

**CITY OF CORAL GABLES**  
**Economic Development Board Meeting Minutes**

**Wednesday, November 2, 2011, 8:00 a.m.**  
**1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134**

MEMBERS	A	S	O	N	D	J	F	M	A	M	J	J	COMMISSIONERS
	'11	'11	'11	'11	'11	'12	'12	'12	'12	'12	'12	'12	
Mr. Scott Sime	P	P	P	P									Mayor Jim Cason
Mr. Raymond Zomerfeld (Chair)	P	P	P	P									Vice Mayor William H. Kerdyk, Jr.
Mr. John M. "Jack" Thomson (Vice Chair)	P	P	P	P									Commissioner Maria Anderson
Mr. Emile De Boyrie	P	E	E	E									Commissioner Rafael Cabrera, Jr.
Mr. Rolando Mora	P	P	E	P									Commissioner Frank Quesada

A = Absent  
E = Excused Absence  
P = Present  
X = No Meeting

**STAFF AND GUESTS:**

Ms. Cynthia S. Birdsill, Economic Sustainability Department Director  
Mr. Leonard Roberts, Economic Sustainability Department Assistant Director  
Ms. Cindy Dorrel, Special Projects Coordinator  
Ed Holden, President Elect of Coral Gables Chamber

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**Meeting Motion Summary:**

**The minutes of the October 5, 2011 Board meeting were approved.**

**Motion to excuse Board member Mr. De Boyrie's absence from the meeting.**

**Motion to recommend to the Commission that a study of incentives to attract, promote and sustain business in the City in order to maintain the City's unique quality of life and enhance its general business economic climate be performed.**

**Motion to recommend to the Commission that the City support the re-election efforts of the Business Improvement District for the 2011/2012 election period.**

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**1. Approval of October 5, 2011 Board Meeting Minutes.**

Mr. Thomson moved to approve the board meeting minutes of October 5, 2011. Mr. Mora seconded and the motion passed unanimously.

Mr. Mora moved to excuse the absence of Mr. De Boyrie. Mr. Sime seconded and the motion passed unanimously.

**2. Discussion of Board Goals with Commissioner Frank Quesada**

The Board welcomed Commissioner Frank Quesada to the meeting. The Commissioner noted that attracting businesses to the City is very important to him. Mr. Zomerfeld described the Board's goals to the Commissioner, noting that the Board is being proactive in getting involved with outside organizations, (i.e. the Business Improvement District and the Coral Gables Chamber of Commerce). The Commissioner suggested some ideas he would like the Board to investigate including having a study performed on incentives to attract businesses to Coral Gables. Mr. Mora suggested that the head of the Credit Incentives Department from his employer be invited to a future board meeting to discuss what companies look for and what incentives other cities are offering. The Board agreed with his suggestion, and Mr. Mora will make arrangements. It was also suggested that the Board consider working with the University of Miami's Urban Planning Department, since their graduate classes performs studies of this nature each year. The Commissioner noted that he would raise funds for such a study if needed.

Mr. Thomson made a motion to recommend to the Commission that a study of incentives to attract, promote and sustain business in the City in order to maintain the City's unique quality of life and enhance its general business economic climate be performed. Mr. Mora seconded and the motion passed unanimously.

Before leaving, The Commissioner mentioned he would be initiating a poll, questioning residents on the City's quality of life, taxes, and likes and dislike about the City's processes. He requested the Board advise him of any questions they would like to add to the survey. The Board thanked the Commissioner for his thoughts and input.

**3. Mari Gallet to talk about the Business Improvement District renewal**

Mr. Zomerfeld reported that as part of the Economic Development Board's efforts of being involved in other entities in the City, he had attended the latest BID's Board of Director's meeting. He then introduced Ms. Gallet, President of the BID, to the Board. Ms. Gallet announced the reason for her visit is to ask for the Board's support of the Business Improvement District's re-election in the City. She presented a copy of the Business Improvement District's executive overview presentation to the Board and described the mission statement, accomplishments and goals for the entity. Mr. Sime made a motion to recommend to the Commission that the City support the re-election efforts of the Business Improvement District for the 2011/2012 election period. Mr. Mora seconded and the motion passed unanimously.

**4. Partnering with the Chamber of Commerce – Events:**

**a. Burgerlicious:** Ms. Birdsill advised the Board that the Coral Gables Chamber will be having an event to promote the City to the Miami Convention and Visitor Bureau members. The Burgerlicious event will be held at the Ponce Circle Park on November 3<sup>rd</sup>.

**b. Small Business Saturday:** Ms. Birdsill mentioned, that American Express has an initiative where they work with certain communities across the country to highlight small businesses. The Chamber of Commerce and Business Improvement District would be promoting Small Business Saturday November 26<sup>th</sup> which would include events at selected small businesses to encourage people to shop big in small businesses.

**5. Update on Business Tax Licenses and New Businesses**

The Board reviewed the list of Business Tax Licenses and new businesses.

A motion to adjourn was made by Mr. Mora. Mr. Sime seconded and the motion passed unanimously.

There being no further discussion, the meeting was adjourned at 9:35 a.m.

The next Economic Development Board meeting will be held on January 4, 2012 at 8 a.m.

Respectfully submitted,

Cindy Dorrel  
Special Projects Coordinator  
Economic Sustainability Department