

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development Board Meeting Board Meeting Minutes

Wednesday | November 6, 2019 | 8:00 a.m.

Location: 2121 Ponce De Leon Blvd, Suite 720, Coral Gables, FL 33134

Economic Development Conference Room

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	
Julio Grabiell	-	-	-	-	-	E	X	P	X	P	E		Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	P	P	P	P	P	P	X	P	X	P	E		Commissioner Michael Mena
Stuart McGregor	P	P	P	P	P	E	X	E	X	E	P		Commissioner Patricia Keon
Bradley Barreto	-	-	-	-	-	P	X	P	X	P	P		Vice Mayor Vince Lago
Manuel Niebla	-	-	-	-	-	P	X	P	X	P	P		Commissioner Jorge Fors, Jr.

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

Staff and Guests:

Belkys Perez, Assistant Director, Economic Development Department
Zeida Sardiñas, Asset Manager, Economic Development Department

Meeting Motion Summary:

A motion to approve the October 2, 2019 EDB meeting minutes passed unanimously.

Mr. McGregor brought the meeting to order at 8:13 a.m.

1. Review and approval of October 2, 2019 Economic Development Board Meeting Minutes
Mr. Niebla made a motion to approve the meeting minutes, it was seconded by Mr. Barreto, and passed unanimously.

2. Economic Development Department Update

a.) Zoning in Progress

There has been several inquiries from CBD & vape shops to lease locations on Miracle Mile. A Zoning in Progress has been issued to provide staff time to research these uses. This is for primary use of vaping and CBD in a retail space. Recommendations by staff on how to proceed will be sent to the Building & Zoning Division by December. There will be a hearing at the City Commission regarding this subject scheduled for February. There are currently retail spaces with components of vaping and CBD products but are not the primary focus or use of the space.

b.) Pop-Up Incubator Program

Ms. Perez reported that 290 Miracle Mile, the former Bloom space, is being opened for a 6-month pop-up incubator program to encourage new retail. The idea is to have it as an ongoing program for a retailer to test the market. If goes well, the goal is to transition the retailer to a long-term location in the City. Ms. Perez is hopeful to have a prospect from the numerous applicants by the end of November. The agreement will entail a base rent of \$1000/month and 15% of gross sales. They will be required to meet monthly with the Business Development Coordinator, report their sales, participate in all city activities, and maintain specific store hours. By default of property location, they will be part of the Business Improvement District.

c.) Holidays in the BID district

Ornaments are being installed along Miracle Mile culminating with a big holiday tree in front of City Hall. On Giralda Plaza, 6-ft tall Peace, Love, and Joy signs will be installed on the 22nd. All of these decorations are in partnership with the Business Improvement District.

The city is also embarking on a holiday storefront activation across all vacant storefronts on Miracle Mile. The storefronts will be decorated as holiday vignettes. The winter wonderland theme will include pictures of Santa Claus, reindeers, snow, gifts, etc.

d.) Annual Report

Ms. Perez shared the annual report with the board members for review. After reviewing the report, all present board members were in agreement with the annual report.

3. Business Tax License Report

Ms. Perez explains the business tax licenses are by person not by company. Moving forward we will include the certificate of use for businesses.

4. Open Discussion

Day of the Dead celebration held on Giralda Plaza was hosted by the Consul General of Mexico. This event prompted the Cultural Center of Brazil to meet with Economic Development Department to host an event for The Carnival.

The renovation of the Fink Studio is being used for the Spanish Cultural Center which has strong ties to Spanish Consulate in the City of Coral Gables.

There being no further discussion the meeting was adjourned at 8:59 a.m.

Respectfully submitted,

Jordan Hernandez, Office Assistant, Economic Development Department.