



MEMORANDUM

TTC
Agenda Item No. 6A

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Trade and Tourism Committee

DATE: October 15, 2015

FROM: Christopher Agrippa
Director, Clerk of the Board Division

SUBJECT: Approval of Commission
Committee Minutes

The Clerk of the Board's office is submitting the following Clerk's Summary of Minutes for approval by the Trade and Tourism Committee:

July 9, 2015

CA/tp
Attachment



Stephen P. Clark
Government Center
111 N.W. 1st Street
Miami, FL 33128

CLERK'S SUMMARY OF Meeting Minutes Trade and Tourism Committee

Jose "Pepe" Diaz (12), Chair; Bruno A. Barreiro (5), Vice Chair; Commissioners
Audrey M. Edmonson (3), Dennis C. Moss (9), Rebeca Sosa (6), and Xavier L. Suarez
(7)

Thursday, July 9, 2015

9:30 AM

Commission Chambers

Members Present: Bruno A. Barreiro, Dennis C. Moss, Rebeca Sosa, Xavier L. Suarez.

Members Absent: Jose "Pepe" Diaz, Audrey M. Edmonson.

Members Late: None.

Members Excused: None.

Members Absent County Business: None.

1 MINUTES PREPARED BY:

Report: *Tawana Parker, Commission Reporter*
(305) 375-5146

1A **INVOCATION AS PROVIDED IN RULE
5.05 (H)**

Report: *Chairman Barreiro asked everyone to rise for a moment of silence, followed by the Pledge of Allegiance.*

Assistant County Attorney Bruce Libhaber advised the changes to today's (07/09) agenda included the deferral of agenda Item 2A, a resolution establishing policy limiting checked luggage wrapped in plastic film that will be allowed into the baggage handling system for Miami International Airport; and the addition of agenda Item 3C, a resolution approving third amendment to amended and restated development lease agreement between Miami-Dade County and AA Acquisitions, LLC, for premises at Miami-Opa Locka Executive Airport.

It was moved by Commissioner Sosa that the July 9, 2015 Trade and Tourism Committee Agenda be approved with the changes outlined in the Board of County Commissioners Chairman Jean Monestime's memorandum dated July 9, 2015, entitled, "Requested Changes to the Trade and Tourism Committee." This motion was seconded by Commissioner Moss and upon being put to a vote, passed by a vote of 4-0, (Commissioners Diaz and Edmonson were absent).

1B **ROLL CALL**

Report: *The following staff members were present: Deputy Mayor Russell Benford; Assistant County Attorney Bruce Libhaber; and Deputy Clerks Tawana Parker and Mary Smith-York.*

1C **PLEDGE OF ALLEGIANCE**

1G PUBLIC HEARING

2 COUNTY COMMISSION

2A

151527 Resolution

Juan C. Zapata

RESOLUTION ESTABLISHING POLICY LIMITING CHECKED LUGGAGE WRAPPED IN PLASTIC FILM THAT WILL BE ALLOWED INTO THE BAGGAGE HANDLING SYSTEM FOR MIAMI INTERNATIONAL AIRPORT TO THOSE ITEMS WRAPPED BY THE AUTHORIZED VENDOR FOR LUGGAGE WRAPPING SERVICES; AND DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO DEVELOP A PROCESS BY WHICH PLASTIC FILM UTILIZED BY PERSONS OR ENTITIES OTHER THAN THE AUTHORIZED VENDOR FOR LUGGAGE WRAPPING SERVICES CAN BE APPROVED FOR USE AT MIAMI INTERNATIONAL AIRPORT WITHIN 60 DAYS

Deferred to August 27, 2015

Mover: Sosa

Seconder: Moss

Vote: 4-0

Absent: Edmonson, Diaz

3 DEPARTMENT

3A

151391 Resolution

RESOLUTION APPROVING TWENTY-FIVE YEAR LICENSE AGREEMENT WITH FLORIDA GAS TRANSMISSION COMPANY, LLC (FGT) FOR FGT'S OPERATION AND MAINTENANCE OF A TWELVE-INCH PIPELINE AT MIAMI INTERNATIONAL AIRPORT AT AN ANNUAL LICENSE FEE INITIALLY IN THE AMOUNT OF \$43,524.25; AUTHORIZING THE MAYOR OR DESIGNEE TO EXERCISE ALL PROVISIONS CONTAINED THEREIN, INCLUDING THE TERMINATION PROVISIONS (Aviation Department)

Forwarded to BCC with a favorable recommendation

Mover: Suarez

Seconder: Sosa

Vote: 4-0

Absent: Edmonson, Diaz

Report: *Assistant County Attorney Bruce Libhaber read the foregoing proposed resolution to the record.*

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing resolution, as presented.

Chairman Barreiro asked staff to prepare the appropriate memorandum requesting that Chairman Monestime waive the Board's rules and allow this proposed resolution to be forwarded for consideration at the July 14, 2015 County Commission meeting.

3B

151392 Resolution

RESOLUTION APPROVING SEVEN-YEAR LEASE AGREEMENT WITH BRINK'S, INCORPORATED FOR RENOVATION AND SUBSEQUENT USE OF OFFICE AND STORAGE SPACE IN BUILDING 845 AT MIAMI INTERNATIONAL AIRPORT EFFECTIVE AS OF JUNE 1, 2015, WITH RENT PAYMENTS COMMENCING ON DECEMBER 1, 2015, AT THE CONCLUSION OF THE RENOVATION PERIOD IN THE INITIAL ANNUAL RENT AMOUNT OF \$91,314.96 LESS \$47,486.64 IN RENOVATION CREDITS TO CONTINUE OVER A FIVE-YEAR AMORTIZATION PERIOD; AUTHORIZING MAYOR OR DESIGNEE TO EXERCISE THE PROVISIONS OF SUCH LEASE, INCLUDING TERMINATION (Aviation Department)

Forwarded to BCC with a favorable recommendation

Mover: Sosa

Seconded: Suarez

Vote: 4-0

Absent: Edmonson, Diaz

Report: *Assistant County Attorney Bruce Libhaber read the foregoing proposed resolution to the record.*

In response to Commissioner Suarez' question regarding why did this company have a seven year term lease agreement; Mr. Greg Owens, Assistant Director Business Retention and Development, Miami-Dade Aviation Department (MDAD) stated most leases have a standard five year term, but in this case Brinks Incorporated requested an additional two years after the standard term to continue operations. He noted over a five year period their investment would be amortized and the remaining two years would be the standard lease agreement.

Commissioner Suarez commented other airport operators have mentioned the need for slightly longer leases to also amortize their investments. Commissioner Sosa noted that the County benefits the real gains in the two years following the standard lease term.

Commissioner Moss asked if all of the lease agreements go through a competitive bid process and what determines whether there will be a competitive process.

In response to Commissioner Moss' questions, Mr. Owens stated that all leases do not go through a competitive process and it was usually reserved for limited space, but if there was any availability without demand, then we enter into an agreement with the interested party, without the need for a bid process. He noted this applies to the terminal at Miami International Airport (MIA) with the

exception of concessions, which normally bid out as well, but there were also exceptions in those instances.

Commissioner Moss asked how the determination was made on whether or not to use the competitive bid process; if an innovative concept was brought to MIA and they were searching for space. Mr. Owens stated it was viewed from an iconic and historical standpoint and based on the influence it has on the community, he used the Miami Heat as an example. Commissioner Moss asked Deputy Mayor Russell Benford along with staff to provide a list of all concessions that were not a part of the competitive bid process and requested the information to be included on the next committee meeting agenda.

3C

151578 Resolution

RESOLUTION APPROVING THIRD AMENDMENT TO AMENDED AND RESTATED DEVELOPMENT LEASE AGREEMENT BETWEEN MIAMI-DADE COUNTY AND AA ACQUISITIONS, LLC, FOR PREMISES AT MIAMI-OPA LOCKA EXECUTIVE AIRPORT; AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO EXECUTE SUCH THIRD AMENDMENT AND TO EXERCISE ALL RIGHTS CONTAINED THEREIN INCLUDING BUT NOT LIMITED TO THE TERMS OF THE LEASE AGREEMENT, INCLUDING THE TERMINATION PROVISIONS CONTAINED THEREIN, AND DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PROVIDE A COPY OF THE AMENDMENT TO THE LEASE TO THE PROPERTY APPRAISER (Aviation Department)

Forwarded to BCC with a favorable recommendation

Mover: Moss

Seconded: Suarez

Vote: 4-0

Absent: Diaz, Edmonson

Report: *Assistant County Attorney Bruce Libhaber read the foregoing proposed resolution to the record.*

In response to Commissioner Moss' question regarding when the contract for the Meek Foundation would be coming before the Board of County Commissioners for consideration, Mr. Greg Owens, Assistant Director Business Retention and Development, Miami-Dade Aviation Department (MDAD) advised he recently met with the County Attorney's Office to finalize the contract to forward to the Meek Foundation for review; once their review was complete then the contract would then be forwarded to Federal Aviation Administration (FAA) for their approval, then the item would come before the Board.

Mr. Owens commented this contract has not gone to the FAA as of yet due to the inequity of the fair market value rent for non-aviation land on the east versus the west side. He stated this amendment puts it on a level playing field so both sides have the same fair market value increases to the non-aviation rents. In response to Commissioner Sosa's question, Mr. Owens noted all of the development leases go through FAA approval. Mr. Owens advised this would normalize the rent from a fair market standpoint and both sides would be able to compete equally.

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing resolution, as presented. After the vote was taken, Mr. Libhaber advised the Administration would like for this item to be

waived to the July 14, 2015, Board of County Commissioners for consideration.

Chairman Barreiro asked staff to prepare the appropriate memorandum requesting that Chairman Monestime waive the Board's rules and allow this proposed resolution to be forwarded for consideration at the July 14, 2015 County Commission meeting.

4 COUNTY MAYOR

5 COUNTY ATTORNEY

6 CLERK OF THE BOARD

6A

151545 Report

APPROVAL OF CLERK'S MEETING MINUTES FOR THE
MAY 14, 2015 TRADE AND TOURISM COMMITTEE
(Clerk of the Board)

Approved
Mover: Moss
Second: Sosa
Vote: 4-0
Absent: Diaz, Edmonson

Report: *Assistant County Attorney Bruce Libhaber read the foregoing proposed report to the record.*

Hearing no comments or questions, the Committee members proceeded to vote on the foregoing report, as presented.

7 REPORT(S)

7A

150849 Report

Jose "Pepe" Diaz

ORAL REPORT BY BILL TALBERT PRESIDENT AND
CEO OF GREATER MIAMI CONVENTION AND
VISITORS BUREAU

Report Received

Mover: Moss

Seconder: Sosa

Vote: 4-0

Absent: Diaz, Edmonson

Report: Assistant County Attorney Bruce Libhaber read the proposed report into the record.

Mr. Bill Talbert, President and Chief Executive Officer (CEO) of the Greater Miami Conventions and Visitors Bureau (GMCVB), stated they were in the good news business, and thanked the Committee for their support. He advised that the marketing program was evolving and commented visitors centers have been opened in communities such as; Overtown, Little Haiti, Little Havana, and the West Grove area. Mr. Talbert noted the multicultural program has progressed and they now have a full time staff person who was very knowledgeable and they were happy to have her on board.

Mr. Talbert stated that 96% of the visitors arrive via the airport and he was proud to announce that our airport was the only one in the United States (US) that was served by 102 airlines. He credited the support of the numerous partners and indicated the marketing program was working due to the increase in hotel room rates and stays. Mr. Talbert mentioned an item discussed in a previous Board of County Commission (BCC) meeting, which indicated a workshop would be held on ground transportation; he reported that the business community was excited about this workshop and noted business partners from the private sector were anxious to come forward as well. He was thankful for the support received from the partnership with Miami Beach and stated the Miami Beach Convention Center project continues to move forward and announced there will be a vote held on November 3, 2015 regarding the 800 room headquarter hotel, which contains no public investment. Mr. Talbert advised there were 8500 hotel rooms in the pipeline all over the community, occupancy was steady, rates were increasing, and he noted numbers were sent to the Committee on a weekly basis.

Commissioner Moss asked Mr. Talbert to bring

the new staff member to the next meeting to formally introduce her to the Committee and also give her the opportunity to discuss her vision going forward.

Responding to Chairman Barreiro's question regarding whether he was able to provide information on our total number of rooms in comparison to other major destinations, Mr. Talbert advised there was a report detailing that information. He also noted for the first five months we ranked #1 for the top 25 destinations in the US; and this was defined by the inventory of hotel rooms. He commented that our destination product was about quality not quantity; and our customer base makes us a luxury destination. Chairman Barreiro requested the report be broken down according to classification and also listing the total amount of rooms.

Mr. Talbert advised they joined the county on the sales mission and advised they met with hotel developers in Europe, that were looking to place ten(10)new hotels all over this community; simply because this is one of the top destinations in the world today. Mr. Talbert commented that hotel development will continue at all price points and noted we have 50,000 hotel rooms county wide; of which 40% is located in Miami Beach, but he added that development was happening all over the County.

In response to Commissioner Moss' question regarding how Airbnb operates and whether or not it negatively affects our tourism taxes and hotel industry; Mr. Talbert stated that Airbnb appears to be an option for the hotel industry. He stated they were unable to give room blocks, but when hotels were full; Airbnb is used as another option. Mr. Talbert advised they were in continual discussions with the hotels and noted they were now buying Airbnb type facilities. He indicated the hotels were starting to embrace the Airbnb concept, just like the big brand hotels were engaging in purchasing boutique hotels. Mr. Talbert commented that they have been working with the County staff and it appears that the hotel community was not troubled by the existence of Airbnb, because it expands the possibilities.

Deputy Mayor Russell Benford informed Commissioner Moss that their office has not heard much about Airbnb, in terms of complaints received, but stated he would have staff research and report back to this Committee with an update.

Commissioner Moss indicated that he was not concerned about the complaints, but he wanted to ensure we were collecting tourist tax that was being charged to hotels and other similar type facilities, in order to use the funds to promote tourism in this community.

Mr. Talbert mentioned that any establishment that was renting on a short term basis; six months or less, are required by law to pay appropriate taxes.

Commissioner Moss asked Deputy Mayor Russell Benford along with staff to provide a report ensuring tourist tax was being collected from companies such as Airbnb. He requested this information be made available at the next Committee meeting.

Commissioner Sosa asked Deputy Mayor Russell Benford along with staff to provide a report that list how much money the County and each municipality received from the tourist tax in the last two years.

In response to Commissioner Suarez' question regarding the location of the Visitor Center in West Grove, Commissioner Moss advised Commissioner Suarez that he received an email which states the ribbon cutting ceremony for the Visitors Center would be held July 20, 2015 at the KROMA Gallery located at 3670 Grand Avenue in Coconut Grove, FL.

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing report as presented.

7B

151408 Report

SUNSET REVIEW OF COUNTY BOARDS FOR 2015 -
INTERNATIONAL TRADE CONSORTIUM

Report Received**Mover: Moss****Seconder: Sosa****Vote: 4-0****Absent: Edmonson, Diaz**

Report: *Assistant County Attorney Bruce Libhaber read the foregoing proposed report to the record.*

Hearing no comments or questions, the Committee members proceeded to vote on the foregoing report as presented.

7C

151410 Report**SUNSET REVIEW OF COUNTY BOARDS FOR 2015 -
FILM AND ENTERTAINMENT ADVISORY BOARD****Report Received****Mover: Moss****Seconder: Sosa****Vote: 4-0****Absent: Edmonson, Diaz**

Report: Assistant County Attorney Bruce Libhaber read the foregoing proposed report to the record.

Commissioner Moss commented that resources were being garnered from the State of Florida in order to provide incentives for our film industry. Commissioner Moss asked Deputy Mayor Russell Benford along with staff to make a presentation outlining the various film and studio resources in the County and to also provide a report detailing how the county ranks against other film industry communities. He requested this information be provided at the next Committee meeting.

Commissioner Suarez commented he read an article which mentioned a facility that was financed by the Omni Community Redevelopment Agency (CRA) and would like to know how that facility interplays with the film industry and whether or not it has been successful. He noted that he was aware of other film studios in different parts of Miami built by the private sector, which have not been utilized. Commissioner Suarez requested a report on this along with the information that was requested by Commissioner Moss.

Ms. Sandy Lighterman, Film & Entertainment Coordinator, Regulatory and Economic Resources (RER) stated she had the requested information and would provide an update at the next meeting.

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing report as presented.

7D

151580 Report

MONTHLY REPORT ON TRAFFIC AT MIAMI
INTERNATIONAL AIRPORT - MARCH 2015 (Mayor)

Report Received
Mover: Sosa
Seconder: Suarez
Vote: 4-0
Absent: Edmonson, Diaz

Report: *Assistant County Attorney Bruce Libhaber read
the foregoing proposed report to the record.*

*Hearing no comments or questions, the Committee
members proceeded to vote on the foregoing
report as presented.*

7E

151581 Report**Jose "Pepe" Diaz**

ORAL REPORT: MANNY GONZALEZ OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE TO PROVIDE AN UPDATE ON THE INTERNATIONAL TRADE CONSORTIUM (ITC)

Report Received**Mover: Suarez****Seconder: Sosa****Vote: 4-0****Absent: Diaz, Edmonson**

Report: Assistant County Attorney Bruce Libhaber read the foregoing proposed report to the record.

Mr. Manny Gonzalez, Chief, Economic Development and International Trade, Regulatory and Economic Resources, mentioned they went to the Paris air Show and it was an incredible experience to understand the diversity we have in our industry, particularly in the aviation industry, he stated it was not just about passengers, but it was also about the aspects of the industry and he advised there was an incredible amount of interest for our destination. He stated one of the main issues the Brinks contract was working on, was to develop a program for the farming district. Mr. Gonzalez commented that we were a major produce and perishable import center and they have seen growth in farm and life sciences. He announced the growth from April – May 2015 was about 8.5% and stated if not for the support of the Board of County Commissioners (BCC) for the necessary infrastructure, they we would not be able to afford the opportunity to bring in new companies. He also stated they met with some people in the tourism industry and there was an enormous amount of interest from a European group wanting to do the boutique/Airbnb type practice and he was hopeful about reporting good news in the future.

Commissioner Suarez asked Mr. Gonzalez if he was able to report at this time on a concrete link that was accomplished at the air show, that could be conveyed to the constituents. Mr. Gonzalez advised they met with several companies, but unfortunately the arrangements were done through the Beacon Council which has a confidentiality agreement. Commissioner Suarez noted that he was the Chairman of a committee that has oversight over the Beacon Council and would bring this up as a discussion item, in order to inform the public of what was being accomplished.

Commissioner Sosa explained that a complete

report was needed to inform the residents how these missions generate business for this County; why the general funds were being used to travel to different locations; and how their tax dollars were being spent in pursuit of future investments.

Commissioner Sosa asked Deputy Mayor Russell Benford along with staff to submit a report that provides information on the funding sources for each mission taken and explain how these missions would benefit the County.

Commissioner Suarez suggested having at least thirty to fifty private sector participants on these trade missions instead of so many government officials. He asked Mr. Gonzalez if he was able to recall any private sector participants that went on the trip that have trade connections with Paris, the air show or the airline industry. Mr. Gonzalez could not recall exact names at the time, but explained he would be happy to submit a report containing detailed information.

Commissioner Sosa clarified that she was referring to the training missions that were done on a constant basis; she indicated that we need to prove to the community that these missions were working. She commented that the more funding received from outside sources, requires us to rely less on the tax paying residents, therefore the use of this information can be used in a positive manner.

Commissioner Moss stated he has gone on several trade missions and advised that you remain busy at all times, constantly meeting with various people, that also want to meet with government officials since it was very important to the process. He explained that due to the negative press received from the media surrounding the trade missions, many have been hesitant about taking these trips. Commissioner Moss indicated this was not good because if we do not attend these missions, then other communities reap the benefits by obtaining potential business opportunities. Commissioner Moss commented that after attending the Paris Air Show, he brought an idea to the BCC in reference to creating the Paris Air Show here in Miami-Dade County. He felt that this idea still needed to be pursued, because it was an extraordinary opportunity, especially with our link to South America and this being the main land of America; to get those major companies with billions of dollars to our community. He agreed that they have not done a

good job of presenting what happens during the trade missions and the resulting opportunities that may or may not have been created, but noted building trade relationships means nurturing relationships over time. Commissioner Moss also agreed with his colleagues and stated there needs to be a way to tell the story of the trade missions and describe the goals of these missions. He suggested inviting the media along, allow them to be a part of the process by attending the meetings and meeting with the participants; in order to obtain a better understanding of the trade missions. Commissioner Moss stated that we would be at a disadvantage if not present at these missions; this leaves the door open for other communities to position themselves to nurture relationships and to bring opportunities back to their community.

Hearing no further comments or questions, the Committee members proceeded to vote on the foregoing report as presented.

8 ADJOURNMENT

Report: *There being no further business to come before the Committee, the meeting adjourned at 10:45 a.m.*