

# CORAL GABLES

THE CITY BEAUTIFUL

## Economic Development Board Meeting Meeting Minutes

Wednesday | January 10, 2024 | 8:00 a.m.  
Location: Zoom and Economic Development Department  
2506 Ponce de Leon Blvd., Coral Gables, FL 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'24	'24	'24	'24	'24	'24	'24	'24	'24	'24	'24	'24	
James Kohnstamm, Vice Chair	P												Mayor Vince Lago
Timothy Heffernan	P												Vice Mayor Rhonda Anderson
Derrek Space	P												Commissioner Kirk R. Menendez
Nguyen Castilla Cabanilla	P												Commissioner Melissa Castro
Scott Shuffield	P												Commissioner Ariel Fernandez
Barbara Perez	P												City Manager Peter Iglesias
Thad Adams, Chair	P												Chamber of Commerce

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

### Staff and Guests:

Belkys Perez, Director, Economic Development Department  
Leticia Perez, International Business Development Coordinator, Economic Development Department  
Solanch Lopez, Marketing Manager, Economic Development Department  
Paulson Jean, IT Network Analyst II, Innovation & Technology Department

Chairman Mr. Thad Adams brought the meeting to order at 8:17 a.m.

**1. Review and approval of November 1, 2023, Economic Development Board Meeting Minutes. Mr. Space made a motion to approve the meeting minutes and Mr. Kohnstamm seconded the motion, which passed unanimously.** There was no discussion regarding the minutes.

**2. Excuse Board member's absence**

**Mr. Adams made a motion to Mr. Heffernan and Mr. Kohnstamm's absence from the December 6, 2023 meeting. Ms. Barbara Perez seconded the motion, which passed unanimously.** There was no discussion regarding the absences.

**3. Economic Development Activities**

**a) Recap of 2023**

Mrs. Belkys Perez provided the Board with a presentation on the department's mission which

is to position Coral Gables for sustainable, long-term economic vitality that enhances the quality of life of residents and strengthens the business environment.

Among the activities, the department hosts several broker workshops or collaborate with other organizations. The department will participate in a commercial broker event on January 25, 2024, with the Coral Gables Chamber of Commerce.

The department also hosts business tours for companies interested in relocating or wanting to open an office space in Coral Gables.

Mrs. Perez explained the importance of retaining businesses in the Gables through visitations and how the department will be visiting more businesses this year. Recognitions and collaborations with the business community help to keep them engaged. The department also conducts workshops to assist businesses with marketing trends, advertisement on social media, and storefront display placement, among other topics. Through a department initiative Tuesdays with Tony, businesses can meet with Tony Silio, the city's ombudsman to discuss code issues, permitting questions and more.

**b) Miracle Mile & Giralda Plaza Report**

Mrs. Belkys Perez provided a deeper dive into the profile of visitors to Miracle Mile and Giralda Plaza. She provided demographic information and the visitors' journeys before and after visiting Miracle Mile or Giralda. This information provides a better view of where visitors/customers are coming from which helps to refine the city's marketing efforts.

**c) The Water Below Us Installation**

Mrs. Belkys Perez informed the Board that we have an art in public places project coming to Giralda Plaza on March 22, 2024, the start of Water Day. It will run through Earth Day in April and perhaps end in May. It is an art exhibit with Blue Missions Group.

Board members suggested signage on Giralda regarding ample parking available in Parking Garage 6.

**4. Business Tax License Report**

Mrs. Belkys Perez updated the Board on the new and soon-to-come businesses in Coral Gables.

**5. Open Discussion**

Mr. Adams informed the Board about the proposed ordinance discussed at yesterday's City Commission meeting regarding real estate signage size requirements.

The Coral Gables Chamber of Commerce was tasked with setting up a meeting between realtors and Commissioner Fernandez. The Board will be informed when the meeting has been scheduled should they want to participate.

With no further discussion, the meeting adjourned at 9:22 a.m.

Respectfully submitted,  
Yenisis Gomez, Administrative Assistant, Economic Development Department.