

**City of Coral Gables City Commission Meeting**  
**Agenda Item F-10**  
**June 10, 2025**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Vince Lago**  
**Vice Mayor Rhonda Anderson**  
**Commissioner Melissa Castro**  
**Commissioner Ariel Fernandez**  
**Commissioner Richard D. Lara**

**City Staff**

**City Attorney, Cristina Suárez**  
**City Manager, Peter Iglesias**  
**City Clerk, Billy Urquia**

**Public Senator Calatayud(s)**

**Senator Alexis Calatayud**

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Agenda Item F-10 [1:07 p.m.]

Discussion regarding Miami Association of Realtors grant opportunity  
(Sponsored by Mayor Lago)

Mayor Lago: Now, I'd like to recognize our State Senator, who's here with us. Madam State Senator, thank you for being with us. It's great to see you. Please join us. So, item F-10, a discussion regarding Miami Association of Realtors grant opportunity. I sponsored this item after speaking to our State Senator, who I've had a great relationship with for some time and she brought me a great idea, and I think its an opportunity to do something interesting and I wanted the input of my colleagues on the Commission and obviously from staff and from residents, to see how we could do something collaboratively and just bring a different brand to the city.

Senator Calatayud: First of all, Mayor, thank you so much for sponsoring this, for putting this on the agenda. I think I'm the only thing standing between you and lunch, so I will be very brief. Vice Mayor, Commissioners, staff, everyone, thank you so much again. So, the letters that you have before you today are an initiative from the National Association of Realtors, which sponsor place-making grants in different communities through local realtor boards. So, Miami Association of

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Realtors has actually implemented these place-making letters in other municipalities throughout Miami-Dade County and other counties that we represent our membership. The thought process behind it is, realtors don't just help people buy and sell properties, we help build communities. We help communities create areas where perhaps there wasn't a lot of activity. These letters would be a catalyst to bring pedestrian traffic. We would help to enhance an area that perhaps doesn't have anything going on at the moment, and that's really it in a nutshell what these letters would do. They become iconic photo spots, Instagramable places and they are very fun. All of our municipalities love them, and I ask for your favorable support.

Mayor Lago: So, we are talking about now is a potential grant opportunity, so it wouldn't cost the city.

Senator Calatayud: No.

Mayor Lago: That's number one. Number two, I want my colleagues to think a little bit about location. I think that's key – the opportunities. There are two areas that I thought would be pretty interesting. One on Giralda, which is a place where we've had activations before, and number two could potentially be the Underline. I think the Underline is a great space. It has an opportunity for maybe people to interact with the letters and to make it into, like you said, a location where people will go to take photos and activate, just again, I just want my colleagues to again, everybody could think about maybe better opportunities.

Senator Calatayud: So, to your point, as far as the Underline is concerned, we've partnered with them before in other locations, in Brickell and so forth, to activate certain parts of the Underline. So, if you were to choose in your discussion to do it there, we have a great relationship with them, and I think that would be a great activation area. The other one you suggested might work as well. So, we will deliver them, and you all have to install them, that's the only thing. We don't pay for the installation cost, but that's really not that much.

Mayor Lago: We have great employees.

Senator Calatayud: You do.

Mayor Lago: Great Public Works employees.

Senator Calatayud: I heard your discussion previously. Yes, everyone's very happy. So yes, I think that's up to you all where you decide to put them, but we support wherever you choose and it's a gift from us to the city.

Mayor Lago: Appreciate that. Madam Vice Mayor.

Senator Calatayud: Happy to answer any questions.

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Vice Mayor Anderson: Thank you very much. This is amazing and it's always a pleasure to see you.

Senator Calatayud: Likewise.

Vice Mayor Anderson: Thank you for your work.

Senator Calatayud: Thank you, Madam Vice Mayor. Thank you.

Mayor Lago: So, nobody has anything. It's a discussion item. Go ahead.

Commissioner Castro: Through the Mayor. What type of installation is it?

Senator Calatayud: So usually, the municipality would have to build a concrete base, like a slab, to anchor the letters, and then there's obviously specific hardware that's required so that they don't fly away, in case it gets windy or something like that. All of that is being supplied to Chelsea and to your staff so that they know from a technical standpoint what you all need to provide for that installation process.

Mayor Lago: Okay.

Commissioner Castro: I think we should keep in consideration, yes, somewhere where there is foot traffic, but at the same time somewhere where we also want more foot traffic, right, so that combination of, yes, Giralda we get a lot of traffic and I love Giralda, but maybe somewhere down on Ponce where not a lot of people go, but at the same time do, or like I know there is a little space on Miracle Mile between Barnes and Noble and a little restaurant. I think we would appreciate a little more foot traffic there to support our local businesses. What a great idea. Thank you so much.

Senator Calatayud: Thank you, Madam Commissioner.

Mayor Lago: So, Senator, thank you for bringing this to my office and I appreciate you, and your hard work. What I would like to do is just again, this is not an action item, but maybe we can just get a simple motion just to say, Mr. Manager, work with the Senator, keep moving forward, let's find a location and let's get this going, because she's pushing on the grant opportunities which are pretty time sensitive, correct.

Senator Calatayud: Yes, Mr. Mayor. And if I may, I already went ahead and submitted the grant application to NAR so that they could approve it. I've already been working with the company that makes the letters here in Miami, because it takes about a month for them to make them, and so, we're doing all the steps, we were just missing this portion of the equation which is choosing a location and having this conversation here at this meeting.

Commissioner Fernandez: So, I'll move.

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Vice Mayor Anderson: Move it.

Commissioner Castro: I'll second. Is this something that's going to stay or is it going to be moving around.

Senator Calatayud: It's up to you how you want to, like a temporary.

Mayor Lago: My intention was again; I bring this forward because of the Senator. We have a great location on 72<sup>nd</sup> Avenue, so we can bring it and deliver it and bring it back and do different things as we find it possible, maybe we will find another location that we want to add it to. Again, the point now is to say, listen, we are interested, we want to move forward. Let the Manager and his team start working with the Senator and the Association of Realtors, which are amazing.

Senator Calatayud: And if I may, I really like the idea of having them maybe make an appearance like six months at one location and then, you know, move them to a different one, it's like a pop-up type of thing. It's up to you. Again, it's all in your hands.

Mayor Lago: It's a sculptor, it's basically like a moving sculptor.

Senator Calatayud: Correct.

Mayor Lago: I think it's something different – interesting.

Senator Calatayud: Like art in public places.

Mayor Lago: So, if I may, for example, you can do something where we have our Farmers Market for three months, maybe you want to put it in the adjacent piece of property. To me, like we talked about, we can never compromise taste. Coral Gables has set themselves apart as being the tastemakers in this community and we want to make sure that we continue that, and this is an opportunity to do something interesting collaboratively where again, its tasteful.

Senator Calatayud: Thank you.

Mayor Lago: Senator, we are grateful. We have a motion and a second. Mr. Clerk.

City Clerk Urquia: All in favor.

All: Aye.

City Clerk Urquia: Thank you.

Mayor Lago: Thank you.

Senator Calatayud: Thank you. Have a great afternoon and enjoy your lunch.

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Mayor Lago: I appreciate you.