

**CITY OF CORAL GABLES**  
**Economic Development Board**  
**Meeting Minutes**  
**Wednesday, December 6, 2017, 8:00 a.m.**  
**2121 Ponce de Leon Blvd., Suite 720, Coral Gables, Florida 33134**

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'18	'18	'18	'18	'18	'18	'18	'18	'18	'17	'17	'17	
Carolina Rendeiro										X	P	E	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair										X	P	P	Commissioner Michael Mena
Stuart McGregor										X	P	P	Vice Mayor Pat Keon
June Morris										X	P	P	Commissioner Vince Lago
Elizabeth Patino										X	P	E	Commissioner Frank Quesada

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

**STAFF AND GUESTS:**

Javier Betancourt, Director, Economic Development Department  
Leonard Roberts, Assistant Director, Economic Development Department  
Francesca Valdes, Business Development Marketing Specialist, Economic Development Dept.  
Leticia Perez, International Business Development Coordinator, Economic Development Dept.  
Mariana Price, Administrative Assistant, Economic Development Department

**Meeting Motion Summary:**

**A motion to approve the minutes of the November 8, 2017 meeting passed unanimously.**

**A motion to approve the EDB Annual Report passed unanimously.**

Mrs. Ramudo brought the meeting to order at 8:07 a.m.

**1. Review of the November meeting minutes (Action)**

Mr. McGregor made a motion to approve the minutes of the November 8, 2017 Board meeting. Mrs. Morris seconded the motion, which passed unanimously.

**2. Affirm Strategic Objectives (Discussion)**

Mr. Betancourt reviewed the strategic objectives agreed upon at the previous EDB meeting, for which the board members confirmed their approval.

**3. Review of the EDB Annual Report (Action)**

Mr. Betancourt explained that the annual report is a summary of the board's activities for the last year. The board reviewed the report and voted to approve it. Mr. McGregor made a motion to approve the report, which passed unanimously.

#### **4. Signature International Event (Discussion)**

In furthering discussion of the strategic objectives agreed upon at the board's Strategic Planning Workshop, Mr. Betancourt reviewed some ideas for the proposed Signature International Event and appealed to the board for their input. Mr. Betancourt and Belkys Perez have already had initial discussions with the University of Miami for the event to potentially take place at the Watsco Center. Collaboration with the University of Miami was deemed crucial for executing this event. Mr. Betancourt and Ms. Ramudo also discussed the possibility of bringing in Emilio Estefan to assist in putting together the event. Ms. Morris also suggested Marc Anthony or Pitbull. The board discussed the importance of having the right artists at the event that would support the brand and image of the City of Coral Gables. Mr. Betancourt cited the SXSW Conference in Austin, TX which combines music, conference, events and technology. He suggested the conference helped put the city on the map. He recommended perhaps incorporating the eMerge conference, to which Ms. Ramudo opined that the event should remain an only *Coral Gables* event. Alternatively, she suggested that Coral Gables would be able to benefit from the hotels needed throughout the event, even if it wasn't only in Coral Gables. Mr. Betancourt said it might be helpful if this event were budgeted for in the next fiscal year. Ms. Ramudo suggested that a task force be put together before the board makes any recommendations to the City Commission.

#### **5. Economic Development Director's Report**

Movies on the Mile is taking place on Thursday, December 7<sup>th</sup>. The Downtown Event Series continues, this year with the addition of Mommy Bootcamp. It continues to have Music on the Mile, this year in collaboration with the Frost School of Music, as well as Wellness Wednesdays. This year's Pumpkin Patch was very successful, and following that model, the City will host a Holiday Market on Plaza Giralda on December 16<sup>th</sup>. The Boards and Committees Reception will be held on January 25<sup>th</sup> at the Coral Gables Country Club. A celebration for the end of the streetscape construction will most likely be held in March. Carlos Cruz Diaz, a world-renown artist, has an installment here in the City, which will be part of an official Art Basel event. The Underline was approved at the previous Commission meeting, which means that they will be able to collect the arts and impact fees located within 1,000 feet of the Underline project.

#### **6. Business Tax License Report**

The board reviewed the latest businesses to open in Coral Gables.

#### **7. Other City Business**

Francesca Valdes provided an update with the retail in Downtown Coral Gables. She explained Coconut Grove and Little River as being competitive areas for merchants. Ms. Valdes informed the board that Violettas moved from a smaller space into a larger space next door, where the Bruggens Art Gallery previously resided. She emphasized the importance of educating the landlords on the kinds of tenants that are more likely to be successful in this market.

The meeting was adjourned at 9:00 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department