

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, December 7, 2016, 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
	'17	'17	'17	'17	'17	'17	'17	'17	'17	'16	'16	'16	
Scott Sime										P	P	P	Mayor Jim Cason
Olga Ramudo										P	P	E	Commissioner Jeannett Slesnick
Stuart McGregor										P	E	E	Commissioner Pat Keon
June Morris Chair										P	P	P	Commissioner Vince Lago
Alexander Binelo Vice Chair										P	A	P	Commissioner Frank Quesada

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone

STAFF AND GUESTS:

Javier Betancourt, Director
Leonard Roberts, Assistant Director, Economic Development Department
Francesca Madeo, Business Development Marketing Specialist, Economic Development Dept.
Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

Motions to approve the minutes of the Oct. 12th and Nov. 2nd meetings passed unanimously.

A motion to approve the Annual Report for FY 2016 passed unanimously.

Mrs. Morris brought the meeting to order at 8:03 a.m.

1. Review of the October & November meeting minutes (Action)

Mr. Binelo made a motion to approve the minutes of the October 12, 2016 Board meeting. Mr. Sime seconded the motion, which passed unanimously.

Mr. Sime made a motion to approve the minutes of the October 12, 2016 Board meeting. Mrs. Morris seconded the motion, which passed unanimously.

2. Economic Development Director's Report

Javier Betancourt updated the board on the latest developments in the department and the City:

- Introduced Economic Development's new employee, Francesca Madeo, Business Development Specialist.
- The evaluation committee for the Garage RFP ranked submittals from Allen Morris and Terranova. Allen Morris submitted three proposals and Terranova, one. The submittals were ranked first, second and third for Allen Morris, and Terranova's submittal was ranked fourth.
- Mr. Betancourt discussed the Retail Strategy Report, which was presented before the City Commission.
- The City brought on a contractor, AECOM, to ensure that work on the streetscape project flows more smoothly.
- Bridal veil trees have been installed on Giralda Avenue.
- Economic Development has taken control of the Streetscape website.
- Giralda is slated for completion by April 2017.
- Area Stage is looking for a new home; Mr. Betancourt put them in touch with the developers of the Mediterranean Village as a possible site for relocation.
- In an effort to mitigate the impact of the streetscape project on the merchants, the City is partnering with Uber in a cooperative promotional agreement, in which both parties will promote each other. Uber requested dedicated parking spaces for pick-up and drop-off.
- The City is also partnering with Freebee, a company that provides free rides on five-passenger golf carts to pedestrians through advertising dollars.
- A centralized valet station will feature an Uber drop-off / pick-up area.
- Related to the parking update, Mrs. Morris mentioned her concern for the flat fee in the parking garages on event nights and their negative impact on theatre-goers. Mr. Betancourt explained that these flat fees were necessary in order to alleviate the traffic back-up caused by large events, specifically in the garages. Alternative parking is available on the streets and in other garages (which don't charge the flat fee). The flat fee is only specific to Garage 1.
- The Department has been working in both retaining current businesses and attracting outside companies to Coral Gables. While the City is still under confidentiality agreements, articles have been published in the paper that a major company from out of state is relocating to Coral Gables.
- Other companies soon coming to Coral Gables are Kimley-Horn and WeWork.
- Raymond James is moving out of the building where they currently reside to the Colonnade.
- Mr. Betancourt reviewed our event series which take place at 150 Miracle Mile: Jazz in the Gables on Tuesdays, yoga, bootcamp, or Zumba for Wellness Wednesdays, and featured the third Thursday of every month, Movies on the Mile.
- "Tea & Terrariums" took place on December 3rd at the Garage 6 plaza, which was well-received. An instructor taught participants how to create little succulent terrariums.
- Eighty people showed up to "Back to the Future" with little promotion. "Elf" will be shown on December 15th. The City is expecting a larger crowd.
- The Boards & Committees Reception will take place on January 12th.

3. Annual Report (Action)

The Annual Report was provided to board members for approval before submittal to the City Clerk's Office.

Mr. Sime asked what the latest was on the developments of the recently acquired properties for conversion into passive parks. Mr. Roberts provided that meetings with surrounding neighbors were being held for input on design; most will be passive and one will be active. The community around the park space on Catalonia Avenue wants it to feature a big turtle structure. Mr. Binelo offered that he and his wife have sponsored a bench at another passive park.

Mr. Sime inquired on the whether the Fink Studio would still be leased by UM, to which Mr. Betancourt responded that it is still under negotiation to be leased by UM's Historic Preservation division in the School of Architecture. Simultaneously, the City is working to have the studio historically designated on the national registry.

Mr. Binelo made a motion to pass the Annual Report, and Mr. Sime seconded the motion, which passed unanimously. Mrs. Morris signed the Annual Report.

4. Selection of New Chair (Action)

Action to select a new chair was deferred to April, after the election for mayor takes place.

5. Strategic Planning (Discussion)

Mr. Betancourt provided the City's 2017-2019 Strategic Plan, and outlined Economic Development's objectives, such as:

- Create accessible "home-town" recreation opportunities in all areas of the City; (e.g., the "Pumpkin Patch at Pittman Park" event and the "Tea & Terrariums" event.)
- Enhance our position as a premier destination for arts, culture, dining, and shopping; (Streetscape Project on Giralda Avenue & Miracle Mile, as well as the Retail Strategy Report and the new retail recruiter position of Business Development Specialist.)
- Increase the percentage of development agreement and grant funding to 4% of total revenue by 2019;
- Improve customer satisfaction with City communications to 75% by 2019; (Supported by the PAP Program.)
- Increase community access and knowledge of historic and cultural sites;
- Increase the historical and cultural components in City-sponsored programs and the community's satisfaction with access and the programs;
- Attain world-class performance levels in resident satisfaction with City-sponsored special events by 2019;
- Promote appropriate development and economic growth by retaining, expanding, and recruiting businesses that complement the City's brand. (Also supported by addition of the Business Development Specialist position.)

Mr. Betancourt asked for the board to provide input on what they think the City should be working on, and Mrs. Morris proposed that everyone look at the goals and discuss again at the

next meeting. She suggested that Coral Gables High School be given attention, and that the principal be invited to speak to the board and/or commission. She said the funding has changed since she was there, which took away a point of pride for the City. Education is a major factor in bringing in new businesses. CGHS has an IB program, and she asserted that helping the high school would help to bring in new businesses. At the very least, she recommended that the City support efforts to make the aesthetics look better. Coral Gables residents are less likely to send their children to CGHS. Mrs. Morris said she knows two families who moved out of Coral Gables to Pinecrest to be closer to Westminster. Mr. Binelo offered that he and his wife are expecting and for the first time are looking at local schools and they are disappointed with their option of Ponce de Leon Middle School.

Mr. Sime asked what could be done to improve the schools, because a lot of residents are making choices not to send their kids to CGHS, Ponce, and Carver, and instead spending money on private schools, which is a \$30,000/year discussion per kid. Mr. Sime agreed that we need to improve the options for education in Coral Gables.

Mr. Betancourt said he would invite representatives from the City Manager's office to speak to the Economic Development Board to discuss how the City is working to improve local schools.

6. Business Tax License Report

The Business Tax License Report for the month of November was distributed to board members, which showed the latest businesses to open in Coral Gables.

The meeting was adjourned at 9:12 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department