

**MBVCA Board Meeting
Friday, March 20, 2026**

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

AGENDA

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| I. | Welcome - Mohan Koka, Chair | 11:00 am – 11:10 am |
| II. | Minutes Approval – February 27, 2026 | 11:10 am – 11:15 am |
| III. | Administrative Update | 11:15 am – 11:25 am |
| | A. 2025/2026 Budget Review | |
| | B. Upcoming Events Calendar | |
| | C. Announcements/Discussion Items | |
| | D. Next Meeting Date | |
| IV. | 2025/2026 Tourism Advancement Program | 11:25 am – 11:40 am |
| | A. Special Projects | |
| | i. Miami Beach Memorial Day Weekend Festival of Lights – Miami Music Festival, Inc. | |
| V. | Only in Miami Beach Q2 Campaign Review and Approval – Holly Winter, Private Label Marketing LLC | 11:40 am – 12:00 pm |
| VI. | Adjournment | 12:00 pm |