

CORAL GABLES

THE CITY BEAUTIFUL

Property Advisory Board **DRAFT** Meeting Minutes

Thursday | May 23 2019 | 8:30 a.m.

PAB MEMBERS	J	F	M	A	M	2M	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'18	'18	'18	
Alberto Manrara	P	P	P	P	P	P				P	P	P	Mayor Raúl J. Valdés-Fauli
Jonathan Leyva	P	E	P	P	P	P				P	P	P	Commissioner Michael Mena
Jack Lowell	P	P	P	P	P	P				P	P	A	Commissioner Patricia Keon
Valerie Quemada	P	E	P	P	P	Ph				P	P	P	Vice Mayor Vince Lago
Tony Gonzalez	P	P	P	E	P	E				P	E	P	Commissioner Frank Quesada
Edmund Mazzei	P	P	P	P	P	P				P	P	P	City Manager Swanson-Rivenbark
Andrea Molina Vice Chair	E	P	P	P	E	E				P	P	P	City Commission as a Whole

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone - =Former Board Member

STAFF AND GUESTS:

Pamela Fuertes, Director, Economic Development Department
 Belkys Perez, Assistant Director, Economic Development Department
 Francesca Valdes, Business Development Coordinator, Economic Development Department
 Zeida Sardiñas, Asset Manager, Economic Development Department
 Mariana Price, Administrative Assistant, Economic Development Department
 Mayra Saldana, Owner, Bloom Boutique

Meeting Motion Summary:

A motion to approve the May 8th meeting minutes passed unanimously.

Mr. Manrara brought the meeting to order at 8:33 a.m.

1. Approval of May 8, 2019 Meeting Minutes

Mr. Mazzei made a motion to approve the May 8th meeting minutes, which Mr. Lowell seconded, and which passed unanimously.

2. Update on the business status of Bloom Boutique

Ms. Fuertes reviewed with the board the agreement made in August 2018 for Bloom Boutique to come back to present before the Property Advisory Board. Mr. Manrara then reviewed the history of the board’s consideration of and recommendations for the circumstances of Bloom Boutique. He said that the board considered the state of Mayra Saldana’s business at the August 17, 2018 Property Advisory Board meeting. Although in default, Bloom was allowed to operate throughout the holiday season to determine if the business would prosper enough to be able to continue to operate given its financial circumstances.

On the occasion of this meeting, Mr. Manrara gave a summary of the discussion regarding Bloom Boutique to-date. Mr. Manrara added that the Streetscape had been nearly completed at the end of the summer last year, and Bloom Boutique was one of a few tenants who had reached accommodations as a result of the impact of the streetscape project. Mr. Manrara asked if the rest of the board agreed with his recollection of events. The Board agreed with the summary.

Mayra Saldana presented sales reports, pictures, and documentation. Ms. Saldana confirmed that she was given a notice to vacate the premises on April 8, 2019 provided rental obligations in arrears. Following receipt of the letter, Ms. Saldana confirmed that on May 6th, she met with Ms. Valdes, Ms. Fuertes, and the City Attorney on how to proceed. In effort to meet its agreement to have Ms. Saldana present an update on Bloom's activities to-date, the City of Coral Gables Economic Development Department scheduled this meeting with the Property Advisory Board.

Ms. Saldana presented a brief history of her building and presence in Coral Gables. She informed the Board that she was a retailer since 1999. Ms. Saldana gave a full account of her activities, sales and marketing efforts to-date. She said that as a business owner, she was committed to Coral Gables and invested in keeping her retail location in full operation, including making improvements to the space out-of-pocket, in effort to keep her business going. The circumstances including Streetscape, real estate fluctuations and changes in the retail industry and overall business climate issues were discussed as factors that impacted her business.

Following the presentation and discussion, Ms. Saldana thanked the Board for their time and the City of Coral Gables for its considerations. She confirmed that she would vacate the retail location on Miracle Mile. Ms. Saldana asked if it would be possible to stay in the property for 30 days, and Ms. Fuertes said that our office would be in contact with her to work on an arrangement through our City Attorney's office. The contents and stipulations of the letter sent to her on behalf of the City of Coral Gables would be further discussed with Ms. Saldana, the City Attorney, Director of the Economic Development Department and the Real Estate Asset Manager.

Following Ms. Saldana's presentation, discussion ensued among Board Members and City of Coral Gables Economic Development staff on next steps.

3. Economic Development Director's Report

Ms. Fuertes introduced Zeida Sardiñas, the new Economic Development Asset Manager, to the Board. Ms. Sardiñas provided some of her background in real estate and public work with the Board, who welcomed her.

4. Other Business

Ms. Valdes provided an update on retail. Generally, she said, good retail follows good restaurants, so the City is focused on attracting restaurants that appeal to residents and the business community in downtown. Board members discussed how retail in general has had a significant upheaval and revolution. Mr. Mazzei asked if Ms. Valdes had been talking to

owners of vacant space about doing pop-ups, which she said absolutely. She also told the board that an art project, the Silence Project, would be installed next month that would take the wraps off windows and activate storefronts, giving the appearance of art galleries on the street. Mr. Mazzei asked for an analysis of vacancy of Miracle Mile for the July meeting. Ms. Fuertes announced there would not be a Property Advisory Board meeting in June.

The meeting was adjourned at 9:38 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department

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