

**City of Coral Gables City Commission Meeting**  
**Agenda Item J-2**  
**October 23, 2018**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Raul Valdes-Fauli**  
**Vice Mayor Frank Quesada**  
**Commissioner Pat Keon**  
**Commissioner Vince Lago**  
**Commissioner Michael Mena**

**City Staff**

**City Manager, Peter Iglesias**  
**City Attorney, Miriam Ramos**  
**City Clerk, Walter J. Foeman**  
**Deputy City Clerk, Billy Urquia**  
**Marketing and Events Specialist, Belkys Perez**  
**Finance Director, Diana Gomez**

**Public Speaker(s)**

**Jackson Rip Holmes**

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Agenda Item J-2 [0:00:00 p.m.]

A Resolution approving the concept for the winter art installation on Giralda Plaza scheduled to begin in mid-November 2018, for a period of three months.

Mayor Valdes-Fauli: Alright. I would like to have J-2, which is a resolution approving the concept for the winter installation at Giralda Plaza. And she's sitting out there. There she is. Hi.

Marketing and Events Specialist Perez: If you could pull up the PowerPoint.

Commissioner Mena: That's the wrong one.

Mayor Valdes-Fauli: No.

Marketing and Events Specialist Perez: It's the one that says Giralda Plaza: Golden Sky.

Commissioner Mena: Yeah, that's not it.

Marketing and Events Specialist Perez: Well, as they pull it up, good morning, everyone. Belkys Perez, with Economic Development. And, we're here to present the next project for Giralda. Some -- a few things that we want to say just off the bat is that Umbrella Sky is definitely a tough act to follow. It was the perfect storm of the dead -- a dead season, which was in the middle of summer. It really is the worst season for Giralda. There was no competition. We didn't have any other art installations happening in the area. And it was the first in our area, as well. And so, those things really made it very impactful. At the August 28 Commission meeting, you asked that we return with a project and that it could be executed some time in November, and that it would be holiday in theme also. A month and a half later, this is -- this project satisfies that holiday theme and it's what we were able to put together in such a short period of time. We're calling it Golden Sky, but obviously, that can change. It's just a working title for now. So, our partners for this one obviously, we are leading this project and the BID's Giralda committee has also put in some funds toward it. The BID is also going to be supporting it through the promotion of our events. And, the concept for Golden Sky is Golden Sky is used to describe beautiful sunsets. Sextafeira would be the same vendor that we used for umbrellas. We're using again because they know our system. They know the truss system that we had in place, and they're able to produce something and come up with a concept that was quick. The gold and silver metallic strips that you'll see in a second reflect the light as they move through the day and night, and this would be the first installation of this kind in the United States.

They've done -- Sextafeira has done similar projects, but in color, and they've been in Portugal -- in Lisbon and Portugal.

Commissioner Mena: They've done it with the same material?

Marketing and Events Specialist Perez: They've done it with the same material.

Commissioner Mena: Yeah.

Marketing and Events Specialist Perez: So, this is Golden Sky. And it's metallic strips, ribbons of gold on one side, silver on the other side. And, this is an up-close picture of what the material is. They did a mock setup first, so we could see what the material looks like. They tell me that it's made for outdoor use and that it's very sturdy. They think that the quality is good.

Vice Mayor Quesada: Reflective plastic, I guess?

Marketing and Events Specialist Perez: It's like a -- you know, I want to say it looks like Mylar.

Vice Mayor Quesada: Okay.

Marketing and Events Specialist Perez: Like the Mylar balloons. Aaron, if you could click this. It's a video. I'm not sure if you can. This is supposed to be a video, and I wanted to show you what a similar concept to this would look like when it's swaying in the wind.

Mayor Valdes-Fauli: That's beautiful.

Marketing and Events Specialist Perez: So -- and the interesting thing about this, as one of my coworkers brought up, is that because it's Mylar and has that metallic material to it, it has a -- it's like crinkly.

Vice Mayor Quesada: Shimmer.

Marketing and Events Specialist Perez: So, there's an audible...

Commissioner Mena: Right.

Marketing and Events Specialist Perez: Sensory component to this as well. I wish you guys could see it. It doesn't -- no? Okay. Alright, so going to this slide. This slide, we pulled it because it is Google searches. And, I wanted to show you what Umbrella Sky did for our area. So, this is a search -- these are search words, keywords that people searched on Google. People searched during Umbrella Sky, Coral Gables. So, basically, it typically is 2,000 -- 22,000 times Google -- Coral Gables came up in Google searches regularly. During the Umbrella Sky, that went up 5,000 to 11,000 times more a month, okay. Giralda Plaza, which is a very interesting one, it is the fourth -- fifth line on there, the fifth column. It shows you that on any other given day, it's -- every other given month, it's 170 searches for Giralda Plaza, 140 searches. During Umbrella Sky, the numbers were 9,900 searches a month, 6,600 searches a month. So, we're working to also establish a name for Giralda Plaza and the Umbrella Sky project did that. Another one that we're showing here is Umbrella Sky, which is the last column, and it shows you how, in the United States, it was searched maybe 70 times in one month, 110. When it was Umbrella -- when the Umbrella Sky project was its peak, it was 12,000 times.

Mayor Valdes-Fauli: Can you...

Marketing and Events Specialist Perez: So...

Mayor Valdes-Fauli: Tell me the first column?

Marketing and Events Specialist Perez: The first column is Coral Gables.

Commissioner Keon: Coral Gables.

Mayor Valdes-Fauli: Okay.

Marketing and Events Specialist Perez: So, Coral Gables was -- is typically searched an average of 22,000 times a month. So, during Umbrella Sky, it was searched 27,000 to 33,000 times. And this slide was provided by Solange. She's getting her marketing degree, and she helped us with this, so thank you, Solange, for that.

Commissioner Mena: Alright.

Marketing and Events Specialist Perez: Alright, so, revenue, because this is what -- the only thing we've got to go on as far as like the revenues collected is parking. The additional, the estimated additional parking revenues collected from Umbrella Sky in garages was \$128,000.

Vice Mayor Quesada: The keyword there is additional.

Marketing and Events Specialist Perez: Additional. This is additional monies. On-street was \$55,000 of metered spaces, so if you double that, it's \$110,000. Total amount is \$238,000 for the entire project. This is estimated. I still need to get them confirmed by Kevin, but that's where we're on trend. Even if we cut this in half, we're being overly conservative, that still covers the cost of Umbrella Sky.

Vice Mayor Quesada: And so, and really, the revenue from that one will pay for this installation as well. I'm hoping you're about to say it.

Marketing and Events Specialist Perez: Yeah. So, the difference -- so -- and the impressions, excuse me, the impressions for Umbrella Sky, we saw them wane a little bit in the tail end, but we still had 297,773,000 impressions.

Vice Mayor Quesada: And, I think you need to set our expectations that that's not going to happen again.

Commissioner Lago: Yeah, temper the expectations.

Marketing and Events Specialist Perez: Well, I am so glad that you said that because we noticed that with Umbrella Sky, it did wind down at the very end. And so -- and I also want to temper those expectations even more. This is a winter installation. Winter is art season, so we will have competition. So, that's something important to keep in mind.

Vice Mayor Quesada: Oh, I know. You know, I think a big one for me is how many people get on and off the bus tours. Do we have a way of communicating with them, so they can tell us the daily numbers or weekly numbers of how many people...?

Marketing and Events Specialist Perez: Yes.

Vice Mayor Quesada: Get off on that stop? Because something I noticed when I was at Giralda with the umbrellas, those buses, typically, when they would come through, maybe two people get off. But they would drive by and everyone would get off that next stop, so those are true sort of tourism numbers as compared to people coming from Aventura or Boca, other locations, which I know we saw, but I'd like to -- I think that could be helpful to us.

Mayor Valdes-Fauli: Belkys, what is impression? What's the definition of impression?

Marketing and Events Specialist Perez: Impressions is the amount of eyes that are on a media, an ad or a story. So, these are -- for example, your CNN -- the Mayor did a CNN story.

Mayor Valdes-Fauli: Yeah.

Marketing and Events Specialist Perez: CNN en Español, and that got, I think, 150,000 impressions on their website.

Mayor Valdes-Fauli: Thank you.

Marketing and Events Specialist Perez: So, that's why our numbers are so high for that. You know, so the partnerships with the GMCVB, those are big. They're bringing not only journalists, but they're bringing bloggers. They're bringing people over to Giralda when these activations have happened in the past. It's also doing great for our social media channels. I mean, we got almost -- on Instagram, almost 10,000 new followers in that two period -- two-month period of time. I want to bring up that this project, Giralda Sky -- sorry, Golden Sky, would be a three-month project. That's up for debate if you guys...

Mayor Valdes-Fauli: No, it's fine.

Commissioner Mena: Have we -- this is for like way future consideration, but have we -- we should consider like whether or not there's opportunities to get a sponsor for the trusses. Because if you're getting that many impressions...

Vice Mayor Quesada: People would be all over it.

Marketing and Events Specialist Perez: We're looking into getting some sort of a sponsorship to offset the costs. I mean...

Commissioner Mena: Just a thought.

Marketing and Events Specialist Perez: I think that this...

Vice Mayor Quesada: If we -- I think that's a good idea. We should maybe start at least the offering, if it's going to go that way, to organizations in the Gables that have helped us in the past. One that immediately comes to mind is Bacardi was tremendous with us with July 4 events.

Commissioner Keon: You know, I don't really want to see signage -- sign litter.

Mayor Valdes-Fauli: No.

Commissioner Keon: I really don't. I mean, what you're looking at and what you're viewing...

Mayor Valdes-Fauli: No, this is Coral Gables.

Commissioner Keon: Is an art installation and it's not...

Vice Mayor Quesada: Alright.

Commissioner Keon: Signage and sponsorship...

Mayor Valdes-Fauli: This is Giralda. This is Coral Gables.

Commissioner Keon: Or whatever. It's litter.

Vice Mayor Quesada: Well, if our parking revenue isn't as grand as...



Commissioner Keon: Let the parking revenue help us.

Vice Mayor Quesada: In the past, then we'll discuss it again.

Commissioner Mena: Exactly.

Commissioner Keon: (INAUDIBLE) parking.

Marketing and Events Specialist Perez: And it can be done in a tasteful way, too, Commissioner.

Mayor Valdes-Fauli: No, no.

Marketing and Events Specialist Perez: I mean, it doesn't have to be that we blast...

Commissioner Mena: Right.

Marketing and Events Specialist Perez: Sponsors all over the place, either. I mean, it could be done...

Commissioner Keon: I don't want them on the trusses.

Mayor Valdes-Fauli: No.

Marketing and Events Specialist Perez: On the trusses...

Commissioner Keon: I don't want it on the trusses.

Mayor Valdes-Fauli: No.

Marketing and Events Specialist Perez: Okay.

Mayor Valdes-Fauli: Thank you, Belkys. It's beautiful, and this is a resolution. Do I hear a motion?

Commissioner Mena: Is there anything else?

Marketing and Events Specialist Perez: I also wanted to just...

Mayor Valdes-Fauli: Oh, I'm sorry.

Marketing and Events Specialist Perez: Mention because if you do approve it, what's missing from this is the budget, which I would have to come back to you in November with, but I wanted to give you a ballpark figure of what I anticipate it costing. And, I think it's going to cost anywhere...

Mayor Valdes-Fauli: It's not a public hearing, sir.

Marketing and Events Specialist Perez: I anticipate it costing around \$150,000. The truss system alone would be costing a hundred and -- sorry, \$91,000. It's a three-month installation. And, the art that's going to go on top -- which was covered by the Community Foundation last time. We didn't have that cost -- would be around \$19,500. So, you know, this is going to require events. It's going to require some ad, which ad that we didn't do last time. And so, I just really think that in order to make it a cohesive street, the (INAUDIBLE) system would be wonderful if we could also do something there. And, I think that façade that we have in the former scientology building would be wonderful to really make an impact on. And so -- and we saw with the little thing that we did have for Umbrella Sky, that little floater wall that we had in the scientology building, we had hours of wait times just to take your picture in front of it.

Vice Mayor Quesada: Didn't we discuss, at one point, buying the trusses.

Commissioner Lago: Yeah, that's was...

Vice Mayor Quesada: Maybe it's worth the...

Commissioner Lago: If we were going to continue to do this.

Vice Mayor Quesada: Investment right now to pay...

City Manager Iglesias: You're looking at...

Vice Mayor Quesada: The additional funds to (INAUDIBLE)...

City Manager Iglesias: We are looking at getting repeat fees for the trusses as they have been designed already. The only problem that we have is where to store them, because our 72<sup>nd</sup> Avenue facility is very tight right now. But we are looking at a repeat fee now, if we're going to continue this type...

Vice Mayor Quesada: What does a repeat fee mean? That means we get it cheaper?

City Manager Iglesias: It means to get it cheaper.

Mayor Valdes-Fauli: Alright. We -- I need a motion...

Marketing and Events Specialist Perez: Well, I mean, so you know...

Mayor Valdes-Fauli: For the resolution.

Commissioner Mena: Yeah. I just wanted to ask Diana a question on that last point.

Marketing and Events Specialist Perez: The -- I have asked for a quote for what it would cost, juts from this company that we've dealt with. I mean we would go out and get the quotes, but I have asked for a quote as far as purchasing the trusses, exactly how they are. It would cost about \$165,000, which is a big...

Mayor Valdes-Fauli: Let's get -- I will need a motion to approve this concept and also to appropriate \$130,000 for this exhibit. I would call for a motion on that.

Commissioner Keon: I'll make a motion.

Mayor Valdes-Fauli: It's been made.

Vice Mayor Quesada: Second.

Mayor Valdes-Fauli: Is there a second? Alright.

Commissioner Mena: I'd like Diana to address the budget question, which is, A, how are we going to deal with that? And my very simple question, I guess, and it's probably an oversimplification of how you handle our budget, but to Commissioner Quesada's point, we obviously generated significant additional parking revenue from the last installation, which wasn't -- probably above whatever you had budgeted for those months. Is there a way to sort of allocate that towards the subsequent project?

Finance Director Gomez: So, that would have been -- that's part of last year's revenue, so it would fall into fund balance.

Commissioner Mena: Right.

Finance Director Gomez: We can come next week -- or next Commission meeting with a resolution to appropriate fund balance -- previous year's fund balance in order to use it for that. It's not in the budget for fiscal '19. We would most likely need to take it out of contingency.

Mayor Valdes-Fauli: Okay. So, the motion has been made and seconded.

Commissioner Lago: Let me -- if I just may add something else.

Mayor Valdes-Fauli: Go ahead.

Commissioner Lago: Well, it's an issue...

Mayor Valdes-Fauli: No, go ahead.

Commissioner Lago: You told me that the rental fee was about \$150,000 for the...

Marketing and Events Specialist Perez: The rental is 91.

Commissioner Lago: For the structure?

Marketing and Events Specialist Perez: For this one right now, for the one that we're proposing, it's \$91,000.

Commissioner Lago: And we're proposing to do this twice a year? Is that what we're talking about, potentially programming twice a year a similar structure?

Mayor Valdes-Fauli: Yeah.

Vice Mayor Quesada: Yeah, of course. It makes sense.

Commissioner Lago: I mean, if -- I make the motion to buy it and figure out where we store it later.

Mayor Valdes-Fauli: Amend the motion.

Commissioner Keon: Yeah. I mean, I'd like to let them look into it and make the determination whether...

City Manager Iglesias: We need to look at that, Commissioner, because we have installation costs, removal costs, storage.

Commissioner Keon: Right.

City Manager Iglesias: I want to make sure it doesn't get damaged, and so that's the situation now. We're looking into it further right now.

Mayor Valdes-Fauli: But I agree with you.

City Attorney Ramos: Also, the motion on the table is to approve it and appropriate \$130,000, but that's different than what Diana's saying.

Mayor Valdes-Fauli: 36.

Marketing and Events Specialist Perez: 150.

City Attorney Ramos: You need a separate motion...

Mayor Valdes-Fauli: What?

City Attorney Ramos: At some other time, and perhaps, it should just be the motion to approve it and bring it back in November.

Mayor Valdes-Fauli: No, wait, wait, wait.

Marketing and Events Specialist Perez: I'd like -- I mean, if you have to approve a budget right now, I'd like an approval of 150 and it could be less.

Mayor Valdes-Fauli: Okay.

Commissioner Keon: I think it's up to Diana. Is that affordable?

Finance Director Gomez: Right. And so, what's the will of the Commission? If we want to take it from previous year fund balance, we can then just add the language to appropriate from previous year's fund balance or we can just take it within the budget -- within the contingency budget for the current year.

Mayor Valdes-Fauli: (INAUDIBLE) the budget and the parking fees and such will cover it.

Commissioner Mena: Wait, wait, wait. Wait, why are we taking it -- why can't we do previous year fund balance?

Finance Director Gomez: We can.

City Attorney Ramos: We can. They just...

Finance Director Gomez: I'm just saying...

City Attorney Ramos: The current motion on the floor is to approve it and use -- approve up to 130. The motion needs to be...

Mayor Valdes-Fauli: It's 150.

City Attorney Ramos: Amended...

Mayor Valdes-Fauli: 50.

City Attorney Ramos: The motion needs to be amended to say 150...

Mayor Valdes-Fauli: Okay.

City Attorney Ramos: Because the previous motion was 130, and then you can add that it could be appropriated from last year's fund balance.

Mayor Valdes-Fauli: Commissioner Keon.

Commissioner Mena: Okay, so I'll make that motion.

Mayor Valdes-Fauli: No, Commissioner Keon...

Commissioner Keon: I'll second it.

Commissioner Mena: Alright.

Commissioner Keon: Go ahead. I'll second it.



City Attorney Ramos: Wait, it was your motion. Do you accept...?

Commissioner Keon: Okay.

City Attorney Ramos: That amendment.

Commissioner Keon: I accept that amendment.

City Attorney Ramos: Okay.

Mayor Valdes-Fauli: Okay.

Commissioner Mena: I'll second.

Mayor Valdes-Fauli: It's been moved and seconded for a resolution. This is not a public hearing, but Mr. Rip Holmes wishes to speak. And as a courtesy to you, I will give you the floor for about seven seconds. Go ahead.

Commissioner Keon: The time's up.

Mayor Valdes-Fauli: Yeah, please make it -- this is a courtesy.

Jackson Rip Holmes: Thank you very much. I'm going to put you on the spot, because you've told me that you're sympathetic to my desire to bring misting machines to Giralda Plaza, to Miracle Mile.

Mayor Valdes-Fauli: Let's keep this...

Mr. Holmes: But -- seven seconds. Let's see how close I can get. The cost of misting machines is incredibly low, and I think it does more than what we're talking about here. A total of \$50,000 for both Giralda and Miracle Mile. Think about that. That's one-third of the cost of what you're talking about.

Mayor Valdes-Fauli: Mr. Holmes...

Mr. Holmes: But how much more (INAUDIBLE)...

Mayor Valdes-Fauli: I hear you. Mr. Holmes...

Mr. Holmes: For all of us, including the City's budget.

Mayor Valdes-Fauli: I hear you. I hear you. I will put this in another Commission agenda. I mean, that's a totally different topic.

Mr. Holmes: Thank you.

Mayor Valdes-Fauli: Thank you. Will you call the roll, please?

Commissioner Keon: Yes.

Commissioner Lago: Yes.

Commissioner Mena: Yes.

Vice Mayor Quesada: Yes.

Mayor Valdes-Fauli: Yes.

(Vote: 5-0)

Commissioner Lago: Peter.

Marketing and Events Specialist Perez: Thank you very much. I appreciate it.

Commissioner Mena: Peter, please do look into, though, what Commissioner Lago was suggesting about...

Mayor Valdes-Fauli: Yeah.

Commissioner Lago: You know an opportunity...

Commissioner Mena: If we're going to be doing this a couple times a year, let's figure out the most...

City Manager Iglesias: We are looking into that.

Commissioner Lago: You know an opportunity that we could use for storage. Maybe we could keep it in one of the parking garages, in maybe one of the top decks that we're not using, retrofit something -- find something ingenious where we don't have to take it to 72<sup>nd</sup> Avenue. We could just...

Vice Mayor Quesada: Yeah, keep it nearby.

Commissioner Lago: Keep it nearby.

Mayor Valdes-Fauli: I agree.

Commissioner Lago: I mean, again, the parking garage may not be the option, but it could be; you never know.

City Manager Iglesias: And, we have to discuss whether this is going to be a continuous installation using these trusses. If it is, then...

Commissioner Mena: Shade element.

Mayor Valdes-Fauli: That's another thing.

Commissioner Lago: Shade element.

Commissioner Keon: It may change.

Commissioner Lago: There's a lot of things.

Commissioner Keon: I mean, the way that the...

Mayor Valdes-Fauli: Thank you.

Commissioner Keon: You may get an installation that may...

Marketing and Events Specialist Perez: And we're already...

Commissioner Keon: Require a different...

Marketing and Events Specialist Perez: Working on a summer -- you know, trying to come up with a summer installation where we are also gathering information and meeting with our other departments to see if we can maybe have a call to artists. So, we're working...

Mayor Valdes-Fauli: Thank you very much.

Marketing and Events Specialist Perez: On that as well.

Commissioner Keon: You know, I think at the Umbrella Sky project, Mary Snow, from the BID, had said that they would like -- I mean, from the Community Foundation, had asked about being able to be involved in a summer installation. So, I think you should...

Marketing and Events Specialist Perez: She is.

Commissioner Keon: Yes, okay, great.

Marketing and Events Specialist Perez: She is involved. She is interested...

Commissioner Keon: Yes.

Marketing and Events Specialist Perez: In funding -- helping to fund the summer installation.

Commissioner Keon: Yeah.

Mayor Valdes-Fauli: Thank you.

Marketing and Events Specialist Perez: Yeah. We've been in contact with her. She was out here just a little while ago.

Commissioner Keon: Thank you.

Mayor Valdes-Fauli: Okay.