

City of Coral Gables City Commission Meeting
Agenda Item G-4
February 25, 2020
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors

City Staff

City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Economic Development Director, Julian Perez
Economic Development Assistant Director, Belkys Perez

Public Speaker(s)

Agenda Item G-4 [10:16 a.m.]

A discussion regarding possible City-sponsorship of "La Feria de Abril" kick-off event to be held in May 2020.

(Sponsored by Mayor Valdes-Fauli)

(Sponsored by Vice Mayor Lago)

Mayor Valdes-Fauli: Okay, next item is G-4, City sponsorship of La Feria de Abril kickoff event. I have some background on this. We approved about six, eight, nine months ago, a -- my initiative on the Feria de Sevilla -- I mean, I'm sorry, on a sister city relationship with the City of Seville, which is what, a hundred times our size. They were very interested, and we approached the Mayor.

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I've written to the Mayor several times. He's invited us there. We invited him here, and for the first time ever, Sevilla, their Feria de Abril, their Feria de Sevilla, which is a very, very, very well-known entity fair in Europe and here, which is always in April after Holy week, they said, would you be interested in having a Feria de Sevilla in Coral Gables? And I said, absolutely. And the proposal was made, and I have asked Vice Mayor Lago to help me on this, but I'm very, very proud that this effort on my part has borne fruit and we'll hear the presentation.

Economic Development Director Perez: Good morning, Mr. Mayor and members of the Commission. Julian Perez, director of Planning -- Planning? Economic Development. I was a planner for many years. So, I'm here this morning to give you a brief presentation on this festival. I looked at the festival in three phases. The first phase was the one that we had at the last meeting, where there were some questions asked about the festival. That was a presentation. And there were some suggestions made at that meeting. We went ahead and we met with most of the stakeholders involved in the process, including you, Mr. Mayor, the Vice Mayor and the Administration. As a result of all those meetings, we were able to put together a festival that is very small in scale that is basically an introduction to the festivity so that next year when we put the festival together, we're very well prepared, the community is well informed, and it's something that we market very well. It is very important because this festival can be a signature festival for the City of Coral Gables. I have a very brief presentation, and then the presentation is divided in three parts. The first part you have already seen, which is the introduction of the festival, and the Mayor gave you an excellent overview of the festival itself. The festival basically started in Sevilla a very long time ago, and it's something that they're very interested in bringing to the United States, and specifically, to the City of Coral Gables. To the City of Coral Gables, this festival is very important because it's part of the sister city relationship that we have with them and it's a cultural event. Here's the sister city. And this is the second part of the presentation, and this is what we did in order to scale down the presentation so that it's something that is feasible with the amount of time that we have to put the festival together. The activities will start on May 7, that will be a Thursday, and it will start with a culture exchange. It will be an exhibition. It will take place at the museum. We would have a number of dignitaries at the event and it will be also a celebration

of the sister city. At that time, we'll sign the agreement from the City perspective. This agreement, as I understand, has already been signed and it was signed in Seville, Spain.

Mayor Valdes-Fauli: It's ceremonial.

Economic Development Director Perez: So, the next day will be Friday and that will be the 8th. This is where we're going to have the ribbon cutting at the inauguration of the event and the people's tent (INAUDIBLE). And at this point during this whole process, the lights will be turned on for the event and there will be a number of activities to activate the street and also bring in the cultural aspect of it, sevillanas and the guitars and the whole festivity will start at this point. Then on May 9, that will be on a Saturday, this will be the family activation phase of the event. And again, it's going to be one that is very focused on family activities, the culture component, the dancing, the music, and obviously, the food will be there. We're looking at having a paella contest as part of the event. Again, there will be more dancers. There will be more music and so forth, and the event will go basically from around 10 o'clock to let's say sometime around midnight. The -- on the next day will be May 10, and that would also be part of the family activation. And May 10 will be Sunday, and this will go from 10 until like about 2 o'clock in the afternoon. And at that point then we'll close the event. The third part of the presentation deals with the budget. And this is something that is still in the works. And if the Mayor and Commission feel comfortable with the step that we have just completed and you want us to move into the third step, then at this point we'll start the conversation with the organizer to make sure that the budget that you see there before you is much, much less than what has being looked at now, very preliminary. That's number one. And number two at this phase, we'll be able to secure the sponsors that will -- that are going to participate and that are going to help us out with the financial side of it. So, at this time, what you see before you is a breakdown, a very preliminary breakdown of the activities and a dollar amount. At this time, again, it's a very preliminary number and the total is at \$126,000. Again, this number is one that we're going to work very, very hard to bring down through a more reasonable sum of money. Again, if we're moving into the phase three of this process, then we'll take care of the budget, we'll refine the program, and then we'll do all the background gathering or due diligence

that needs to go with this type of activities and the organizers associated with the activities. At this time, if you have any questions, I'll be more than happy.

Mayor Valdes-Fauli: Vice Mayor, this is also your item, comments?

Vice Mayor Lago: Thank you, Mr. Perez. First off, thank you for entrusting me and staff for trying to find some common ground on something which is going to celebrate our Spanish heritage. I think it's a wonderful opportunity for us to highlight the City in conjunction with Sevilla. I want to make sure that I thank everyone that was involved because they gave a lot of their time to really work on this issue. David Padilla, CEO of Smart Libraries, Juan Tena, RPZ Communications, Mr. Perez, Economic Development Director, Belkys Perez, always an asset, Assistant Economic Development Director, the IACC Board, Lourdes Cuzan, she's the chair; Naomi Levi-Garcia, from the Manager's Office, Beatrice Rangel (phonetic) from Innovation Council members, and several other members from the Innovation Council members that were there that I failed to mention. And I think we also had some members from the BID who also were involved, so let me make sure I give them their just due. We had multiple meetings where we discuss this festival and how we could significantly scale back the costs. And the first thing that we came to conclusion basically 10 minutes into Commissioner Mena, which I think you also had some concerns about this was the issue of how do we put together an event in May that is to a certain scale that is ambitious, but that doesn't put us in a position where the event is not successful, and then the following years we're trying to play catch up. And that's something that we didn't want to do. So, that's why you see a budget there which is almost one-third of what the original budget was. Can that be refined significantly? One of the big issues that I told staff that staff understood was let's try to buy infrastructure. When I mean infrastructure, I mean staging or actual decorations that can be used year in and year out and that we pay for over the first three years so that we don't have to continuing to buy new decorations. I know obviously you want to continue to refresh the event if this is something that's going to go on in the future continuously, like for example, Kiwanis. But let's buy our staple pieces so that we make that investment over a three-year period and it doesn't hurt us so much in the first year, but it's something that we continue to enjoy for years to come. We

really took -- I really took an opportunity to meet with the Business Improvement District. We met at their meeting and we spoke about it. I don't want to speak for the BID, but I think that they were very interested and very enthusiastic, along with the restaurants on Giralda. We have to find some sort of way to complement those restaurants and bring them into the fold. We're talking about Spanish food. We talked about a lot of different opportunities on how to do that. Do we take guest chefs, and do we take the chefs and those Spanish chefs will then work with the restaurants that are interested to offer some sort of Spanish infused dish that will obviously play well with this Feria de Sevilla. This is a multiyear process, so the way that I see it, I think this is a great opportunity to highlight the City, to bring a lot of economic opportunities to the City, but I think we have to be honest with ourselves and make this not try to hit it out of the park the first year. Let's do something where we try to achieve a goal over a three-year to four-year span, and I think that's what's going to play out best for this event and will grow into something that we'll be very proud of.

Mayor Valdes-Fauli: Any comments.

Commissioner Keon: This is scheduled for this May of 2020?

Economic Development Director Perez: Yes, yes.

Commissioner Keon: So, in three months, two months -- three months?

Economic Development Director Perez: It's about three months.

Mayor Valdes-Fauli: But we have -- it has been scaled back so that we have -- as you saw there, Thursday, Friday, Saturday and Sunday. We have the organization and we also have financing apart from what the City would provide to do this, and it would be a very, very good first step for the continuation and having more Feria de Sevilla in May here in the future.

Commissioner Keon: Okay, fine. The budget is -- they're asking for 127,000. Is that what the ask is from the City?

Economic Development Director Perez: Yeah. It's a very preliminary budget.

Commissioner Keon: But it's very preliminary, so we don't know what you're asking for.

Economic Development Director Perez: Correct. That's...

Commissioner Keon: With regard to the BID, is there -- there will be a -- some tents for some buildings down the center of Giralda, is that right?

Economic Development Director Perez: No. The main tent is going to be located towards at the end of Giralda.

Commissioner Keon: On Ponce or on Galiano?

Mayor Valdes-Fauli: The other way, Galiano.

Economic Development Director Perez: On Galiano.

Commissioner Keon: On Galiano is the entrance to it? I mean, that's where the -- it looked like an archway, sort of a...

Economic Development Director Perez: Let's see if we can bring it up.

Vice Mayor Lago: I think that's where...

Commissioner Mena: That's where the stage would be.

Vice Mayor Lago: That's where you mentioned where the stage and the people's tent would be. The entrance would continue to be -- and correct me if I'm wrong -- would be on Ponce, correct?

Commissioner Keon: Yeah, can -- yeah, could you pull the picture back up, please?

Commissioner Mena: Is the organizer here, by the way?

Vice Mayor Lago: No, he's not.

Economic Development Director Perez: No, unfortunately, he's not.

Commissioner Keon: So, go -- yeah, that.

Economic Development Director Perez: There you go, right.

Commissioner Keon: What is -- okay, so that's the extent of what will be on the plaza.

Economic Development Director Perez: Correct. On the plaza, correct.

Commissioner Keon: And that's across...

Unidentified Speaker: That's going to be...

Commissioner Keon: Giralda.

Mayor Valdes-Fauli: That will be...

Unidentified Speaker: I'm sorry. That will be on -- that is like the people's tent, which is what they're calling it. That's where the activations will happen. That will be located at Lot 25.

Commissioner Keon: I don't know what that is.

Unidentified Speaker: So, on the Galiano -- sorry. On the Galiano side of the parking lot that is adjacent to Giralda Plaza on the...

Commissioner Keon: Oh, okay.

Unidentified Speaker: On the Galiano side.

Commissioner Keon: Oh, okay. And so, the rest of Giralda is unaffected by that, is that right? Or you're -- you have other things on Giralda itself?

Economic Development Director Perez: Well, there's going to be some minor decorations.

Commissioner Keon: I saw that there was overhead...

Economic Development Director Perez: And let me show you that.

Commissioner Keon: Some overhead lighting.

Commissioner Keon: Yeah.

Mayor Valdes-Fauli: Flowers, garlands.

Commissioner Keon: Okay, but the center -- you know, my concern is, is that the way that Giralda is right now with all of the restaurants and there are -- they have -- they've paid for all of the

outdoor seating and everything else. So, everything that's been done there sort of to date has been overhead. It's -- you know, it doesn't affect the utilization of the plaza. It allows all of the restaurants to continue with their seating the way they have it and whatever. So, it hasn't -- nothing has obstructed their ability to do it. So, what I'm asking is, will any of those seating from any of the restaurants or any of those things that are there currently be displaced with whatever you're planning to do?

Mayor Valdes-Fauli: They will be...

Economic Development Director Perez: No, that's not the intent.

Mayor Valdes-Fauli: They will bring...

Commissioner Keon: I'm asking -- he can answer me. Is there?

Economic Development Director Perez: No, that is not...

Mayor Valdes-Fauli: I have the answer.

Commissioner Keon: Okay. What I want to know also then is when you talk about the family activities or those sorts of things, it all goes on where?

Economic Development Director Perez: It goes all in this general area...

Commissioner Keon: Oh, it's all within the tent.

Economic Development Director Perez: And around the plaza, right.

Commissioner Keon: Okay. And...

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Mayor Valdes-Fauli: (INAUDIBLE) right information.

Commissioner Keon: Yeah.

Assistant Director Perez: There is also...

Commissioner Keon: I just -- you know, I was waiting for him to finish.

Assistant Director Perez: There's also areas on Giralda that are not full of tables and chairs right now.

Commissioner Keon: There's a couple, yeah.

Assistant Director Perez: And so, in those areas, there is an opportunity to bring the street activation. So, they anticipate having women dressed in sevillana clothing either dancing on the street...

Commissioner Keon: Right.

Assistant Director Perez: Or having those songs that they typically...

Commissioner Keon: Right.

Assistant Director Perez: Sing when they do that. So, there is some activation and they plan on giving out fans and some merchandise as well as you walk down the street.

Commissioner Keon: Okay. Yeah, I didn't quite understand where that was located.

Mayor Valdes-Fauli: (INAUDIBLE).

Economic Development Director Perez: The whole purpose is to complement what we already have...

Commissioner Keon: Right.

Economic Development Director Perez: In the Giralda area with the event.

Mayor Valdes-Fauli: Look at the Dia de los Puercos celebration in November. And I think the restaurateurs loved it. It brought thousands of people to Giralda, who consumed in the restaurants. The restaurants were packed, and they loved it.

Commissioner Keon: Yeah, it was good.

Mayor Valdes-Fauli: And it was a street festival.

Commissioner Keon: Yeah, it was good.

Mayor Valdes-Fauli: And we saw the presentation here.

Commissioner Keon: It was good.

Mayor Valdes-Fauli: This would be the same, but two days instead of three.

Commissioner Keon: Right. But this is a far different concept than was presented previously.

Mayor Valdes-Fauli: Yeah, this is a smaller scale.

Commissioner Keon: Yeah. And the -- I saw on the item, the event planner.

Economic Development Director Perez: That's Mr. David Padilla. And I think it's TZR...

Commissioner Keon: Yeah.

Economic Development Director Perez: Those are the consultants working with him.

Commissioner Mena: With who?

Commissioner Keon: And what's -- how are they compensated?

Commissioner Mena: They're working with who, I'm sorry?

Economic Development Director Perez: Excuse me.

Commissioner Mena: Who -- you said those are the consultants working with who?

Economic Development Director Perez: There's two individuals. There's Mr. Padilla and Mr. Tena, alright.

Commissioner Mena: Have those individuals done another event like this somewhere as a reference point?

Economic Development Director Perez: Similar to this event, no, but larger events, yes.

Commissioner Mena: What it -- like what, for example?

Mayor Valdes-Fauli: And I have that information too if you're interested.

Commissioner Mena: I'm -- yeah.

Economic Development Director Perez: I can...

Commissioner Mena: I assume they have it too for sure.

Economic Development Director Perez: Yeah, I...

Mayor Valdes-Fauli: I have the information that he does.

Economic Development Director Perez: Correct, correct.

Commissioner Mena: Okay.

Economic Development Director Perez: I'll be more than happy to go ahead and provide you with all the information.

Commissioner Mena: No, I need it today so I can make a decision, right?

Economic Development Director Perez: Absolutely. We will do that.

Mayor Valdes-Fauli: They -- the last thing they organized was here, the visit by Mario Vargas Llosa. And we had the World Library Conference here, libraries around the world. And they met at the Biltmore for a whole day and it was a very, very successful conference and they organized it. They've also organized other conferences, and you know, you can get that information, but they organize international conferences, and you know, we gave Mr. Vargas Llosa, the Nobel prize winner, we gave him the keys to the City and it was very successful and there were hundreds of people at that lunch. You were there.

Commissioner Mena: But that's not what this is.

Commissioner Keon: I was there, and it was wonderful. And actually, I read three of his books...

Mayor Valdes-Fauli: You have?

Commissioner Keon: Since that day. Yes. But...

Commissioner Mena: That's not what this event is though.

Commissioner Keon: But this is not a conference.

Commissioner Mena: Yeah, this is not a conference.

Commissioner Keon: This is a festival.

Commissioner Mena: That's what I'm concerned about.

Commissioner Keon: And so I don't -- you know, I don't see -- I don't know their track record with regard to festivals because I'll tell you that some of the festivals that have happened in the downtown as of late, I think are terrible, terrible. That last one that was some food and wine thing that they couldn't even get the tent up that was supposed to start at two o'clock in the afternoon, sometime around four, I think, they finally got the tent. And their attitude was, oh, don't worry about it, we'll just make it go later. You know, so I don't -- whatever oversight there is of -- and the quality of people that are putting on festivals I don't think has been as good as it ought to be here in the City. I mean, that's exempting, you know, Kiwanis, who have done it for a long time and are very good at it and know how to do it and everything else. But a lot of the stuff you have downtown is -- in those festivals are terrible. They're terrible.

Commissioner Mena: I just...

Commissioner Keon: And so, I don't know what their experience is regard to festivals. I mean, it's fine with conferences, but I don't know about festivals. And I don't know, like how do they work? What's their compensation? What do they get for doing this? I don't sort of -- I don't understand what it is we're giving -- what is it that we're giving money to support.

Economic Development Director Perez: Correct. That's a fair question.

Commissioner Keon: It's not the amount of money. It's who is...

Economic Development Director Perez: That's a fair question.

Commissioner Keon: The money going to.

Economic Development Director Perez: And a very good question that you're asking. It's something that we have been looking into. We're now doing our due diligence. Again, I said this is a three-phase program. Phase number three will be that. It will be, you know, to refine the budget and to make sure that we complete the due diligence on the organizers, you know. They came in with a certain amount of recommendations to our department. We have checked with the Spanish Consulate here, and this morning, we had some very positive feedback from the Consul on one of the organizers and we're working on the other organizer. But again, this is a three-step process.

Commissioner Mena: Yeah, the...

Economic Development Director Perez: And we're not...

Commissioner Mena: But look, the -- look, I just want -- I really genuinely appreciate the Mayor and the Vice Mayor took time between the last meeting and this meeting to try to refine this. I know at that nice meeting, two weeks ago, it was sort of really the first time it had been presented to us. It continues, I'll be perfectly honest, to feel very rushed. We still don't have a refined budget. You're telling me there's three phases, but the event is in 73 days.

Economic Development Director Perez: Right.

Commissioner Mena: The event starts in 73 days from today.

Economic Development Director Perez: Correct.

Commissioner Mena: And we don't really have a finalized budget. It really feels like we're trying to make it work for some reason, but I'm not really sure, like for example, like what is the impetus behind it having to be in May to begin with. I understand the Feria is in Abril in Sevilla. That makes sense. But if -- it just -- this feels extremely rushed.

Mayor Valdes-Fauli: Can I...

Commissioner Mena: And when I sort of compound that with the fact that the gentleman who was here last time, he didn't really have a lot of answers to certain questions. The request two weeks ago was almost three times what it is now, and it just feels like everything is still very much in flux. And I'm a little bit uncomfortable committing significant dollars -- I mean, and I see you here presenting this today. Is this now been -- is this now a City event that we're putting on, or are -- you know, it's a little bit unclear who's organizing this and why it's such a rush to do it.

Commissioner Keon: Right. Are we permitting it or are we doing it?

Mayor Valdes-Fauli: It's not -- let me answer the why it has to be in May. The Feria de Sevilla ends in very early May, and what they would like to do is have this be a continuation -- the first time it's outside of Spain, the first time it's outside of Europe -- a continuation of their fair, as opposed to having something totally independent. The idea would be for them to turn off the lights in Seville and turn them on the next day here. And I think it's a wonderful idea. And we can always be naysayers and look for things why things shouldn't be done. But let's look at it in the positive side. I mean, they -- the budget is a third of what it was when it was introduced. It'd be a wonderful festival for us to have here the first time. The Feria de Sevilla is world known, world renowned, and we would have it in our Giralda street. I think it's -- as opposed to finding defects for everything, let's be positive for once.

Commissioner Mena: I just...

Commissioner Keon: What are you asking of us?

Commissioner Mena: Let me just -- yeah, let me just respond to that.

Commissioner Keon: I'm not sure what the ask is today.

Commissioner Mena: Yeah but let me be clear. It's not about naysaying or being negative.

Mayor Valdes-Fauli: It is.

Commissioner Mena: No, it's not. It's about the fact that this was presented to us for the first time two weeks ago and projects of this magnitude -- two weeks ago, they were asking for \$300,000 -- you know, should be planned with diligence and with the appropriate amount of planning. If it's - - especially if it's going to be an event that the City is going to own, is going to sort of own as a City project. And so, it's not about naysaying. I said at the last meeting, and I'll say it again today, I think it's a wonderful event. I would love to plan it with time and do it the right way with an

organizer that I know has a track record of putting on these types of events. But I've got a gentleman who came in, he does library conferences. He was asking for \$300,000 for the first time, three months before the event. And again, I'm just speaking for myself. It's not about naysaying. I would love to plan this with time and do it the right way.

Commissioner Keon: Yeah, I thought it was going to be '21.

Commissioner Mena: That's my concern. I don't think that's an unfair statement.

Mayor Valdes-Fauli: It is...

Commissioner Keon: Yeah, I thought it was going to be in...

Mayor Valdes-Fauli: It was 300,000.

Commissioner Keon: 2021 not 2020 because I don't think the answer is -- I don't think we've gotten the answers that we had asked for.

Commissioner Mena: There's still no budget.

Commissioner Keon: And there is still no budget. So, I don't understand. What are you asking? What is the ask for us from today? Is it just to inform us what it is and you're going to come back or whatever? I don't understand what the ask is. Is it to allocate these dollars?

Economic Development Director Perez: You want me to...

Vice Mayor Lago: Mr. Perez, just give me one second. Thank you, by the way. Our last meeting, we had a discussion about this event that was brought before us. We've had multiple meetings since then, which I have sat in with staff and staff has been working on their own dealing with this

issue. Staff has done a wonderful job to get to where we are today in less than two weeks. So, I commend you on that. What we wanted to achieve to get here today -- and I asked these gentlemen very clearly when we met last in my office -- was I wanted a three-tiered budget, \$50,000, \$75,000, \$100,000. The whole extent of having a meeting today was very simple. This is going to be a kickoff event for a properly planned Feria de Sevilla in 2021, with enough time to build into it. This is going to be a celebration of a Feria de Sevilla basically introducing it. Remember, we talked about a tent -- excuse me, a desk or a table showing what's going to be forthcoming in 2021 with graphics similar to this presentation. We were going to do something that was going to engage the restaurants, provide economic development for those restaurants, and move in a direction which was not 300 plus thousand dollars. So, where do we stand today with this gentleman? Have you spoken to him since he submitted \$126,000? Because at our last meeting, he didn't have that final number.

Economic Development Director Perez: He went ahead, and he submitted an updated presentation based on the last round of conversations that we had with him. The -- what he submitted was just an introductory festival, like you well mentioned, something that was scaled down from the original presentation that was made that was the huge festival, the full-fledged festival. And based on that, we went ahead, and we outlined the program, as I walked you through it, Thursday, Friday, Saturday, and Sunday, and the intent of each of the dates at a very small scale. Because the whole purpose here is to introduce a project, okay, and make sure that we create those links under the sister city program, the cultural aspect of it, okay, and then bring in the rest of it in a summary fashion, which is the activation of Giralda involving the family program and the whole works.

Commissioner Mena: Does he have a license or something to do like -- I guess my question is if we're going to -- if we decide as a City we want to do a Feria de Sevilla and we're going to fully fund it -- because I'm not -- I haven't heard of any sponsorships or anything.

Vice Mayor Lago: No, no, no. That's -- I mean, that's -- again...

Commissioner Mena: Wouldn't we go out to...

Vice Mayor Lago: We're far from that. Let me...

Commissioner Mena: But wouldn't we go out to bid and find whatever organizers you want to do that?

Vice Mayor Lago: Since you touched on that...

Commissioner Mena: Why is this gentleman...

Vice Mayor Lago: Since you touched on that...

Commissioner Mena: The only option?

Vice Mayor Lago: Since you touched on that, on the issue of the sponsorship -- and let's be upfront as we always are -- it's going to be -- we're going to be -- have limited sponsorship this year due to the timeframe.

Commissioner Mena: Of course.

Vice Mayor Lago: What this is, is obviously to show that we did something and then build up and ramp up into something spectacular '21/'22. So, that's what we discussed very clearly. Even...

Mayor Valdes-Fauli: And we could not put it out to bids because this belongs to Seville. They have all of the intellectual property rights and Seville has made it available to us through this gentleman and through this company.

Commissioner Mena: He has some sort of license then to do that? I guess -- that was my question. He's the only person with the right to do...

Mayor Valdes-Fauli: He's the only person that was contacted by Seville to approach us, yes, yes.

Commissioner Fors: I like the idea of sort of wading into it, especially since we're such short notice the first time around and sort of having a kickoff to test the waters moving forward. I think my main problem is I think 126,000 is...

Commissioner Mena: It's a lot.

Commissioner Fors: Too much for just testing the waters. From what I understood from Mr. Perez was that you have some degree of confidence that you can get it significantly down from 126, and that's what we're going to talk about doing and then coming back here to see what exactly we're talking about.

Vice Mayor Lago: So, if I -- could I just say one thing to Commissioner Fors, and this is one of the last things that we talked about. The reason why it's on the agenda today is because obviously the limited timeframe.

Commissioner Mena: Right.

Vice Mayor Lago: And we're -- for example, the gentleman is not even here; he's traveling. So, I said I got to get this before my colleagues to see what -- since we can't talk as a result of the Sunshine, I need to speak with my colleagues to see what their opinion is and where they -- and what direction they want to head. So, what I would -- you know, we have another meeting in two weeks. We can give direction to staff, to the Manager and basically bring back a more refined budget, which details the scope and the breadth of what we're actually trying to achieve. And I would like to see, like I mentioned before, a breakdown of \$50,000 -- what do you get for 50, what

do you get for 75, and what do you get for a hundred, and it will detail the scope. Maybe you don't need five activations in one day. Maybe you have three and that drops the price by 25,000. Let us hear your recommendation through the Manager and then the Commission will make a decision on the expenditure. This is a -- you know, this is a celebration to really kick off '21 and '22. I would love nothing more than to do this event because I think it's something that could really catch fire here in Miami-Dade County, but I want to make sure that we don't spend \$130,000 just like you and just like the Manager. We don't want to spend \$130,000 frivolously. We're not going to do that. We're here today because we're very short on time. But with that being said, let's really detail in the next two weeks -- maybe you can write a memo. Maybe you can write a memo to the Manager after he has refined the scope and he's really given us a detail in regards to what do we get for 50, for 75,000 and for a hundred, and send that memo to my colleagues so maybe we can make some sort of decision, not before the next Commission meeting because we want to do it, obviously, in the sunshine, but at least we can have a little more information. So...

Commissioner Mena: You know, I...

Vice Mayor Lago: I mean, do you -- what do you think of -- what do you think...

Commissioner Mena: Look, I'm -- I'm not -- I'll be honest with you. I'm sort of, of the opinion that it should be planned right, and it should be...

Vice Mayor Lago: Of course.

Commissioner Mena: Planned right...

Vice Mayor Lago: A hundred percent.

Commissioner Mena: If it's for 2021 or whenever it is, not only with an actual vetted budget, but you know, when we invest in an event like this and there's no sponsorship money or other sorts of

funds, we're not leveraging our dollars as much as we can. If I invest -- if as a City we invest \$150,000, but you have another 150,000 maybe in sponsorship, now you're participating, now you're investing \$150,000 in a \$300,000 event. Here, it's just our dollars. We're not maximizing...

Vice Mayor Lago: No, there is...

Mayor Valdes-Fauli: Yeah, there would be other dollars.

Vice Mayor Lago: There would be.

Commissioner Mena: I keep hearing that, but I'm...

Vice Mayor Lago: Yeah.

Commissioner Mena: This thing is in two and a half months and there's no commitments from anybody.

Mayor Valdes-Fauli: But there's International Affairs Coordinating Council Foundation that would give \$11,000.

Vice Mayor Lago: And then there's also -- just to be fair, I mean, so we can get it all out there because this is going to come back to us one way or another if you so deem it. There is a food and beverage tasting sponsor and there is a merchandising sponsor and the sister city, like we discussed, sponsor. So, there is money. I think it's close to almost \$20,000 that's being discussed as potential sponsoring. And we could garner more sponsorship. But I want to be honest with you that in six, excuse me, in 60 to 70 days, it's going to be very, very difficult to sell a sponsor.

Commissioner Mena: Right.

Vice Mayor Lago: You need one year. So, if you want to have this event in the forthcoming years, completely sponsored, like many other events are by world-class corporations, Fortune 500 companies, you need to do something in the beginning and then you need to grow that. I mean, you have Leslie Pantin here who will tell you who has done these events over and over again, (INAUDIBLE) Italia, has done different events like that where you grow in sponsorship money because people trust the product that you're putting out there and it continues to grow and you actually have data that you can show and say, listen, we had 10,000 people that came, 20,000 people that came. We got X amount of impressions. We were on the radio, we were on TV, we were in the following news. And then, the following years, subsequent years, you'll get those big dollars from sponsorship. But...

Commissioner Mena: But the -- right, but the...

Vice Mayor Lago: No, that's...

Commissioner Mena: I think you're right.

Vice Mayor Lago: I'm agreeing with you. We're not going to get that money now.

Commissioner Mena: No, no, and I think it's a fair point. I -- but to the point you just made, I think if your first attempt ends up being sort of a haphazard attempt...

Vice Mayor Lago: Fiasco.

Commissioner Mena: Then you don't build credibility and trust for the subsequent year, you know, then you undermine your own credibility. I think it's really important that the first event, even if it's at a smaller scale, is done and is planned with an appropriate amount of time. And to me this continues to feel extremely rushed. So that's where I'm at with it. I'm happy to hear whatever

additional, you know, plans this gentleman may have, but that's just where I am right now. I continue to be concerned with the rush.

Mayor Valdes-Fauli: Alright.

Commissioner Fors: And on that note, one more thing, Mayor, just because I know this will come up when it comes back to us is if we can, in that memo or whatever information or due diligence you do on the organizers, if we can shore up to find out exactly what type of sanctioning, if any, he has from the City of Seville or whether it be a license or sanctioning or he's an official representative in that capacity. Because for instance, in the cover memo, it doesn't really get into that.

Commissioner Keon: No. It seems that the -- RPZ seems to have some background in organizing events. But the other gentleman -- what is his name?

Economic Development Director Perez: Mr. Tena. He's the one that does the event. Mr. Padilla is the one that is organizing. Mr. Padilla was the gentleman...

Commissioner Keon: Mr. Padilla, I think, was he...

Economic Development Director Perez: That made the presentation.

Commissioner Keon: I mean, I don't know who Mr. -- I don't understand. He's -- was regarded as a serial entrepreneur -- or I'm sorry, he's an entrepreneur. I have no idea who the man is.

City Manager Iglesias: Commissioner, RPZ has done events before.

Commissioner Keon: Yes, that's what I said. They're fine.

City Manager Iglesias: They did the event at the...

Commissioner Keon: Right, right.

City Manager Iglesias: Spanish Council and so forth.

Commissioner Keon: But I don't know who the other -- I don't know who the other people are that you are...

City Manager Iglesias: But may I suggest that we can look at this...

Commissioner Keon: And their...

City Manager Iglesias: For the next two weeks?

Commissioner Keon: And their experience in doing these things.

City Manager Iglesias: Get -- vet everyone, and at the same time, look at these costs and look at what we can provide and give you a better presentation on what we can provide at different cost levels. Because this is -- since it's not the event, it's -- we're initiating the -- it's a kickoff event. It's very important that we do it correctly. But I think that with Economic Development, they have -- for the next Commission meeting, I think we can vet everything, get costs, provide a better presentation as to what we're getting. And maybe we can -- it's possible that we may be able to do this, but I think it gives us a little more time to properly prepare.

Commissioner Mena: When did you get this budget?

Economic Development Director Perez: I got -- this budget was submitted to us on Friday, if my mind serves me correctly, when we had our meeting.

Vice Mayor Lago: I mean, I imagine RPZ is probably the boots on the ground from Mr. Padilla, correct? They're the ones that are going to be handling all the day-to-day operations and everything.

Economic Development Director Perez: Right, correct.

Vice Mayor Lago: Mr. Padilla is not local.

Economic Development Director Perez: Correct.

Vice Mayor Lago: I mean, that happens a lot so there's always a usual -- you know, there's always some sort of synergy or relationship with an entity that is the boots on the ground that's handling the day-to-day operation so...

City Manager Iglesias: I do think that we need to talk to RPZ, who is going to be the event planner, and it's very important to find out -- because we've looked at budget. We've discussed budgets. We looked at it last night. We did a number of issues. And I think getting the event organizer involved I think will give us some idea as to exactly what we can provide at different funding levels, and we can give a better presentation on the next Commission meeting as to exactly what this kickoff...

Vice Mayor Lago: When does...

City Manager Iglesias: Event can be.

Vice Mayor Lago: When does Mr. Padilla get back?

Economic Development Director Perez: He's supposed to be back I think towards the end of the week.

Mayor Valdes-Fauli: Yeah, Sunday or Saturday, something like that.

Vice Mayor Lago: I think we should -- I think you should send him an email requesting the...

Economic Development Director Perez: Yes.

Vice Mayor Lago: Three tiers that we talked about in regard to the budget.

Economic Development Director Perez: Correct.

Vice Mayor Lago: And getting a little bit more scope so that we can present it as quickly as possible to the Commission.

Economic Development Director Perez: Absolutely. I'm supposed to have a conversation with him this afternoon regarding some potential sponsors.

Vice Mayor Lago: And if you'd like, we can schedule another meeting in my office.

City Manager Iglesias: Vice Mayor, and I would like to get RPZ involved, which are the event planner who'll know what these costs are going to be and what they can provide at different funding levels.

Vice Mayor Lago: Perfect.

Mayor Valdes-Fauli: Remember that I can get sponsors and I have sponsors, so you know, let's work on this together.

Economic Development Director Perez: Yeah.

Mayor Valdes-Fauli: Anything else?

Commissioner Fors: For anybody on the Commission, just -- I was trying to find their website. I did find their website. It's rpzcomunicacion.com and it does say a lot more about the company than the presentation includes, if anybody's interested in looking at it.

Commissioner Keon: Right. It's the other gentleman I don't know anything about.

Economic Development Director Perez: Yeah.

Mayor Valdes-Fauli: Thank you. Thank you very much.