

**City of Coral Gables City Commission Meeting**  
**Agenda Item H-7**  
**August 25, 2015**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Jim Cason**  
**Commissioner Pat Keon**  
**Commissioner Vince Lago**  
**Vice Mayor Frank Quesada**  
**Commissioner Jeannett Slesnick**

**City Staff**

**City Manager, Cathy Swanson-Rivenbark**  
**City Attorney, Craig E. Leen**  
**City Clerk, Walter J. Foeman**  
**Deputy City Clerk, Billy Urquia**

**Public Speaker(s)**

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Agenda Item H-7 [1:29:00 p.m.]

A Resolution approving the change in design for the Business Improvement District's temporary window clings.

Mayor Cason: We are going to go to H-7, because Marina Foglia has something to do shortly. This is a resolution approving a change in design for the Business Improvement District's temporary window clings.

Ms. Foglia: Yes, thank you. I have a Giralda Under the Stars meeting at 3, so I need to meet with all the restaurants. So for the record, my name is Marina Foglia, Executive Director of the Business Improvement District. Our mission is to promote economic vitality for downtown Coral Gables through marketing and advocacy efforts. And I brought some little gifts for you, if you could pass this around. We have a PowerPoint presentation. Good afternoon to all, Mayor, Commissioners, City Manager and City Attorney. The reason I am here today is to request that

the City Commission approve the new design for our storefront wraps, not only for the vacant properties, but also we would like to change the design for the lease properties. So as you can see this is the current design that we have. Back in 2003 a resolution was passed so that the B.I.D. (Business Improvement District) could install storefront wraps on all the vacant properties. So with the new streetscape design already we are moving forward with this, with the construction soon, we would like to propose that we use the new renderings for streetscape for Miracle Mile and Giralda for the new storefront wraps. So basically, this would be the new storefront wraps. I also understand that new renderings might be available by the end of the week so we would replace the new renderings with what you see right now on your screens. This is not only to create excitement for streetscape and to create public awareness, but it's also for the aesthetics and the health of our downtown. Currently we have 25 vacant spaces and 16 lease properties; and what happens that everybody who walks down Miracle Mile or downtown, they think that all these spaces are vacant. So this would be able to show the difference between the vacant and the lease properties. So this would be what we are proposing for the new lease spaces, so basically they would be able to announce that they are opening soon. They would be able to have their name and a logo, very clean, very nice, and this obviously would be approved by the City, at least the image and the design would be approved by the City of Coral Gables. This is one example you see there; this is another one. Most cities they are ready to implement these storefront wraps, this is another one. So these are like three different examples. Currently, we ran out of storefront wraps, so I need to order more, so the idea is to strip all downtown and to install new storefront wraps and we would do this, basically it would be done one by one.

Mayor Cason: Would each business give you a design that they – I mean if it's a hamburger place or if it's a Hair Cuttery would they...

Ms. Foglia: Yes. I think we would need to come up with language and certain criteria and they would present the design to us for approval or the City. And this would be the cost of the entire structural wraps would be paid by the B.I.D. and for the new lease spaces that would be up to the tenant to pay for those storefront wraps.

Mayor Cason: And they'd obligatory.

Ms. Foglia: Excuse me?

Mayor Cason: They would be obligatory.

Ms. Foglia: Yes. So basically that's in terms of the storefront wraps and now that I have you here, I also wanted to show you the new T-shirts for Centralized Valet....we wanted to do them in red so they would stand out during construction. So this is what we are going to be giving Centralized Valet, copy one for...Walgreen Construction....[inaudible]

Commissioner Lago: Maria, this may not be the appropriate time to bring this up, but I had a conversation with the City Manager yesterday, and I brought up to her, which I brought up this is the third time that I bring it up to the Commission. I received two phone calls this past week, one from a resident and one from an individual who conducts business in the City and visits constantly in our City; and they brought to my attention certain issues which continue to be very prevalent here, which are the fact that some of the individuals that work for the agency that currently has a contract for Centralized Valet continue to use unbagged meters to park cars.

Unknown Speaker: [Inaudible]

Commissioner Lago: I have caught them twice. I have seen them do it twice and I've....The main issue here to me is multi-dimensional issue, because number one, they are not paying for those spaces; number two, they are not putting meter, they are not putting money in those meters. So again, the City is losing on a second count – first of all, they are losing because they are not renting those meters for the entire day; number two, they are not renting them on an hourly basis. So, if you tell me that someone parked there and they at least fed the meter, which would still upset me, but it wouldn't infuriate me. The third issue that they are blatant about it. The second individual that I spoke to who actually called me in reference to this issue, stated that he went to park in a space and one of the valet drivers stood in front of the space and said, "don't park

here.” “But why not?”- And it was adjacent to where they have the valet stand. “No, no, because someone is going to park here, this is taken,” “but the meter is not bagged.” So they basically waited for him and left. He ended up parking about 20 or 30 spaces down. He looked in his rear view mirror and he saw a valet driver take that space, jump out of the car, and hand the keys over to the valet director or whoever was in charge of the stand. This is pervasive. This is happening and I brought it up, I think this is the third or fourth time that I brought it.

Ms. Foglia: And I know you came to our Board meeting and you had addressed these issues. We met with Enrique Mejo, who runs V.I.P. Parking and we made him aware of all these issues one by one. We brought him in to meet with the Executive Committee and we had given them some ultimatums. His response to us in a letter, I will bring to you. He stated the different ways in which he was addressing these issues. Third meeting we met with Kevin Kinney as well and we sat him down and we said, these are the issues that are being brought up. It’s not good for the B.I.D. or for anybody to have these issues being brought up at Commission, you know that’s the last thing that we want, and we were very specific as you gave us a list; and we’ve been doing trainings with them. Last Friday we did a “Miami Begins With Me” training and customer training for them. I have talked to them and so now I will go back to them and you said that this happened two weeks ago.

Commissioner Lago: This happened this past weekend.

Ms. Foglia: Or this past week. And this was on Miracle Mile?

Commissioner Lago: Yes, at Houston’s in front of Hillstones, excuse me when did it happen to you?

Unknown Speaker: Thursday night in front of...

Commissioner Lago: Thursday night....But it happened to me at Centralized Valet.

Ms. Foglia: [Inaudible]

Commissioner Lago: I would appreciate that you disseminate me that letter. I want to see what this individual who is obviously in charge of the Centralized Valet, what they are enacting to hopefully curb...

Ms. Foglia: What measures...?

Commissioner Lago: What measures they are enacting to hopefully curb this issue, but I'm willing to take it a step further, and I talked to the City Manager. I'm willing to eliminate this contract. I know that it expires, and I spoke to her and she was very clear that it expires in December, and we are going to go out to bid. I'm putting it out there – this is not a threat, this is just reality. The fact is that this is not good for business as a whole, because you have people who are in our City who are conducting business and at the end of the day we answer to the residents.

Ms. Foglia: Absolutely and that is why we are in constant communication with them over the last month and over...

Commissioner Lago: I understand. Marina...my statement here. This is not about you. I'm not going after you or the B.I.D. I'm just making you aware at the level of frustration which is spilling over and I've been contacted. I've seen it with my own eyes and you have another Commissioner, the Vice Mayor to my left who can tell you this just happened. There is a reason why people keep driving around in circles in the City. We need to make it easy as possible, so again, we may have to look at this with these individuals who have been contacted on multiple occasions in reference to this problem and they are not able to get their hands around it, we may have to look for another company who can really do the job and meet the requirements of the City and also the requirements of the people who visit our City.

Mayor Cason: And/or perhaps some monetary things like a \$500 fine per occasion or something to that sort to make it hurt.

City Attorney Leen: There is a fine regimen in place, but what you are talking about it may not just be expiration, if the Commission makes those findings, it would be a breach and they would probably not be able to even apply for the next contract, if the Commission makes that finding.

Vice Mayor Quesada: The most difficult part, at least for the B.I.D. in the future, I didn't realize the contract was coming up is, I think we work it out clearly in the future contract as far as what the penalties are going to be, but the most important part I see is policing it. We've seen it in passing, it's tough, it's tough to be able to catch someone doing that.

City Attorney Leen: It's a shame when the City has to police a contracting party. Normally they should just comply that's the goal; they are contractually obliged and legally obliged.

Mayor Cason: Take our sentiments to the V.I.P.

Ms. Foglia: I will talk to him again and we've had several conversations with Kevin Kinney as to the RFP coming up and he's aware of it.

Vice Mayor Quesada: Craig, can you also do something? Can you send him a letter and put them on notice?

City Attorney Leen: Yes.

Vice Mayor Quesada: I'm not saying they are breaching, but at this point we've come across this, we've seen this, this type of behavior needs to stop immediately.

City Attorney Leen: So would there be unanimous consent then for me to send a letter just putting them on notice of your concern...

Mayor Cason: Yes.

City Attorney Leen:...And that you are going to look further into the matter if it continues.

Vice Mayor Quesada: I'm in favor of it.

Commissioner Lago: And I want to make sure that what the Vice Mayor said, in the near future when this contract does come up in December and we go to the street for new vendors, there needs to be some sort of clause in reference to, if this continues or this happens there is an escalation clause, fees, penalties, whatever it may be associated with this type of issue.

Commissioner Keon: I've seen them at Brick Tops often. I mean I've seen it three or four times in front of Brick Tops.

Commissioner Slesnick: And Marina I've had complaints north, I mean south of Miracle Mile, so out of the Central Valet system.

Ms. Foglia: The Centralized Valet is only on Miracle Mile, all the rest are privately operated, so we have no jurisdiction over those.

Commissioner Lago: I don't want to say this, but you know what they are doing, right?- they take those adjacent parking spaces which they have not paid for with the City, and someone comes in with a nice fancy car and they say listen, \$30 to park in front. They take the \$30 and put it in their pocket so the vendor is actually losing also. You got me?

Ms. Foglia: Yes – absolutely.

Commissioner Lago: So at the end of the day you have four, five sports cars parked in front of Houston's or Hillstones, whatever the name of the place is, and the City is not making any

income, and the actual vendor is not making any income, because the drivers, excuse me, the valets...

Ms. Foglia: And that's one of the issues that we brought up to him as well, so he is very aware of it that he needs to remedy that as well.

Commissioner Slesnick: Before you leave, on the wraps, the winter wraps, can we even put on the insides so they don't get scratched up and damaged?- inside of the window instead of the outside of the windows?

Ms. Foglia: I'm sure that – yes, I'm sure that that can be done. I will look into it because we need to have access to those properties and to make sure that they are people available. Whenever possible definitely....

Vice Mayor Quesada: Commissioner Slesnick is right because if it rains or it gets windy or somebody just comes by...

Ms. Foglia: That's what's happening right now, the weather conditions – the wraps are in horrible condition, so definitely that would be a good idea.

Mayor Cason: OK. So, on this resolution do we have a motion?

Vice Mayor Quesada: So moved.

Mayor Cason: Commissioner Quesada makes the motion, Commissioner Slesnick seconds. City Clerk.

City Manager Swanson-Rivenbark: Mr. Mayor as clarification, one of the things in that RFP process is also expanding the area of the valet so that it is not a question of a private valet operating independently. It will all be within the reach of the City bid project and we think that



will help build clarity as well. The Brick Tops example is outside of Marina's domain and so we are going to be expanding it and monitoring it.

Mayor Cason: OK. City Clerk.

Commissioner Lago: Yes

Vice Mayor Quesada: Yes

Commissioner Slesnick: Yes

Commissioner Keon: Yes

Mayor Cason: Yes

(Vote: 5-0)

[End: 1:42:32 p.m.]