

City of Coral Gables City Commission Meeting
Agenda Item G-3
February 15, 2022
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Vince Lago

Vice Mayor Michael Mena

Commissioner Rhonda Anderson

Commissioner Jorge Fors

Commissioner Kirk Menendez

City Staff

City Manager, Peter Iglesias

City Attorney, Miriam Ramos

City Clerk, Billy Urquia

Parks and Recreation Director, Fred Couceyro

Public Speaker(s)

Agenda Item G-3 [Start: 10:53 a.m.]

Discussion regarding a pop-up beer garden at Farmer's Market. (Sponsored by Commissioner Fors)

Mayor Lago: G-3, Commissioner Fors.

Commissioner Fors: G-3, Mayor. I had been approached by some local breweries regarding pop-up installations in the city, to expose our residents and our visitors to local beers. I came to Parks and Rec. about it, who had some ideas of their own, one which that emerged from the department was potentially a pop-up on the last day of the Farmers Market. I really have – Parks and Recreation has done such a great job of really taking the idea and running with it, that I, myself am looking for an update here, because I haven't been able to keep up with them in terms of who they've spoken to and what the plans going to be.

Director Couceyro: Thank you Commissioner. This is something we discussed and looked at a possible avenue to have a beer event. After discussion we thought because nowadays there are so many artisan beers and its become kind of something that kind of work with the Farmers Market. You have a lot of different local brewers, so we thought about having something and we are
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working on it right now, to have a pop-up beer garden on the last day of the Farmers Market. In terms of how we'll do the location, we are waiting to see how many breweries we get, we tack it on at the end or maybe we'll use Andalusia, so we are looking at that logistically. We are working with one of the brewers that you helped us as a contact. There's a couple of things that we are discussing and there are a few logistical things that you have to work out in terms of the licensing and the distributors. So, it's either going to be something where we'll have all the vendors there and they'll give out samples, so then they'll be able to advertise their beer, then they could buy it at a different time, or what we hope, if we can get the licensing right and everything, have the ability for them to purchase beer. We don't want to go late into the night. We are not interested in a big drinking event. What we are interested in is looking at the craftsmanship and the artisan of the beers and then do it during the day. It will probably go until about 4 o'clock on Saturday, where usually we go till 2 on the Farmers Market. We'll have the food there; you can have the food at the same time, and you could have the artisan beer. The brewer that we are working with, he has a community, they are a tight-knit community they tell me, that they all work together, and hopefully we are looking at least eight brewers is our hope, and then we are going to try to get the beer garden-style tables and stuff and have it be nice and decorative. So that's what we are working on right now and our hope is to get it March 26th. Hopefully we'll have all of the logistics done by the end of the month then we can start to advertise.

Mayor Lago: Commissioner, I love the idea, and something that we had talked about before was hopefully when the mobility hub is done, remember we had talked about potentially doing something on the rooftop, of activating the rooftop and I had brought the city an entity, which is called Reef Technologies. I know the Manager was going to meet again with Reef Technologies, that they offer something similar to that, and potentially doing something like that on top of the rooftop of the mobility hub, making it like a community event. And by the way, that's where Wings for Wishes is. Its great wings and great craft beer, that's what they serve and it's a family event, so its something for the community.

Director Couceyro: Yes, we want it to be in that style; the style of Wings for Wishes, the Farmers Market, kind of like make it, hopefully the artisans have nice decorative booths, and everything looks great, and you can have the different types of beers. That's our vision and that's what we are hoping to do.

Commissioner Menendez: And if there is an opportunity for Commission tasting, I'm sure at least a few of us...

Mayor Lago: Like Burgerliscious.

Commissioner Menendez: Like Burgerliscious – burger and beer.

Mayor Lago: You are there for quality control.

Commissioner Menendez: I'll do a good job.

Commissioner Anderson: Just one request, you have to have gluten-free beer there.
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Director Couceyro: Got it. Gluten-free, we've got it.

Mayor Lago: Thank you very much.

Director Couceyro: Thank you.

Mayor Lago: Thank you for putting this on the agenda. So, we'll get a...because Farmers Market ends in March, so what's the plan?

Director Couceyro: It ends March 26th. If I need to come before the Commission again in March for any alcohol licensing, you'll hear about it then, if we need it, unless we are doing samples then we don't need the license.

Mayor Lago: Thank you.