

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes

Wednesday, December 1, 2010, 8:00 a.m.
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134

MEMBERS	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'10	'10	'10	'10	'10	'10	'10	'10	'10	'10	'10	
Mr. Bertram "Chico" Goldsmith	P	X	P	P	P	P	X	P	X	P	P	Mayor Donald D. Slesnick II
Mr. Raymond Zomerfeld (Chair)	P	X	P	P	P	P	X	P	X	P	P	Vice Mayor William H. Kerdyk, Jr.
Mr. John M. "Jack" Thomson	P	X	P	P	P	P	X	P	X	P	P	Commissioner Maria Anderson
Ms. Haydee Polo	P	X	P	P	P	E	X	P	X	P	P	Commissioner Rafael Cabrera, Jr.
Mr. James Casey (Vice Chair)	P	X	E	P	P	P	X	P	X	P	P	Commissioner Wayne Withers

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

STAFF:

Ms. Cynthia S. Birdsill, Economic Sustainability Department Director
Ms. Cindy Dorrel, Special Projects Coordinator

GUESTS:

Drew Kern, incoming Chair of Coral Gables Chamber (also with EWM Realtors)
John O'Rourke, Coral Gables Chamber Board of Directors Chair (also owner of Montica Jewelers)
Mike Wurster, Coral Gables Chamber Tourism Board Chair, (also General Manager of the Westin Colonnade Hotel)

Meeting Motion Summary:

The minutes of the November 3, 2010 Board meeting were approved.

A motion was unanimously approved to accept the 09/10 Annual Report for the Economic Development Board.

1. Approval of November 3, 2010 Board Meeting Minutes.

Mr. Goldsmith moved to approve the board meeting minutes of November 3, 2010. Mr. Thomson seconded and the motion passed unanimously.

2. Mike Wurster of Coral Gables Chamber Tourism Board

The Board introduced themselves to Mike Wurster, Chair of the Coral Gables Chamber Tourism Board. He spoke to the Board about tourism efforts undertaken by the tourism committee in the past year and identified projects for 2011. In 2009-2010, the committee participated in the following projects:

- A Joint Destination Marketing Program with the Greater Miami Convention and Visitor Bureau
- A television segment on the Gables within an episode on Miami of Florida Travel & Life's Affordable Luxury show
- An official Super Bowl sponsored event in the Gables called Super Art in the Park co-hosted with the City, BID, and Kiwanis of Little Havana
- PowWow, an event where influential travel agents are invited from all over the world to attend that was held in the Gables
- Destination Coral Gables, a mixer for concierges, meeting planners, and travel agents held at the Village of Merrick Park and co-hosted by the City, BID, and GMCVB.

It was noted that the Chamber often partners with the BID, the GMCVB and the City in its tourism efforts, and that the City participated in all of the mentioned projects in some way. The Board noted that it would like to be more involved in projects like these.

Mr. Kern indicated that the Chamber is interested in working with its partners to create a visitor center for Coral Gables, and they are also working with the Greater Miami Chamber and Visitor Bureau on a Travel and Tourism hotline which will manage and handle any questions received about Miami and the surrounding areas. The Chamber is planning its annual trip with a delegation to one of the City's Sister Cities this year to Guatemala and Panama in the spring. The tourism committee is also looking at various publications to feature Coral Gables' restaurants and businesses.

3. Review of the Economic Development Board Annual Report for 2009/10

Ms. Birdsill advised the Board that under the City's legislation, staff is required to put together an annual report for each Board under its charge. The respective Board members are given the report and once approved the report is forwarded to the City Manager's office.

Mr. Goldsmith made a motion to accept the Annual Report as presented. Mr. Casey seconded and the motion passed unanimously.

4. Update on Business Tax Licenses and New Businesses.

The Board reviewed the October and November list of Business Tax Licenses and new businesses. The Board will continue sending out cards to new businesses welcoming them. They also asked that they be given more lead time for upcoming ribbon cutting events so that they may make plans to attend more throughout the year.

5. General City Update

A general update was given on the new restaurants opening in the Gables i.e. Shula's, Panera Bread and Seasons 52.

A motion to adjourn was made by Mr. Goldsmith and seconded by Mr. Casey. There being no further discussion, the meeting was adjourned at 8:55 a.m.

The next Economic Development Board Meeting will be held Wednesday, February 2, 2011 at 8:00 a.m.

Respectfully submitted,

Cindy Dorrel
Special Projects Coordinator
Economic Sustainability Department