

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development Board Meeting Meeting Minutes

Wednesday | September 3, 2025 | 8:00 a.m.

Location: Zoom and Economic Development Department
2506 Ponce de Leon Blvd., Coral Gables, FL 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'25	'25	'25	'25	'25	'25	'25	'25	'25	'25	'25	'25	
James Kohnstamm, Vice Chair	X	P	P	X	P	P	P	P	P				Mayor Vince Lago
Timothy Heffernan	X	P	P	X	A	P	P	P	P				Vice Mayor Rhonda Anderson
Ivette Arango O'Doski	-	-	-	-	-	E	PZ	P	P				Commissioner Richard D. Lara
Nguyen Castilla Cabanilla	X	EA	P	X	PZ/ E	P	P	P	P				Commissioner Melissa Castro
Scott Shuffield	X	P	P	X	A	P	P	P	P				Commissioner Ariel Fernandez
Aron Aizenstat	-	-	-	-	-	-	-	P	P				City Manager Peter J. Iglesias
Thad Adams, Chair	X	P	P	X	P	P	E	P	P				Chamber of Commerce

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

Staff and Guests:

Belkys Perez, Director, Economic Development Department

Leticia Perez, International Business Development Coordinator, Economic Development Department

Yenisis Gomez, Administrative Assistant, Economic Development Department

Paulson Jean, IT Network Analyst II, Innovation & Technology Department

Chairman Mr. Thad Adams brought the meeting to order at 8:11 a.m.

1. Review and approval of August 8, 2025, Economic Development Board Meeting Minutes.

Ms. Castilla Cabanilla made a motion to approve the meeting minutes and Ms. Arango

O'Doski seconded the motion, which passed unanimously. There was no discussion regarding the minutes.

2. Taste of the Gables Results

Mrs. Perez provided the Board with a presentation on the results of Taste the Gables 2025 which ran from July 1 to July 31, 2025. This year 74 restaurants participated, and there were three additional activations (Foodie Tour, Rolls-Royce Sponsor Dinner at Shingo and Flavors of the Gables). It was a multi-channel campaign which included social media, Google ads, 3 billboards, television public relations, email campaigns, and on-air promotion with iHeartRadio. The overall campaign exposure was comprised of impressions and views which was an exposure of 5.5 million

impressions and views. A total campaign reach of 325,000. Parking was up 9.4% in transactions and 1.4% in revenues from last year.

The Board had several questions that Mrs. Perez addressed.

Mr. Aizenstat requested to have the presentation shared with the Board.

3. Economic Development Updates

Mrs. Perez informed the Board that the City Commission approved the permitting assistance program at the August 26, 2025, commission meeting. The program has been around for more than 11 years in collaboration between the Coral Gables Chamber of Commerce. This helps to provide white glove service to these specific entities that are coming into the city such as multinationals, large corporations and targeted industries. This process is how it was done in the past, but it had never been formalized. The Development Services Director helped create a program flow by recording the participating businesses, tracking the permitting timelines and milestones. The Economic Development Department will collect feedback from the users to measure the economic impact of the process. Development Services will be assigning a liaison to specifically be working on the permitting assistance program. This program aligns with the Economic Strategic Plan.

The Board had several questions and comments that Mrs. Perez addressed.

4. Business Tax License Report

Mrs. Perez updated the Board on the new and soon-to-come businesses in Coral Gables.

5. Open Discussion

Mrs. Perez informed the Board that the Consulate of Spain went to talk to Mayor Lago regarding doing murals on Miracle Mile. The Mayor of Malaga promotes the city and resident artist Picasso through commissioning murals throughout the world. Malaga through the Consulate of Spain and will be creating two murals for the walls at McBride Plaza. At the City Commission meeting of August 26, 2025, the Malaga murals on McBride Plaza were approved.

With no further discussion, the meeting adjourned at 8:44 a.m.

Respectfully submitted,
Yenisis Gomez, Administrative Assistant, Economic Development Department.