

City of Coral Gables City Commission Meeting
Agenda Items F-3 and F-10 are related
September 28, 2021
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

Assistant City Attorney, Stephanie Throckmorton

City Clerk, Billy Urquia

Parks and Recreation Director, Fred Couceyro

Assistant Economic Development Director

Public Speaker(s)

Agenda Items F-3 and F-10 are related [11:08 a.m.]

An Ordinance of the City Commission amending the City of Coral Gables Code by amending Chapter 2 “Administration”, Article IX “Sponsorship Program”, Section 2-1123 “Administration” providing for a repealer provision, severability clause, codification, and providing for an effective date.

(Sponsored by Commissioner Menendez)

A Resolution of the City Commission directing the City Manager and City Staff to establish sponsorship packages for certain City events and further directing staff to secure sponsorship for those events.

(Sponsored by Commissioner Menendez)

City Commission Meeting

September 28, 2021

Agenda Items F-3 and F-10 are related - Ordinance amending the City of Coral Gables Code by amending Chapter 2 Article IZ "Sponsorship Program," and resolution of the City Commission directing the City Manager and City Staff to establish sponsorship packages for certain City events and further directing staff to secure sponsorship for those events.

(This Resolution is not for consideration at this time and will be included with the above ordinances on Second Reading if approved on First Reading.)

Commissioner Menendez: With regard...

City Attorney Ramos: F-3 is an ordinance of the City Commission amending the City of Coral Gables Code by amending Chapter 2 "Administration", Article IX "Sponsorship Program", Section 2-1123 "Administration" providing for a repealer provision, severability clause, codification, and providing for an effective date. Ms. Throckmorton.

Assistant City Attorney Throckmorton: Good morning, Mayor, Commissioners. This is Commissioner Menendez's item. I'm happy to give a brief summary, and I know we have staff from Economic Development and the Community Recreation Department here if you have any questions. The City has had -- for the last decade or so -- a sponsorship program that allows third-party companies within certain parameters to sponsor City events and provide in exchange for funding and sponsorship, you know, acknowledgement, et cetera. So, this is a minor tweak, this ordinance, to the sponsorship program that just makes clear that the City is looking to have sponsors, not only just generally, but specifically for Community Recreation events and that when sponsorships are procured for Community Recreation events, they in conjunction with the Economic Development Department will administer those sponsorships. So, it brings the Community Recreation Department into the administration of these programs, and there's an associated resolution to be considered on second reading that urges and sort of reinvigorates the program specifically for a few Community Recreation events. So, I'll turn it over to the Commissioner, and we have Fred Couceyro here as well to answer any questions from the Community Recreation side.

Commissioner Menendez: Thank you. I'm bringing this item. I've met with Fred and his team and with the Economic Development, and for years and years and years, as you know, my relationship with Parks and Rec, the Youth Center, and other of our community-based events and

organizations, and through the years, even when in good times, sometimes it's a challenge to find funding for events or to be able to expand the universe of events that we have for the community. So, I see this -- and I always check back with Fred 10, 20 years ago, and he goes, "No, there's just -- it's not in the Code, and it's not something that the City has historically done." Now as a Commissioner, I guess I could ask the question again and find a solution. So, I'm bringing this up because we have amazing partners in Coral Gables, amazing businesses, amazing multinational corporations that are based here that want to do something special for our kids, for our seniors, for families, and this is an amazing way to partner with them to assure that no matter if we're in an economic crisis or we're not, that we can continue the tradition of having some of these special events that we've all enjoyed through the years, like the tree lighting, like the fireworks, like the pumpkin patch, so many things that create memories that last forever. So, this is an opportunity to create the framework, the structure, so that going forward, we can partner up with our business community to provide even better services and better events for our families. Fred, if you want to take it from there.

Parks and Recreation Director Couceyro: No, yeah, absolutely. I think one of the big things that this resolution to is it allows us to look at putting together some sponsorship packages that we can provide prospective sponsors to fund, whether it's events, whether it's a few other opportunities that we're looking at, either a larger scale or a smaller scale. We do have some large-scale events, and we have some small-scale events where small sponsorships will help us either will help fund it or will help add value to it. Maybe we're able to bring in another amenity with that extra sponsorship money. So, you know, as you said, there -- you know, over -- historically, way back when we had this conversation, I don't know, in 2000, 2001...

Commissioner Menendez: You were Fernando then.

Parks and Recreation Director Couceyro: I was Fernando, yeah. I had hair back then. I had hair back then. We -- it wasn't always -- the City, we were a little more hesitant to look at sponsorships,

but I think if we can look at them and be responsible, we don't want to splash sponsor names everywhere.

Commissioner Menendez: Right.

Parks and Recreation Director Couceyro: But I think if we just do -- and we look at keeping it within the context of what the look and feel of our events are, I think we can do that, and that's what we're putting together some packages like that, and to provide value for the sponsor, but also to, you know, kind of keep our look and our feel without totally making it, you know, like Blade Runner where there's...

Mayor Lago: Yeah, I think that that's the point that you mentioned at the end. I'm 100 percent behind this. I just think we need to vet the -- I want to make sure the Commission vets and our staff vets the whole concept of splashing sponsorship everywhere. We're not going to put sponsorship on our trolleys. I stand opposed to that completely. I'm 100 percent behind this. I think it's a great opportunity to bring a few more dollars into it and take some pressure off the City, especially on years like this, but I want to be very careful in the marketing aspect.

City Manager Iglesias: Mayor, it has to be within our City branding.

Mayor Lago: Very tasteful.

Parks and Recreation Director Couceyro: Yes, it has to be responsible, absolutely.

Commissioner Anderson: Yeah, that was my only concern is...

Mayor Lago: I don't know if anybody else has anything else you want to say?

Commissioner Menendez: Oh, we have Economic...

Mayor Lago: Oh.

Assistant Economic Development Director: Belkys Perez, with the Economic Development Department. You know we did talk about this with Commissioner Menendez and that was a concern. But I think that we're all on the same page that we will be vetting this through everyone, making sure that everyone is comfortable, and then we keep the brand equity that we worked so hard...

Mayor Lago: Perfect.

Assistant Economic Development Director Perez: To maintain.

Mayor Lago: Thank you, Belkys. Commissioner, would you like to make a motion?

Commissioner Menendez: I would love to. Thank you. I make the motion to pass.

Commissioner Anderson: Second.

City Attorney Ramos: Mayor, this is a public hearing item.

Commissioner Menendez: Oh.

City Clerk Urquia: No members of the public have requested to speak on this.

Mayor Lago: Perfect. Thank you. We have a first and a second.

Vice Mayor Mena: Yes.

Commissioner Menendez: Yes.

Commissioner Anderson: Yes.

Commissioner Fors: Yes.

Mayor Lago: Yes.

(Vote: 5-0)

Mayor Lago: Thank you. Thank you to staff.