

**MBVCA Board Meeting
Tuesday, May 21, 2024**

Harold Rosen War Room
1701 Meridian Avenue, Suite 403
Miami Beach, Florida 33139

AGENDA

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| I. | Welcome – Peggy Benua, Chair | 10:30 am – 10:35 am |
| II. | Minutes Approval – April 25, 2024 | 10:35 am – 10:50 am |
| III. | Administrative Update | 10:50 am – 11:00 am |
| | A. FY 2023/2024 Budget Update | |
| | B. Announcements/Discussion Items | |
| | C. Upcoming Events Calendar | |
| | i. Latin Grammy’s Update | |
| | ii. LPGA Event Update | |
| | iii. Sundance Film Festival Update | |
| | D. Next Meeting Date | |
| IV. | 2023.2024 Tourism Advancement Program - Grant Review | 11:00 am – 11:15 am |
| | A. 31 st Annual Winter Party Festival – National LGBTQ Task Force | |
| V. | PR Campaign and Initiatives Update – Holly Winter,
Private Label Marketing, LLC | 11:15 am – 11:40 am |
| | A. Saks Fifth Avenue Partnership | |
| | B. Beyond the Beach Campaign | |
| VI. | 2024/2025 Tourism Advancement Program – Review and Approval | 11:40 am – 12:00 pm |
| VII. | Adjournment | 12:00 pm |