

City of Coral Gables City Commission Meeting
Agenda Item F-8
October 28, 2025
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Vince Lago
Vice Mayor Rhonda Anderson
Commissioner Melissa Castro
Commissioner Ariel Fernandez
Commissioner Richard D. Lara

City Staff

City Attorney, Cristina Suárez
City Manager, Peter Iglesias
City Clerk, Billy Urquia

Public Speaker(s)

Agenda Item F-8 [Start: 5:15 p.m.]

Discussion regarding the Downtown Revitalization - Building a Signature Day for the Central Business District. (Sponsored by Commissioner Castro)

Mayor Lago: F-8.

Commissioner Castro: F-8 is mine, but before I do, I wanted to give a little quick message. Carmen, Jim Cason's wife asked me to go ahead and let everybody in the city know that they found the kidney for him today, and in the morning, he walked into Jackson Memorial Hospital and it's looking very promising. She wanted everybody to know. About F-8, I had a Town Hall with Gables Good Government and there were several things that the members were really passionate about and Belkys, I copied you on this on this email. They want to see like a signature day for the Central Business District, and they were giving several ideas. I kind of wrote them down but I think we could work on something to see maybe like a pilot program, not right now, but let's go ahead and brainstorm a little bit, take your advice. They were talking about like "Wind Down Wednesdays,"

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encouraging after work relaxation and dining downtown, and they were referring more to like the days that business is really slow. There's a lot of concern with a lot of the vacant storefronts and I think Vice Mayor was trying to work kind of on the same, I think we're on the same page when it comes to Miracle Mile and Giralda, it's a big concern, and residents are noticing it as well. So, one of the other things was "Downtown Tuesdays" and I think what they were referring to was like a flexible inclusive theme for all CBD areas for Miracle Mile and Giralda, or they were thinking like "Giralda Nights," but I know that we have something similar to that already. The "Gables Hour," a coordinated happy hour concept promoted citywide, maybe that would work, I don't know. Let's think together as maybe a Commission. I put this up as a discussion but maybe we can make it go a little further. The whole thing here is let's promote our residents and outsiders, neighboring outsiders to you know come shop and dine locally, basically. That was it. Do any of my colleagues have anything they want to say about this?

Commissioner Lara: Through the Mayor. I think it's important for all of us, you know to be focused on that. I also met recently with Puma and shared a lot of my concerns, a lot of my ideas, and a lot of the ideas that I got as well from the residents. So, you know, we all should collectively be focused on and I know the Vice Mayor has also been very focused on this too, just a little bit earlier a solution, to see how we can drive not only economic traffic to our downtown Central Business District, but also do so in a way that elevates the experience, and it may be a little something for being a resident here in particular, is something that resonates with all of us you know who live here, so let's all continue the conversation.

Vice Mayor Anderson: Through the Mayor. I'll just share you know, I had my meeting with Puma as well. I did speak to them about expanding, you know, I'm going to call it the new BID because I don't know what else to call it right now.

Commissioner Lara: The new BID, yes.

Vice Mayor Anderson: The new district whatever.

City Attorney Suarez: Well, that's a general, generic district.

Vice Mayor Anderson: The new district expanding it so that we're including not only businesses on the Mile, but we're including businesses along the Ponce corridor and we're looping in the cultural arts establishments, because what I've observed and what I've heard is the cultural arts is attracting people to come here to experience the shows, whether they're on the east or the west side of LeJeune Road or up and down Ponce and then people stay overnight in hotels, they dine, they shop, so it only makes sense to include all the cultural arts entities in our city to be able to have a cohesive experience, and they all then can have some say or skin in the game as far as being able to promote our city, being able to promote the activities, being able to promote the retail

establishments, and showcase them in the future. So that hat was my overall type of an outline, but I do think that the city needs to be an active partner at the table in order to be able to help guide it and guide this ship in a clear direction.

Commissioner Lara: May I briefly respond. And to that end, we seem to have a lot of similar ideas when discussing our respective meetings with Puma, but that was one thing that I emphasized as well, and I think you echoed that before that the city needs to have a more a bigger seat at the table in a public-private coalition partnership in order to really make this have the greatest likelihood of success.

Vice Mayor Anderson: Right.

Commissioner Lara: So, I'm glad to hear we were all on the same page.

Vice Mayor Anderson: We're on the same page and we didn't even know.