

**City of Coral Gables City Commission Meeting**  
**Agenda Item G-14**  
**August 24, 2021**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Vince Lago**

**Vice Mayor Michael Mena**

**Commissioner Rhonda Anderson**

**Commissioner Jorge Fors, Jr.**

**Commissioner Kirk Menendez**

**City Staff**

**City Manager, Peter Iglesias**

**Assistant City Manager, Ed Santamaria**

**City Attorney, Miriam Ramos**

**City Clerk, Billy Urquia**

**Public Speaker(s)**

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Agenda Item G-14

Discussion regarding a second Farmer's Market event  
(Sponsored by Mayor Lago)

Mayor Lago: Item G-14. Just wanted to make you aware, I've been working with staff through the City Manager, and we've had multiple meetings already about having a secondary Farmer's Market in the North Gables at a different time of the year and I think Kevin has a small presentation for us, a very brief presentation, or a brief discussion.

Parks and Rec Director Couceyro: Yes. I don't have a presentation.

Mayor Lago: No worries.

Parks and Rec Director Couceyro: I'll spare that.

Mayor Lago: Perfectly fine.

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Parks and Rec Director Couceyro: As we've talked about, we are looking at a couple of locations, what we are trying to do is look at a northern location. One of the locations that we looked at is on Minorca Avenue, which is between Ponce and Galiano Street, where its right next to the fountain park, that triangle, using that. We do have one street which is just south of the Cheau Blue where we could close that street and use the park also. So that is one location. There are a couple of locations – I sent my staff out on a hunt and one of the locations that we looked at also is on, I'm sorry, Minorca is the one that I'm talking about that its right next to Coral Gables Prep, the elementary school. So that's a shaded street, my staff kind of liked that, it might be nice to do. We've already been reaching out to the schools to look at what we can do to make sure they don't have any Saturday activities and be a problem to close that street, so we are looking at that as well. And then of course, we also discussed Douglas Entrance which is another possibility. So, what we are looking at is, maybe starting something at the end of the fall, I mean at the end of September as our first one. Do one in September, do a couple in October, a couple in November and maybe one in mid-December, and a little bit different than what the Farmer's Market we do in the spring. We'll add some more vendors that will have like an artisan market also, some crafts, some other things, especially as you are coming into the holidays people can shop, get items and won't just only be food. We are very strict here and this market where we do food and plants, but we can maybe add some of the vendors that have always wanted to be part of the market, bring them into that type of market and do it there.

Mayor Lago: I think it would be interesting when to have more of a holiday feel and it could be something where we could have some fruits and vegetables and things like flowers that people want to buy, but the artisan aspect brings a different touch to it, and a different time of the year, because people are constantly asking us when are we extending the Farmer's Market and I think this is a good opportunity. I just wanted to kind of give you an update of what we are working on. If you have any input and you want to talk to the City Manager, please feel free any ideas, just give an update of what we are working on, and I'll bring it to the Commission pretty soon.

Parks and Rec Director Couceyro: Yes, we are going to be moving pretty quick on this, and we just need to make sure we get the resources down, some staffing and funding. There is a challenge when you are doing this location different than here, like we've got to have portable bathrooms, those kinds of things, electrical is a little different, you have generators here, we have infrastructure, so there are a couple of technical things, but not anything that we can't work on and we just have to look at what we can do with funding and I'm working with City Manager's office to see how we get that done.

Commissioner Menendez: I just have one quick question or comment. The success of the literacy festival, considering the shade and the Youth Center parking lot, so I agree, any street or area you can find that has good shade, the people say they just won't go and leave.

Parks and Rec Director Couceyro: That's why we found it. We originally thought that Ponce Park with the fountain, because you had the park, but then as we were driving around, we said, this would be good, it's a shade, it does give us the literacy festival feel, which is great.

Commissioner Menendez: The only other question is, over here when we have it, there is ample parking everywhere and that's something to consider. I think it's a wonderful idea, we definitely should replicate it, so successful and so in demand, but also figure out where people will park, that's another issue.

Parks and Rec Director Couceyro: Yes – and we're working on that.

Commissioner Anderson: When we used to have the little extension of the Farmer's Market in front of the Museum and that's because the fruits and vegetables were still being harvested past the end of the regular Farmer's Market, so that's another time period that you may want to look at.

Parks and Rec Director Couceyro: We looked at that. What we were looking at is, obviously temperature and for...

Commissioner Anderson: Big trees.

Parks and Rec Director Couceyro: And its possible – we can look at that as well, that was just the feedback we got when they had that one at the Museum and even from the vendors, a lot of the vendors didn't want to go out there because of the timing and the heat, but we can definitely look at a further spring component.

Commissioner Anderson: Not necessarily that location, but the fact that that's when they are doing, they are still harvesting, that's my point.

Parks and Rec Director Couceyro: We can look at that and maybe we use that shaded area in front of the prep and maybe look at a couple of dates doing a couple in the fall and maybe some after the original, we can always look at that. I have staff that's being planning Farmer's Markets for quite a while, so they can adjust on the fly.

Mayor Lago: Alright – perfect. So, thank you. Any ideas please feel free to speak with the Manager.