

**City of Coral Gables City Commission
Agenda Item C-2
September 23, 2014
City Commission Chambers
405 Biltmore Way, Coral Gables, FL**

City Commission

Mayor Jim Cason

Vice Mayor William H. Kerdyk, Jr.

Commissioner Patricia Keon

Commissioner Vince Lago

Commissioner Frank Quesada

City Staff

Acting Interim City Manager, Cynthia Birdsill

City Attorney, Craig E. Leen

City Clerk, Walter J. Foeman

Deputy City Clerk, Billy Urquia

Kevin Kinney, Parking Director

Public Speaker(s)

Marina Foglia, Executive Director, Business Improvement District

Christopher Gordon, 172 Giralda Avenue

C-2 [Start: 10:58:56 AM]

RESOLUTION AUTHORIZING THE SALE OF ALCOHOL AND THE
WAIVING OF THE COST OF PARKING RENTALS AFTER 5:30 P.M.
ON THE 100 BLOCK OF GIRALDA AVENUE ON THE FIRST
FRIDAY OF EACH MONTH FROM NOVEMBER 2014 THROUGH
MARCH 2015, FOR A TOTAL OF FIVE EVENTS, FOR THE
GIRALDA UNDER THE STARS STREET DINING SERIES, SUBJECT
TO FLORIDA DEPARTMENT OF PROFESSIONAL REGULATION
REQUIREMENTS.

Mayor Cason: Okay, so let's start with item C-2. I don't know if anybody wants to speak up here. We have two citizens that would like to speak. We have Marina Foglia and we have Christopher Gordon. We'll ask Marina.

Marina Foglia: Good morning, Mayor, Commissioners.

Commissioner Lago: Hi.

Mayor Cason: Good morning.

Commissioner Lago: Good morning.

Ms. Foglia: I'm here today -- as you know, I'm executive director of the Business Improvement District, 220 Miracle Mile. I am here today to talk to you about Giralda Under the Stars. As you know, this is one of Coral Gables signature events where over a dozen restaurants participate. These are all the restaurants on the 100 Block of Giralda. You know, I'm representing today -- and I just want to name all the restaurants who are participating: Bangkok Bangkok, Castelluccio, Divino Ceviche, Ikura Sushi, Miss Saigon Bistro, Pasion del Cielo, Pete's Authentic Cooking, Spizzigo, Spritz, Talavera, The Bar, The Local, Threefold Cafe, and two new ones who are coming up: Green Light Cafe, who opens until 3, but will remain open until later to participate; and Harmony Boutique Cuisine, which will open in January, which will also participate. I am here just to let you know that I've met with all these restaurants. When I first started five months ago, I know there were some concerns about the event, but I did meet with each one of them, and I've met as a group two weeks ago. We have proposed, you know, changing some of the schedules, maybe doing it a different day, but all the restaurants are in favor of keeping it on this Friday. This is the first Friday of every month, from November through March. It's only five days out of a year. And this is when most of them, you know what, make their week, if not their month. So having said that, I just want you all to consider. This is one of our signature events. I am also working with the University of Miami. I met with Dean Berg, and we're working, you know to add a different element to enhance the event. Also, we're going to be bringing jazz and symphony, more of ambiance type music instead of having different venues provide the music. So I just wanted to let you know. And in addition, we're also adding an artistic component to, you

know, work with the City's art gallery already. So most of the restaurants, they bring out their tables and their chairs out into the street so they will create this pop-up art gallery, you know, venue, so we attract people not only coming to have dinner but also to stay to enjoy the music and also to appreciate the art. We attract over 1,500 people each Friday that come into the area. I know we waive the parking on Giralda Avenue, but all of these people are parking in the garages. We get over three-times the amount of people coming into the area. So it's a wonderful event. All the venues -- also, we have sponsors. Diageo last year sponsored, and we're working with them, you know, to be a presenting sponsor again, and we're working with other entities in the City to support this event. So I just wish, you know, for all to support. And I'm here to answer any questions you may have.

Commissioner Quesada: You just said that we get three-times the amount of people in the parking garages.

Ms. Foglia: In the parking garage, yes. I had called Kevin Kinney to find out, then, yes. Because all these people, since we're getting --

Commissioner Quesada: On those specific Giralda Under the Stars nights.

Ms. Foglia: On the specific.

Mayor Cason: Versus other Fridays.

Ms. Foglia: The first Fridays of every month, from November through March.

Mayor Cason: Okay.

Commissioner Quesada: Get -- okay, get three-times the amount. Okay.

Ms. Foglia: Yes.

Commissioner Quesada: What about the restaurants; do you have any data showing their business on the typical Friday compared to those Fridays?

Ms. Foglia: I -- you know, that's what I'm trying to get, but just from talking to them, they said that this is when they practically make their months.

Commissioner Quesada: Here's what I would ask for you -- and I think you're one of the business owners.

Ms. Foglia: Yes, I am.

Commissioner Quesada: So make a mental note of this as well. We don't need to see your exact numbers. I understand businesses, they might not want to turn over the numbers. If you can tell us what the percentage increase or decrease is on those Fridays -- those five Fridays compared to other Fridays so we get a better picture.

Christopher Gordon: It's an average of 20 percent for me.

Commissioner Quesada: Okay. She can just put it together for all the restaurants on the street or the businesses. Again, you don't have to give us the exact numbers, because I would imagine the restaurants will be skittish in giving out the exact numbers, but if you can get those and put it on a sheet of paper for us so we get a -- we have a better idea --

Ms. Foglia: Okay.

Commissioner Quesada: -- of what the impact really is.

Ms. Foglia: I will do. And you know, Christopher Gordon is here. He represents The Bar one of the merchants on Giralda. I had several, but as you understand, all

these are mom-and-pop shops, and they're working late, and unfortunately, they're the ones, you know, manning the store and they're not able to be here, but they've asked me to speak on their behalf.

Mayor Cason: Mr. Gordon.

Mr. Gordon: Yeah. I just wanted to say, you know, we really love this event. It does bring a lot of customers that might not necessarily come to our street. It's great exposure. I know we have one neighbor that is not in favor of it every year; not one other business owner is opposed to it. You know, I can speak for myself. It's an average of 20 percent that one Friday. I would love to do it every Friday of the season, to be honest with you, but I know that's not going to happen.

Commissioner Quesada: I think your Fridays -- I would imagine Fridays are typically your strongest day of the week?

Mr. Gordon: Absolutely, absolutely. You know, the people that come to the Gables for work and who go out and do those types of things are not necessarily the people that live directly here. A lot of people come into the Gables for work. They stay and go to Tarpon Bend, The Bar; you know, even Hillstone is a lot more busy on Fridays. Everyone benefits from the Friday traffic. But when you have an event such as that and, you know, street closure, everything that goes with it, it helps everybody.

Commissioner Quesada: But what if the event was on a Thursday or Friday? And I go to the board meetings, and we've had these discussions at the BID board meetings. What if the event was on a Thursday or Wednesday? I would imagine that...

Mr. Gordon: I think Friday's more conducive to that, because weekdays are school nights for children, and you get families there, so that kind of cuts them out. By the

time people get home from work, get ready to come back, you know, the event really gets rolling about 7, 7:30, so --

Commissioner Quesada: That's when you see the most amount of people, about 7:30, 8 o'clock?

Mr. Gordon: I see, me personally, I see the most amount of people probably from about 9, 9:30 until the close of the event.

Commissioner Quesada: Okay.

Mr. Gordon: You know, it's a diamond event, an entertainment event, so when people are done eating, that's when I really get them.

Commissioner Quesada: No. And I know the one business that's been against it has been La Dorada across the street. My thought has always been is because of the music at the event, and I'll tell you, full disclosure, I've been in a band since I was 12 years old, so I love rock and roll just as much as the next person. And I know you guys -- and I've gone to The Bar to see bands play. Obviously, when there's a hard rock band playing outside of a restaurant like La Dorada, makes it very difficult for them, because their clientele don't want to hear that. Something that I've been discussing with Marina is Miami Beach, when they have the free events for the symphony orchestra playing, they are playing classical music, they get thousands of people. The streets shut down, there are so many people that are coming in. Conversation that I brought up at the BID meetings and I've been speaking with Marina is what if at the end of the street, maybe in front of where we have the parking garages or where Las Vegas is or where --

Ms. Foglia: Exactly.

Commissioner Quesada: -- there used to be there, so that the other classical music

coming -- and I think that's going to benefit everyone.

Mr. Gordon: Absolutely. We've spoken about that, and our music does not start until 9:30, the full band, when people are done eating. I'm not trying to take away anyone's dining environment.

Commissioner Quesada: Yeah.

Mr. Gordon: -- for sure. I want to work with all the neighbors. I mean, we only benefit from everyone getting along.

Commissioner Quesada: Of course, of course.

Mr. Gordon: And if there is a music genre that wants to come in, I'm more than welcome. No one ever did it before, so I started doing it, and when La Dorada expressed concerns about the noise level, I changed our itinerary. And I have no problem, you know, being open to any suggestions. You know, I just wanted to come and show my support for the event. I benefit greatly from it. Every business on the street does. I guess, with the exception of La Dorada, because I know everyone who goes there valet's right in the front, and they don't have a valet that night directly in front of their door, so I can understand that that is their concern.

Mr. Foglia: But in that situation, the valet, the centralized valet has been centralized on Giralda, so now there's only one in the middle of the north side of Giralda and one on the south side, so the individual restaurants no longer have their own private valet service. It has been centralized already, so that no longer is the issue. In terms of the music, we are taking care of this. You know, instead of all the different restaurants having their only musical element, we're bringing the University of Miami where they will be providing us -- I'm not promising a stage for every single Friday, but we want to eventually have a stage and we'll have, you know, like you said, the classical music, the jazz, the symphony. It's more conducive to a dining event.

Commissioner Quesada: I mean, in the experience Miami Beach has had, it's a spectacular event when they have that classical music, and it's a free event like ours.

Ms. Foglia: That would be a free event. And we want to bring chairs eventually also, so when people finish having dinner, they can go and enjoy the music and sit and see the different groups coming in. So the idea right now with the University wouldn't be the same group each time; it would be different students coming in, so we would be working in conjunction with the Frost School of Music.

Commissioner Quesada: My goal. The reason I pulled the item, I'm discussing the item is I want this -- every business on that street to be a success, absolutely. And I want you guys to, you know, make more money than you can imagine, because it's so popular and residents want to go there, because it has been our Restaurant Row historically. Obviously, it gives me concern. I know that other Commissioners, it give them concern, when you hear of one restaurant, which has been a pillar in Coral Gables for such a long time -- La Dorada is an institution. I mean, they're one of the only restaurants in the country that have the five-star diamond award.

Ms. Foglia: Yes.

Commissioner Quesada: It's an amazing experience when you go eat there. And you say the music starts at 9:30. I mean, I've gone to dinner there at 10:30 and it's packed. But again, I don't want to impact -- again, it's a quagmire because I don't want to impact your business and I don't want to impact their business. I'm trying to find a happy medium where everyone can benefit.

Ms. Foglia: That happy medium.

Commissioner Quesada: For me, I think the biggest problem -- and now you say it, maybe we could do a valet on those nights right where the barricades are to make it

easier for anyone coming in. I don't know if we can do that logistically with traffic --

Ms. Foglia: And that's what we're proposing.

Commissioner Quesada: -- but I think we should do everything we can as a city to make sure that all businesses are doing well, and I understand that 95 percent of the businesses want the project to continue on Friday nights. I want it to continue on Friday nights, but obviously, 100 percent in support.

Ms. Foglia: I had a promise when I first came here. I met with Lilly and with Don Domingo and I promised that I would consider and talk to the rest of the restaurants about considering a Wednesday or a Thursday or a Sunday, and we did bring it up, and they were there present. But this is 14 restaurants that, you know what, they continue to say that Friday is when they get most of the impact on most of their revenue for their businesses.

Commissioner Keon: Are the 14 restaurants that -- I'm sorry. May I ask -- are the 14 restaurants that you're talking about, are they all on Giralda or does it also include the ones on the plaza by Merrick -- the Merrick project?

Ms. Foglia: These are all on the 100 Block of Giralda.

Commissioner Keon: They're all in the 14 --

Ms. Foglia: Yes.

Commissioner Keon: On the 100 Block of Giralda? I saw in your item that you relocated the valet to Galiano; is that right? Where do you relocate the valet to?

Ms. Foglia: Well, right now there's no valet on Giralda. And usually, it's on --

Commissioner Keon: Right.

Ms. Foglia: Usually on Miracle Mile. What we want to do is do it right. You know where the boulders are at the entrance, right on Ponce.

Commissioner Keon: Right.

Ms. Foglia: So then that way, everybody will be able to have valet parking if they wish. Right now what we've done, there is no longer private valet stations on Giralda. It is all being centralized, you know, just the same as Miracle Mile.

Commissioner Keon: Right.

Mr. Foglia: So where you had five valet stations before, you only have one on the north block in the middle of the block and one on the south block in the middle.

Commissioner Keon: Right. But when you close Giralda for this event, where is the valet resituated?

Ms. Foglia: Well, usually, it's been on Miracle Mile.

Commissioner Keon: Oh, okay. So there is no valet in the area?

Ms. Foglia: In the area, exactly.

Commissioner Keon: Oh, OK.

Ms. Foglia: And right now what we're proposing is right there on Ponce, there's like a little entrance to have a station there and maybe one at the other end where we're going to have the musical element. So have the two stations at the end of Giralda on

Ponce, and I'm not sure what that street is. The --

Ms. Birdsill: Commissioner, Kevin Kinney has some input.

Mayor Cason: Kevin.

Kevin Kinney: Typically, when Henry goes off of Giralda, he doesn't put his valet stand on Galiano. There have been a few times he's allowed us to do one on Ponce also.

Commissioner Keon: Okay, yeah. It was my understanding that the valet was -- went to Galiano from Giralda. That was my understanding.

Mr. Kinney: Yes.

Commissioner Keon: All right. Now, I have great sympathy for La Dorada also. I think they have a different clientele. I think they've served their clientele for a very long time, and it's a different clientele that is going to join in usually the Friday night Under The Stars. So, you know, and one of their biggest issues is the issue of the valet. Commissioner Quesada is that the biggest issue you hear from them, is the valet?

Commissioner Quesada: I hear it's two-fold. It's the music and it's the valet.

Commissioner Keon: Okay. So I think you're going to address the music with the type of music and whatever through the Frost School, so if we can help them in addressing the issue with the valet. Is there a reason --?

Commissioner Quesada: Maybe I'm jaded on this. I think the moment we bring in a different type of music, I think that that street, you won't be able to walk in there'll be so many people that want to be there. Because if you haven't been to the classical

music -- what is it? I think Thursday (UNINTELLIGIBLE) on the beach --

Commissioner Keon: I have. It's unbelievable.

Commissioner Quesada: -- it's unbelievable.

Commissioner Lago: It's spectacular.

Commissioner Quesada: And they don't have restaurants. It's just an open park.

Commissioner Keon: Right.

Commissioner Quesada: The fact that we have restaurants and you can get a drink and you can have a meal, forget it. I think we're going to get people from all over the County.

Commissioner Keon: Right.

Commissioner Quesada: That street is going to be flooded.

Commissioner Keon: Right. It's more -- but because we block it off and because --

Commissioner Quesada: Yeah, exactly.

Commissioner Keon: -- because there's no traffic -- there isn't any, then you... there's going to a valet stand on Galiano. I don't know if there is a way to help La Dorada by allowing them to move the other valet stand around to Ponce. I don't know what that issue is. And I think maybe --

Ms. Foglia: That's what I would like to --

Commissioner Keon: -- we should be able to work that out, if that --

Commissioner Quesada: Maybe if we get some guys on bicycles pulling them in.

Commissioner Keon: Pardon me?

Commissioner Quesada: I'm kidding.

Mr. Kinney: Typically -- historically, we've had traffic issues on Ponce with valet.

Commissioner Keon: Okay.

Mr. Kinney: This -- if we put it in front of Talavera --

Commissioner Keon: Yeah.

Mr. Kinney: That might be far enough north to where we would not have difficult traffic issues and that walk to La Dorada would be much closer than the one of Galiano.

Commissioner Keon: They might advise your patrons of that; I don't know, but maybe you could have that discussion with them. I don't want to direct you to do anything, but I think it's worth a discussion with them. They do have a very different clientele than, I think, much of the other restaurants on that street have, and they do serve -- one of the good things about them is that they're open quite late and you can go to dinner there at 9 or 10 o'clock at night.

Commissioner Quesada: What about the street behind. I'm looking at the map here. There's -- I guess that's an alley behind.

Vice Mayor Kerdyk: It's an alley, yes.

Commissioner Quesada: It's an alley. What if we allowed them to do valet parking on those nights in that back alley? Is that a horrible idea?

Commissioner Keon: What is their access to then their restaurant? How do you access their restaurant?

Mr. Kinney: The alley behind both sides of Giralda is like staff parking and delivery access.

Commissioner Quesada: Oh, yeah. So you can't --

Vice Mayor Kerdyk: Well, actually, The Bar has their back area there too.

Commissioner Keon: Yeah.

Vice Mayor Kerdyk: They have pedestrian foot traffic through there.

Commissioner Keon: Yeah.

Mayor Cason: Well, why don't you all work with La Dorada in terms of the valet issue and see if you can come up with something.

Commissioner Keon: Yeah.

Commissioner Quesada: Yeah.

Mayor Cason: We can't solve it here, but I think it's --

Commissioner Keon: Can I request one question also? On the nights that you have that, then the parking lot, that little small surface parking lot that's at the end of --

near the Galiano --

Vice Mayor Kerdyk: Giralda.

Commissioner Keon: -- Giralda, is there any access to that? Because the access to that is off of Galiano. So is there any parking there or is it not used during --?

Mr. Kinney: It's not specifically closed because you can get there through the alley, but you cannot access it through Galiano, so there's very few people who know.

Commissioner Keon: Who actually park there? I think that's a wonder -- I really think that surface parking lot is a great opportunity for us to create a green space or a pocket park or an event space...

Vice Mayor Kerdyk: I agree with that.

Commissioner Keon: ...in that area.

Vice Mayor Kerdyk: I agree with that.

Commissioner Keon: I really do.

Vice Mayor Kerdyk: Yeah, I'm 100 percent.

Commissioner Keon: It's such limited parking. It's such limited parking there. It's not -- whatever. And the value it would bring on a regular basis to that whole area would just be immense.

Commissioner Quesada: Why don't we have staff look into it?

Commissioner Lago: Could we have staff look into just give us a report? I mean,

just in regards to the revenue side, what I think it's like 25 or 30 parking spaces.

Commissioner Keon: I don't even think it's that many.

Commissioner Lago: I think it's 20.

Vice Mayor Kerdyk: He probably knows right now.

Mr. Kinney: Eighty-five thousand dollars a year.

Commissioner Lago: Eighty-five thousand. Let me tell you, a nice green space there with maybe a little pavilion of some sort just maybe a green space where we could have...

Commissioner Keon: No, that has a pavilion. They could use it as a place to regularly have music.

Mayor Cason: Well, why don't we have staff look into it and --

Commissioner Lago: You also have the adjacent park across the street, which is incredibly underutilized.

Vice Mayor Kerdyk: Yeah.

Commissioner Keon: Right.

Commissioner Lago: So maybe we can do something there.

Commissioner Keon: Yeah.

Mayor Cason: All right.

Vice Mayor Kerdyk: That's a great idea.

Mayor Cason: All right, thank you very much.

Commissioner Quesada: Thank you for coming.

Mayor Cason: That was very nice

Ms. Foglia: Thank you.

Mayor Cason: So let's have a motion on C-2.

Commissioner Quesada: I'll make a motion on C-2.

Mayor Cason: Commissioner Quesada makes a motion.

Commissioner Keon: I'll second it.

Mayor Cason: Commissioner Keon seconds it. City Clerk.

Vice Mayor Kerdyk: Yes.

Commissioner Lago: Yes.

Commissioner Quesada: Yes.

Commissioner Keon: Yes.

Mayor Cason: Yes.