

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development & Property Advisory Joint Board Meeting Minutes

Wednesday | August 14, 2019 | 8:00 a.m.

Location: Coral Gables Museum, Sister Cities International Room
285 Aragon Avenue, Coral Gables, FL 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	
Julio Grabiell	-	-	-	-	-	E	X	P					Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	P	P	P	P	P	P	X	P					Commissioner Michael Mena
Stuart McGregor	P	P	P	P	P	E	X	E					Commissioner Patricia Keon
Bradley Barreto	-	-	-	-	-	P	X	P					Vice Mayor Vince Lago
Manuel Niebla	-	-	-	-	-	P	X	P					Commissioner Jorge Fors, Jr.

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone - =Former Board Member

PAB MEMBERS	J	F	M	A	M	2M	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	
Valerie Quemada Chair	P	E	P	P	P	Ph	P	P					Vice Mayor Vince Lago
Jack Lowell Vice-Chair	P	P	P	P	P	P	P	P					Commissioner Patricia Keon
Alberto Manrara	P	P	P	P	P	P	P	P					Commission as a Whole
Edmund Mazzei	P	P	P	P	P	P	P	P					City Manager Peter Iglesias
Jonathan Leyva	P	E	P	P	P	P	P	P					Commissioner Michael Mena
Nancy Pastor	-	-	-	-	-	-	P	P					Mayor Raúl Valdés-Fauli
Richard Barbara	-	-	-	-	-	-	P	P					Commissioner Jorge Fors, Jr.

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone - =Former Board Member

Staff and Guests:

- Pamela Fuertes, Director, Economic Development Department
- Belkys Perez, Assistant Director, Economic Development Department
- Francesca Valdes, Business Development Coordinator, Economic Development Department
- Zeida Sardiñas, Asset Manager, Economic Development Department
- Leticia Perez, International Business Development Coordinator, Economic Development Department
- Jordan Hernandez, Office Assistant, Economic Development Department
- Fred Couceyro, Director, Community Recreation Department
- Raimundo Rodulfo, Director, Information Technology Department
- Paulson Jean, IT Network Analyst II, Information Technology Department
- Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

A motion to approve the June 12, 2019 EDB meeting minutes passed unanimously.

A motion to approve the July 10, 2019 PAB meeting minutes passed unanimously.

A motion by the Economic Development Board to approve the Proposed Purchase Terms of the three vacant lots on the northwest corner of Alava Avenue and Toledo Street, along with a recommendation to the City Commission that sidewalks be installed in the neighborhood for access, passed unanimously.

A motion by the Property Advisory Board to approve the Proposed Purchase Terms of the three vacant lots on the northwest corner of Alava Avenue and Toledo Street, along with a recommendation to the City Commission that sidewalks be installed in the neighborhood for access, passed unanimously.

Ms. Quemada brought the meeting to order at 8:05 a.m.

1. Review and approval of June 12, 2019 Economic Development Board Meeting Minutes

Ms. Ramudo made a motion to approve the June 12th Joint EDB-IACC meeting minutes, which Mr. Niebla seconded, and which passed unanimously.

2. Review and approval of July 10, 2019 Property Advisory Board Meeting Minutes

A motion was made to approve the July 10th PAB meeting minutes, which passed unanimously.

3. Economic Development Director's Report

Ms. Fuertes reported to the two boards that the department continues to focus on economic development initiatives. She mentioned the City has had positive movement with respect to new retailers and companies investing in the downtown. Ms. Fuertes stated two big program plans for the upcoming fiscal year starting October 1st, infrastructure and technology, of which a large portion of the infrastructure enhancements have to do with Fred Couceyro's department, Community Recreation. Ms. Fuertes mentioned that the Public Safety building is on target, on budget, and on plan. There will be updates in the upcoming months regarding the parking garage that will be built next to the Public Safety building.

4. Asset Manager Report

a. Proposed Purchase of Three Vacant Lots

Ms. Sardinas informed the Boards that the City is recommending the three vacant lots for acquisition, located at the corner of Alava Avenue and Toledo Street and owned by Granada Presbyterian Church, for the purpose of establishing a neighborhood park. The lots are each 5,000 SF for a total of 15,000 SF. Ms. Sardinas explained that the total negotiated contract price for the three lots was \$1,137,500.00 and pursuant to Procurement Code, the City obtained two appraisals for the lots. The Church also obtained their own appraisal. The appraisals ranged between \$975,000 and \$1,200,000; therefore, the purchase is well within the appraised values. Further deal terms include a 5% deposit and a 90-day due diligence period. The proposed purchase will raise the Community Recreation Department's level of Service in the area. The Department notified residents and held a neighborhood

meeting on August 1st, 2019 which had a positive outcome. As per code, the proposed purchase would be presented to the Budget/Audit Advisory Board. The funding to acquire and maintain the site will come from existing Park Impact Fee Funds (\$731,661.00) and General Capital Improvement Funds (\$405,839.00). Annual maintenance expenses are estimated to be approximately \$6,000 for the entire 15,000 SF site. The three lots are currently tax exempt because it is Church-owned property. As such, the purchase of these lots will not result in a loss of existing tax revenue to the City.

Members of the Property Advisory and Economic Development boards had a lengthy discussion regarding accessibility to the park via the installation of sidewalks.

As required by Division 12 of the Procurement Code, the Economic Development Board and the Property Advisory Board answered the following questions:

i. Economic Development Board

Questions for the Economic Development Board:

1. Is the proposed use in keeping with city goals and objectives?

This transaction is appropriate in keeping with the City's vision of improving quality of life for its residents by investing in neighborhood parks that help to increase the City's Community Recreation Department's level of service. This use in this particular area of the City addresses that goal and substantially increases the Community Recreation level of service to the surrounding neighborhood area.

2. What is the economic impact to the city including, i.e. is the proposed use in keeping with a public purpose and community needs, such as expanding the city's revenue base, reducing city costs, creating jobs, creating a significant revenue stream and improving the community's overall quality of life?

Investing in parks is expected to increase surrounding property values and it also expected to create improved quality of life for City residents. The three (3) lots that are being purchased are on the tax rolls, but because Florida law, Chapter 196 provides property tax exemption(s) to eligible, religious, not-for-profit organizations that own and operate real estate and/or tangible business property, these lots are tax-exempt. Therefore, the purchase will not result in a loss of existing tax revenue to the City.

3. Are there alternatives available for the proposed disposition, including assembly of adjacent properties and can the project be accomplished under a private ownership assembly?

There are alternatives for the sites to be used as development, but in keeping with the City's objective in improving neighborhoods the use is considered appropriate. A private developer use as a private park would not be considered highest and best use; hence, it's appropriate for the City to acquire the site to provide a better Community Recreation level of service for its residents.

ii. Property Advisory Board

Questions for the Property Advisory Board:

1. Does the proposed use conform to the city's comprehensive plan and is it compatible with the surrounding neighborhood?

Yes, the use of the site for a neighborhood park is consistent with the City's comprehensive plan. Yes, a neighborhood park is a compatible and complementary use to the surrounding residential area that it is meant to serve.

2. Analyze the positive or negative impacts on adjacent property including, but not limited to, open space, traffic, access considerations, noise level, property values, improved development patterns and provision for necessary services including municipal utilities and other infrastructure systems and the needs and costs associated with the needed improvements. To the extent needed, traffic studies and other professional studies required shall be the responsibility of the proposed purchaser, developer, or lessee?

This neighborhood park will positively impact the quality of life and property values of surrounding properties, neighborhoods, and the City as a whole. Although a formal traffic study has not been conducted, creating a neighborhood park is not expected to have a significant impact to traffic in the area. Municipal utilities are available at the property to develop the neighborhood park. The purchase was presented for neighborhood approval, at a community meeting that was advertised and noticed with door hangers to all neighborhood homes within 1,500 feet of the property. The meeting took place on August 1st, 2019 at the Coral Gables Youth Center, 405 University Drive, at 7:00 PM and had a favorable neighborhood approval outcome.

3. Are the terms and conditions based of the proposed purchase based on market terms and value?

The three vacant lots were listed for sale on the Southeast Florida Multiple Listing System at an asking price of \$450,000 per lot for a total of \$1,350,000. The City engaged Waronker & Rosen to conduct the initial appraisal for the property and it was completed with a market value of \$975,000. Granada Presbyterian Church conducted its own appraisal for \$1,200,000. The City engaged Quinlivan Appraisal to conduct the second appraisal and it was completed with a market value of \$1,140,000. The proposed purchase price for this property which will serve to create a neighborhood park is \$1,137,500. Therefore, the City's staff believes that the purchase price is a reflection of a market terms and value which is within an acceptable range of its appraisals.

On behalf of the Property Advisory Board, Mr. Manrara made a motion to approve the Proposed Purchase Terms with a recommendation to the City Commission that sidewalks be installed for neighborhood access. Mr. Barbara seconded the motion, which passed unanimously.

On behalf of the Economic Development Board, Mr. Grabiell made a motion to approve the Proposed Purchase Terms with a recommendation to the City Commission that sidewalks be installed for neighborhood access. Mr. Barreto seconded the motion, which passed unanimously.

b. Outstanding Rent Report

Ms. Sardinas presented the Outstanding Rent Report to the boards. She said that a past due rent issue with Ortanique is now being handled by the City Attorney's Office. (Ortanique is in arrears and out of compliance with the terms of their lease.)

5. Other Business – Mission to Argentina, Sept. 21-26

Economic Development Board Chair Olga Ramudo briefed the two boards on the upcoming joint mission to Argentina led by the Greater Miami Chamber of Commerce and the City of Coral Gables. Mayor Valdés-Fauli will be accompanying the mission, which will go to Córdoba, which hosts a university of 300,000 students, one of the largest in South America. Next, the mission will fly to Buenos Aires, where the Mayor will sign a Sister City agreement with San Isidro. Ms. Ramudo addressed the fact that some people may be concerned given the situation in Argentina today. The mission thinks it is the best time for two reasons: 1) The economy will continue to flourish, so it's a great time for partnerships there, and 2) If elections turn out a certain way, most everyone will want to leave Argentina in search of great investments and opportunities. American Airlines offers a 40% discount on all of their fares to Argentina.

Ms. Valdes showed the board the Coral Gables Cookbook, a project that the department has been working on for the past two years, which was recently published and features the city's restaurants. The City is partnering with the Community Foundation for a launch event at Books & Books on September 17. Tickets for the event are \$45 each or two for \$80 and include a copy of the book. Each book is a \$40 value. All proceeds will benefit the Culinary Arts Academy and Coral Gables High School.

6. Special I.T. Presentation on Zen City

I.T. Director Raimundo Rodulfo presented to the boards a new program that the City has been using called Zen City, which is a Smart City platform that analyzes public sentiment by collecting open data. The program analyzes insight for marketing, public safety, traffic engineering, urban planning, and for businesses. In this case, it is a public sentiment analytics tool.

Analyzing one million data points every week. This system is proprietarily developed together with Microsoft scientists and researchers from this company. It applies artificial intelligence and machine modeling. In other words, it collects data from multiple sources and makes sense of the data to analyze public sentiment. It analyzes if the sentiment is neutral, positive or negative. Anything one would find with lab search rules, including social media from organization, people, anyone is taking about CG, using a hashtag, making a comment, commenting on a City's social media site or any other social media presence. In this case, Zen City automatically analyzes that traffic and activity and generates analytics and dashboards. Trending topics, such as education. The green demonstrates positive sentiment, the gray neutral, and the red negative sentiment. Mr. Rodulfo explained to the boards that to see so little red on the metrics was rare, citing his experience at a Zen City conference where the majority of cities' analytics showed much more red.

Aggregation of all the sentiment that is made public. Mr. Rodulfo answered questions from the board. Board members expressed some concern over their privacy, and Mr. Rodulfo reassured them that only public information (not text messages between individuals) was pulled into the metadata. He continued that data could be analyzed by neighborhood on the trending topics for a given area.

Joint Board Meeting: EDB & PAB
August 14, 2019
Page 6 of 6

There being no further discussion the meeting was adjourned at 9:32 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant, Economic Development Department.