

**CITY OF CORAL GABLES**  
**Economic Development Board Meeting Minutes**  
**EXCERPT MINUTES**  
**Wednesday, June 27, 2017, 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	
Carolina Rendeiro						X	P						Mayor Raúl Valdés-Fauli
Olga Ramudo	P	P	E	P	P	X	P			P	P	E	Commissioner Michael Mena
Stuart McGregor	P	P	P	P	P	X	E			P	E	E	Vice Mayor Pat Keon
June Morris Chair	P	P	P	P	P	X	P			P	P	P	Commissioner Vince Lago
Elizabeth Patino						X	E						Commissioner Frank Quesada

A = Absent      E = Excused Absence      P = Present      X = No Meeting      Ph = Present by Phone  
\*July's meeting took place on June 27<sup>th</sup>.

**STAFF AND GUESTS:**

Javier Betancourt, Director, Economic Development Department  
Belkys Perez, Marketing & Events Specialist, Economic Development Department  
Francesca Valdes, Business Development Marketing Specialist, Economic Development Dept.  
Mariana Price, Administrative Assistant, Economic Development Department  
Taci Amador, Executive Director, Coral Gables Business Improvement District

**Meeting Motion Summary:**

**A motion to approve the reelection of the Coral Gables Business Improvement District for the next five years passed unanimously.**

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

**3. Coral Gables Business Improvement District (BID) Reelection (Action)**

Mr. Betancourt introduced Taci Amador, the Executive Director of the Coral Gables Business Improvement District, which has an item coming to the City Commission on July 11<sup>th</sup>. The City has property within the BID's boundaries, and so the city votes on its reelection every five years for the BID to be able to continue. The City Commission would like the recommendation of the Economic Development Board.

Ms. Amador provided a presentation discussing the mission and initiatives of the BID, summarized as follows:

- Created in 1997 with dual purpose of marketing and advocacy

- They act as a voice for merchants and property owners on a variety of issues across the board.
- An agreement with the City regarding certain baseline services for safety, maintenance, landscaping, and parking.
- BID serves as “one voice” at City Hall representing Downtown Coral Gables business and property owners.
- Board of Directors made up of 13 board members; the current President is Venny Torre.
- BID has several committees:
  - Overlay
  - Retail Development
  - Marketing
  - Member Communication
  - Block Captains
  - Giralda Plaza
  - Advisory Council
- Goals:
  - Implementation of Miracle Mile Streetscape & Downtown Overlay District
  - Marketing, Advertising and Public Relations
  - Retail Development
  - Accessibility: Parking, cycling and safe sidewalks
  - Downtown event execution
  - Holiday decorations
  - Leverage and support of arts and culture
  - Re-election 2017
- Rebranding & Advertising Campaign, “Building Beautiful” features several downtown stakeholders and focuses on the businesses and the people who make it so special.
- BID’s marketing efforts generated approximately 150 million gross media impressions through paid media including magazine, print, television, outdoor and digital.
- @ShopCoralGables handle has 12,490+ followers on Facebook, 23,285+ on Instagram, and 4,975+ on Twitter.
- Additional Marketing Support:
  - BID puts out a weekly newsletter to its consumer database (15k+ subscribers) every Thursday.
  - They provide free social media photography to help businesses advertise
  - Gift certificate program
  - Holiday lighting program
  - Storefront wraps for vacant businesses
  - Collateral for event and promotional support
- Welcome Channel Co-op (Coral Gables video for hotel rooms); Bridal Co-op (features in bridal magazines); BID Buzz Newsletter
- Events & Promotions:
  - Hard Hat Happy Hour (Jan-April)
  - Giralda Under the Stars
  - Halloween on the Mile (Oct 31)

- Taste of the Gables (June 1)
- Coral Gables Restaurant Week (June 5-25)
- Giralda Al Fresco (Saturdays, in partnership with the City)
- Miracle Mile Block Parties
- Upcoming summer music series
- Sponsored Events
  - Jazz in the Gables
  - Artopia
  - Gables Bike Day
  - Burgerliscious
  - The City's 4<sup>th</sup> of July Spectacular
- Parking Awareness (created parking maps for BID area during streetscape construction)
- Centralized Valet Parking
  - From only 14 meters, 50,000 cars/year, self-funded, low rates: \$5 car; free for disabled patrons; free on Giralda with merchant validation.
- Overlay District
  - Identified the issues and led the push for the city to create the Business Improvement Overlay District, which will allow retail and window signage, alley signs, menu boards, colonnade/arcade signage, kiosk signage, outdoor and rooftop dining terraces, outdoor music, and pop-up retail opportunities.
- Retail Strategy
  - Partnered with City and Chamber to engage retail consulting firm Downtown Works to formulate the Downtown Coral Gables Retail Strategy.

**Olga Ramudo made a motion to recommend that the City vote in favor of the Coral Gables Business Improvement District's reelection for the next five years, which was seconded by Carolina Rendeiro, and which passed unanimously.**

The meeting was adjourned at 9:06 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department