

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, November 2, 2016, 8:00 a.m.
2121 Ponce de Leon Blvd., Suite 720, Coral Gables, Florida 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'17	'17	'17	'17	'17	'17	'17	'17	'17	'16	'16	'16	
Scott Sime										P	P		Mayor Jim Cason
Olga Ramudo										P	P		Commissioner Jeannett Slesnick
Stuart McGregor										P	E		Commissioner Pat Keon
June Morris Chair										P	P		Commissioner Vince Lago
Alexander Binelo Vice Chair										P	A		Commissioner Frank Quesada

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone

STAFF AND GUESTS:

Javier Betancourt, Director
Leonard Roberts, Assistant Director, Economic Development Department
Francesca Madeo, Business Development Marketing Specialist, Economic Development Dept.
Mariana Price, Administrative Assistant, Economic Development Department
Guillermo Yunez, Project Manager, Ric-Man International

Meeting Motion Summary:

No action was taken at this board meeting.

Mrs. Morris brought the meeting to order at 8:03 a.m.

1. Economic Development Director's Report

- Javier introduced Economic Development's new employee, Francesca Madeo, Business Development Specialist.
- He reported on the City's first Pumpkin Patch, which was very well-received and raised over \$2,000 for the Coral Gables Community Foundation.
- The event series is in full effect: Wellness Wednesdays which offers yoga, boot camp, and Zumba on alternating Wednesdays, Jazz in the Gables on Tuesdays, and Movies on the Mile every third Thursday of the month.
- Another upcoming event is "Tea & Terrariums" on December 3rd at the Garage 6 plaza.
- Evaluation Committee set for the Garage RFP on December 1st from 2-4pm. A decision has still not been made between Terranova and Allen Morris. The City is still under a

Cone of Silence.

- City has been supporting the merchants on Giralda Ave and Miracle Mile, as they have been feeling the brunt of the effects of the ongoing construction for the streetscape project.
- Javier introduced the new project manager, Guillermo Yunez, who recently came off the SR826 & 836 highway interchange project.

2. Streetscape Construction Update (Discussion)

Guillermo Yunez:

- The north side of the street won't begin until the south side has been completed.
- Merchants requested that construction not begin on the north side of the street until the holiday season has passed.
- Work will continue in January with the county working on the water main.
- Tree installation will happen at night.
- The schedule for the paver installation was delayed.
- The completion date, despite the delays, will still be met (December 2017).
- Giralda was originally slated to be completed in November, and now it's April.
- The delivery of the duraslot was delayed because the manufacturer had issues (had nothing to do with the construction company itself). The delivery of the Duraslot delayed construction because work could not continue until it was installed.
- Miracle Mile duraslot installation will begin soon.
- City and contractor are trying to work together to get things done expeditiously.
- The entire infrastructure of the road is being replaced (not only pavers).

Javier Betancourt:

- "Businesses Are Open" signs were placed near and at construction sites.
- Vine Communications was hired to assist in marketing efforts to attract residents and visitors to Miracle Mile.
- Merchants themselves are also stepping up their marketing efforts.
- The over 180 construction signs around town were taken down due to Hurricane Matthew, and will be put back, although some signs have been ruined in the process.
- It is better for traffic reasons to charge one flat fee in the garages. For event days, there is consideration for creating a free voucher.
- Economic Development has provided free parking vouchers for the merchants on Giralda Ave and Miracle Mile.
- Javier showed the board members the weekly bulletin that is published every Friday for the merchants and residents to stay apprised of the latest information regarding the streetscape project.
- Other means of communication includes regular e-news, Business Update, and the BID puts out videos.
- The public information officer collects information and feedback from merchants and relays it to the City.
- The Chamber also contributes, though they are more limited. They've hosted a number of "Dine Out!" events on Giralda to draw attention to Giralda Ave during lunchtime

one Wednesday a month.

- Javier and Belkys had a meeting with producers of the Paul and Young Ron Show about doing an event together.
- Other ideas include a royal table, a recipe book with contributions from downtown restaurants, and the Pumpkin Patch, the most recent event, which was wildly successful.
- Regular advertisements in Miami Herald Neighbors, Miami Maps, Gables Magazine, Let's Eat Magazine, and Miami Today. 90% of our advertising is focused on the streetscape and the free valet, to assist the merchants.
- L'Boutique, Three Fold Café, and Pasion del Cielo all participated in the Pumpkin Patch at Pittman Park.
- The City has been more lax in citing for illegal signs or additional signage that wouldn't otherwise be allowed in windows or outdoor seating.
- Bloom Boutique, Haagen Dazs, and Ortanique all occupy City-owned property, of which the City approved a 20% rent reduction for the duration of construction occupying their storefronts.
- The City has been in discussions with Freebee to provide transportation to shoppers and diners during construction. Discussion with UberEats is also in the works to make access Downtown a little easier.
- The lighting design for Giralda Avenue is being reconsidered after the realization that the lights will exert tremendous weight on each of the store fronts they connect to, and that they must be taut enough to not hang down too low (which requires stronger structures and may not be feasible for the varying heights of all the storefronts on Giralda).
- Javier shared with the board a pamphlet of the City's Strategic Plan 2017-2019, to be further discussed at the next meeting.
- Board members expressed their frustration with the slow pace of construction and urged the City and contractor to expedite the project.

3. Business Tax License Report

The Business Tax License Report for the month of October was distributed to board members, which showed the latest businesses to open in Coral Gables.

The meeting was adjourned at 9:12 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department