

**CITY OF CORAL GABLES**  
**Economic Development Board**  
**Meeting Minutes**  
**Wednesday, April 4, 2018, 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              |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------------------------|
|                    | '18 | '18 | '18 | '18 | '18 | '18 | '18 | '18 | '18 | '17 | '17 | '17 |                            |
| Carolina Rendeiro  | X   | P   | P   | P   |     |     |     |     |     | X   | P   | E   | Mayor Raúl Valdés-Fauli    |
| Olga Ramudo, Chair | X   | P   | P   | P   |     |     |     |     |     | X   | P   | P   | Commissioner Michael Mena  |
| Stuart McGregor    | X   | P   | P   | P   |     |     |     |     |     | X   | P   | P   | Vice Mayor Pat Keon        |
| June Morris        | X   | P   | P   | P   |     |     |     |     |     | X   | P   | P   | Commissioner Vince Lago    |
| Elizabeth Patino   | X   | E   | P   | P   |     |     |     |     |     | X   | P   | E   | Commissioner Frank Quesada |

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

**STAFF AND GUESTS:**

Leonard Roberts, Interim Director, Economic Development Department  
 Belkys Perez, Marketing Coordinator, Economic Development Department  
 Francesca Valdes, Business Development Coordinator, Economic Development Department  
 Leticia Perez, International Business Development Coordinator, Economic Development Dept.  
 Mariana Price, Administrative Assistant, Economic Development Department

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**Meeting Motion Summary:**

**A motion to approve the minutes of the March 7, 2018 meeting passed unanimously.**

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Ms. Ramudo brought the meeting to order at 8:10 a.m.

**1. Review of the March meeting minutes (Action)**

Ms. Rendeiro made a motion to approve the minutes of the March 7, 2018 board meeting.  
 Ms. Morris seconded the motion, which passed unanimously.

**2. Garage 1 & 4 (Update)**

Mr. Roberts provided an update for Garage 1 & 4. Garage 1 is behind Actors' Playhouse, and Garage 4 is across from Publix. The City is currently in negotiation with Allen Morris, the Related Group, and Coral Gables City Center, which currently proposed building a residential tower across the Publix site, and an office tower behind the theatre. The City's goal is to replace all the 630 parking spaces that will have been lost. Additional spaces lost on the Mile would amount to 750 total parking spaces that need replacement. The construction of the buildings would be phased to minimize the impact on parking and traffic. The April 10<sup>th</sup> Commission Meeting will give an update of the parking study, after which consideration for the Garage 1 & 4 project will be presented before the Commission in May.

### **3. Economic Development Presentation for Brokers & New Businesses**

Mr. Roberts gave a presentation to the board that is provided to brokers and real estate agents. Some key points of his presentation included the following:

- Coral Gables is proud of its heritage with many of its symbolic buildings reflecting that Mediterranean revival the City works hard on preserving.
- 12 public schools and 8 private schools.
- Over 17k student attend UM of which 3000 are international students representing 50 Countries.
- Four live theaters: Actors' Playhouse, Gables Stage, Area Stage, and the Jerry Herman Ring Theatre at UM. There are also two art cinemas and a movie theater.
- The City provides free sponsored events throughout the City such as Yoga, movies & music on the Miles, holiday markets, farmers market and many more depending on the season.
- The City continues to acquire neighborhood parks with a goal to be within 10 minutes walking distance to greenspace.
- The trolley takes 1 million people off the road yearly.
- In approximately 6 months' time the Freebee transports 15, 000 thousand people throughout the City of Coral Gables.
- The first City in Florida to ban the use of Styrofoam, and use of plastic bags.
- Asking rates for residential range from \$140k to \$45 million.
- Asking rental rates range from \$1,100 to \$35,000 a month.
- Approx. 1.5 million SF, over 2000 residential units and approximately 1000 hotel rooms either under construction, permitted, pending permit, or commission approved and in development review process.
- Development projects include: The Plaza Coral Gables (aka Mediterranean Village), Giralda Place, 2020 Salzedo Street, Aloft Hotel, Paseo de la Riviera, and Gables Station.
- Land acquisition: the City recently acquired 250 Minorca Ave in order to assemble with its Lot 6 site to build a new PSB & Garage 7.
- The City, the Chamber of Commerce and the Business Improvement District partnered to create a Retail Strategy which provided a guide on bringing in the right mix of retail and restaurants for the downtown.
- Downtown Retail Strategy focuses on acquiring more: Home/Design, Chef-driven Restaurants, Women's Apparel & Accessories, Athleisure, and Men's Fashion & Accessories
- Corporate Strategy: Establish and maintain relationships with government agencies; Recruit Multinational Companies; Collaborate with partner institutions: Coral Gables of Commerce, Beacon Council, Enterprise Florida, etc; Liaison to real estate representatives and prospective business tenants; and, Promote the City's pro-business environment
- The City has hired a consultant to assist to with technology companies to make it a smart City. In addition, the City is laying 3 miles of fiber optics to allow higher speed internet which will provide a competitive advantage to the current companies while attracting companies from all sectors, including technology.

- Coral Gables has a highly educated and multilingual resident base with about 60% of residents holding a bachelor's degree. The average household income is \$120,000.
- 14 Consulates and Trade Commission offices in our City.

Board members requested that the presentation be emailed to them. Ms. Rendeiro suggested that the University of Florida administrative office be included as well, (when mentioning the University of Miami and the Kellogg School of Management).

#### **4. Business Tax License Report**

Board members reviewed the Business Tax License Report containing 45 new businesses to Coral Gables within the last month. Ms. Valdes reported that Doc Bees, Blue Mercury, and Café Grumpy are now open for business.

#### **5. Other City Business**

The Miracle Mile Celebration will be held on Saturday, April 14<sup>th</sup>, with a ribbon cutting taking place at 5:30 pm on the corner of Le Jeune and Miracle Mile on the southeast side of the intersection. A live jazz band will perform from 5:00-8:00 pm. Ms. Valdes said that the City is working with the BID for getting pop-ups for the event, including the Million Orchid Project and some art galleries. Ms. Leticia Perez discussed how she is building relationships with the Consular Corps and Trade Commissioners. Ms. Perez will attend the monthly Consular Corps luncheon meeting with the mayor on April 6<sup>th</sup>, and she helped host a Trade Commissioners breakfast meeting on March 28<sup>th</sup>. She also recently assisted and attended the WOHASU (World Happiness Summit) which took place at UM and had a few workshops in the City's historic Fink Studio, located at 2506 Ponce. She also supports the Mayor's Innovation Council, which is a Latin American tech forum.

When asked about the Doctors Hospital parking lot, Mr. Roberts explained that the Commission decided to not sell and instead maintain the current lease. As for the signature international event, in the spirit of the City's logo, "A world-class city with a hometown feel," the idea for a massive event was rebutted with the suggestion of several smaller events.

Mr. McGregor asked if Economic Development could get access to the weekly reports by Block-by-Block. Ms. Belkys Perez said that they track pedestrian/business interactions, graffiti removal, how much chewing gum removed, trash removal, etc.

Ms. Valdes presented a new marketing piece featuring a map of the downtown area, complete with businesses and their locations represented by their own logos along Miracle Mile. The large pamphlet was sponsored by the City, Coral Gables Chamber of Commerce, and the Business Improvement District.

The meeting was adjourned at 9:14 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department