BOARD MEMBERS

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

Jarred Diamond
Martu Freeman-Parker
Patrick Goddard
Arva Suzanne Graham Gibson
Amal Solh Kabbani

Nicolas “Nick” Katz
Maryam Laguna Borrego
Jose Mallea
Gary Ressler
Melissa Tapanes Llahues

1. WELCOME

- Welcome – Miami DDA Chairman, Manolo Reyes, Commissioner District 4, City of Miami
- Roll Call & Public Comment – Ivonne de la Vega, Miami DDA Board Secretary

2. PRESENTATIONS/DISCUSSIONS

- Special Recognition: Kenia Silva – 10-year Anniversary
- Parking Ad Campaign Discussion – Angel Diaz, Jr., Assistant Director, Miami Parking Authority (MPA) & Kim Hills, Miami DDA Staff Member
- Update on Goal Setting Workshop – BambooHR - Ivonne Berrios, COO/CFO, Miami DDA
- Greater Miami Convention & Visitors Bureau (GMCVB) – Co-op Program – Gisela Marti, SVP Marketing & Tourism, & Tammara Walker, Advertising & Marketing Manager, GMCVB

3. COMMITTEE REPORTS

- Urbanism Committee – Chair: Melissa Tapanes Llahues
- Business Development Committee – Chair: Suzanne Amaducci

4. LEGISLATIVE ITEM(S)

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

4A. APPROVAL OF MINUTES – July 7, 2023 – Special Meeting of the Board of Directors for Budget FY 2023-2024 & July 14, 2023 Miami DDA Board of Directors Meeting Minutes

4B. RESOLUTION 023/2023

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA RESCHEDULING THE REGULAR MIAMI DDA BOARD OF DIRECTORS MEETINGS FOR FISCAL YEAR 2023-2024.

4C. RESOLUTION 024/2023

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”), APPROVING SUPPORT OF A JOINT PARKING CAMPAIGN BETWEEN THE MIAMI DDA AND THE MIAMI PARKING AUTHORITY FOR A TOTAL AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000.00); AUTHORIZING THE CHIEF EXECUTIVE OFFICER/EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL AGREEMENTS, ALL IN FORMS ACCEPTABLE TO THE CITY ATTORNEY, FOR THE PURPOSES STATED HEREIN.

4D. RESOLUTION 025/2023

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MIAMI DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF MIAMI, FLORIDA (“MIAMI DDA”) BY A UNANIMOUS AFFIRMATIVE VOTE, FINDING THAT COMPETITIVE NEGOTIATION METHODS AND PROCEDURES ARE NOT PRACTICABLE OR ADVANTAGEOUS TO 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 AN AMOUNT NOT TO EXCEED TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00) AS ALLOCATED IN THE FISCAL YEAR 2022-2023 BUDGET TO THE 2023 DOWNTOWN DIGITAL COOPERATIVE ADVERTISING PROGRAM FOR PARTICIPATION IN ONE (1) DIGITAL COOPERATIVE ADVERTISING PROGRAMS WITH MATCHING FUNDS FROM THE GREATER MIAMI CONVENTION AND VISITORS BUREAU AND DOWNTOWN MIAMI HOTELS; AUTHORIZING THE CHIEF EXECUTIVE OFFICER/EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE ANY AND ALL DOCUMENTS, IN A FORM ACCEPTABLE TO THE GENERAL COUNSEL, NECESSARY TO EFFECTUATE THE PROGRAM.

5. FINANCIAL REPORT – July 30, 2023 & August 31, 2023

6. EXECUTIVE DIRECTOR REPORT

7. NEW BUSINESS

8. MEETING ADJOURNMENT

*Next Miami DDA Board Meeting Date: Friday, October 20, 2023 – 9:00a.m.***

*(**Date change pending approval by reso at September Board meeting)*