



**MBVCA Board Meeting
Friday, September 25, 2026**

Miami Beach Convention Center
Executive Board Room
1901 Convention Center Drive
Miami Beach, Florida 33139

AGENDA

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|-------|---|---------------------|
| I. | Welcome - Mohan Koka, Chair | 11:30 am – 11:35 am |
| II. | Minutes Approval – August 24, 2026 | 11:35 am – 11:40 am |
| III. | Administrative Update
A. 2025/2026 Budget Review
B. 2026/2027 Budget Review
C. Upcoming Events Calendar
D. Announcements/Discussion Items
E. Next Meeting Date | 11:40 am – 11:45 am |
| IV. | FY 2026/2027 Tourism Advancement Program
A. Major Events
i. INK Miami Art Fair – INK Miami Art Fair, Inc.

B. Special Events Recurring
i. Life Time Miami Marathon & Half – LTF Operations Holdings, Inc.
ii. South Beach Seafood Festival – South Beach Seafood Festival, Inc.
iii. Urge Miami Thanksgiving Festival 2026 – URGE Miami, LLC

C. Special Projects Recurring
i. College Football Playoff Semifinal at the Capital One Orange Bowl – Orange Bowl, LLC
ii. Miami Beach Holiday Festival of Lights – Miami Music Festival, Inc.

D. Tourism Partnerships
iii. Miami Beach Visitor Center – Miami Beach Chamber of Commerce
iv. SoBe Visitor Center – MDGLCC Foundation. Inc. | 11:45 am – 12:45 pm |
| V. | FY 2026/2027 Tourism Enrichment Program
A. No Vacancy – City of Miami Beach | 12:45 pm – 12:55 pm |
| VI. | Private Label Marketing Campaign Update – Holly Winter | 12:55 pm – 1:10 pm |
| VII. | Forbes Travel Guide Topic Discussion – Lourdes Hainlin
<i>Upcoming Sessions: November 16th; February 22nd; June 14th; additional live session date: TBD</i> | 1:10 pm – 1:30 pm |
| VIII. | Adjournment | 1:30 pm |