

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development Board DRAFT Meeting Minutes Tuesday | January 15, 2019 | 8:00 a.m.

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'18	'18	'18	
Carolina Rendeiro	P									P	P	X	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	P									P	P	X	Commissioner Michael Mena
Stuart McGregor	P									E	P	X	Commissioner Patricia Keon
June Morris	P									P	E	X	Commissioner Vince Lago
Elizabeth Patino	E									P	P	X	Vice Mayor Frank Quesada

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone - =Former Board Member

STAFF AND GUESTS:

Pamela Fuertes, Director, Economic Development Department
 Belkys Perez, Marketing Coordinator, Economic Development Department
 Francesca Valdes, Business Development Coordinator, Economic Development Department
 Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

A motion to approve the minutes of the November 14, 2018 meeting passed unanimously.

Ms. Ramudo brought the meeting to order at 8:11 a.m.

1. Review of the November meeting minutes (Action)

Prior to the motion to review the meeting minutes, Ms. Morris expressed concern over the factual accuracy of the information regarding Garages 1 & 4 presented at the previous board meeting. Chairwoman Ramudo asked Ms. Morris to please clarify her statement and asked if she was questioning the accuracy of the meeting minutes or of something that was discussed at the meeting. Ms. Morris, while admittedly not present at the November 14th board meeting, confirmed she was referring to the accuracy of what was reflected in the minutes. Board members discussed that the minutes did in fact reflect what had been stated. Ms. Ramudo made the point that the minutes should reflect what was discussed, and that they are accurate in that they reflect what was said. Any amendment to what was presented could be corrected in essence by follow-up discussion at the next [this] meeting. Ms. Fuertes asked board members to please contact her in advance with any concerns and/or feedback.

Ms. Rendeiro made a motion to approve the minutes of the November 14, 2018 board meeting. Mr. McGregor seconded the motion, which passed unanimously.

2. Economic Development Department Update

Ms. Fuertes discussed the board meeting in November, saying that a joint board meeting was decided because of the many interesting points of intersection with the Property Advisory Board and pertaining to economic development. To help provide background and an update on economic development news, the economic development organization of Miami-Dade County, the Beacon Council, was invited to give a presentation at this meeting. Jaap Donath, Ph.D., the Senior VP of Research & Strategic Planning, presented on Miami-Dade County and narrowed down into some of the highlights of Coral Gables. His presentation included industries, workforce, what companies/industries are growing, and target markets for Miami-Dade County. Ms. Fuertes also mentioned that having City Manager Peter Iglesias present at the November meeting was a good opportunity for committee members, leadership, and partners to interface.

Ms. Fuertes said she has attended several committee meetings, including the Communications Committee meeting, led by Sandra Gonzalez-Levy, and the International Affairs committee, chaired by Lourdes Cuzán. Both committees expressed an interest in a joint meeting with the Economic Development Board. Ms. Fuertes added that later today she would be attending the Transportation Advisory Board meeting.

Ms. Fuertes informed the board that a request had been made from the City of Sevilla, Spain, to become a Sister City with Coral Gables. Representatives from the International Affairs Committee will go to Spain to meet their City representatives. On another note, Ms. Fuertes added that Volker Anding, a former consul general of Germany based in Coral Gables, reintroduced the City to the Taiwan Economic Cultural Office.

Ms. Ramudo asked who was going to Sevilla, to which Ms. Fuertes answered Lourdes Cuzán and Committee Liaison to Spain, Dr. Enrique Monasterio. The department will be providing them information packets about Coral Gables to present there. Contacts made will be integrated into economic development efforts by the department.

Ms. Fuertes said that at the next meeting, updates on projects and activities undertaken by the department will be shared with the board, including strategic planning.

3. Marketing Update

Ms. Perez showed the board the “Corporate Asset” ad that Economic Development partnered with the Coral Gables Chamber of Commerce to place in the Beacon Council’s publication, “Advantage Miami.” She told the board that the City has reached the one month mark since the launch of Sunlit Sky on Giralda Plaza on December 14th. The project will stay up until March 10th. Ms. Ramudo said there was a Cuban café in Brickell that imitated the design with Cuban cafeteras. Mr. McGregor asked if it would be possible to extend the Sunlit Sky project. Ms. Perez responded that it could be done, but it would require Commission approval. Ms. Perez said that our department would meet with the Historic Resources & Cultural Arts department to start discussing ideas for the summer activation. Ms. Perez also told the board that the City is implementing solar-powered benches where pedestrians can charge their phone while lounging.

Ms. Perez said that she is working on marketing materials and updating collateral, which will include some international pieces.

Ms. Perez reminded the board of the Boards & Committees Appreciation Reception on February 28th from 6-9 pm at the Coral Gables Country Club. Board members said they had received invitations already both by mail and email.

4. Business Tax License Report

Board members reviewed the Business Tax License Report, which contained 118 new businesses to Coral Gables for the months of October, November, December and up until January 14th, 2019. Ms. Valdes reviewed some of the new arrivals as follows:

- Ad Lib, the concept by the restaurant group 50 Eggs, will go into the space formerly occupied by Swine
- Three Chefs and a Chicken will be opening in South Gables on Red Road
- BoConcept, a mid-century, modern furniture store in Merrick Park of Scandinavian design
- Espresso Cubano has opened on Giralda Avenue and offers a breakfast menu
- Graupel is a new clothing store concept that uses 3-D technology to scan a person's body and keeps a likeness of that customer on file to assist them in finding the right clothes for them
- Pandora, Tous, and Tumi are all also opening in Merrick Park
- Sea Grill is opening behind Merrick Park where a Peruvian gastropub once operated
- Well-Groomed Image Consultants opened on the Miracle Mile. They supply cosmetic services for both men and women, including manicures, pedicures, and hair transplants.
- Sweet as Fry is a fast casual desserts restaurant that serves fried sweets
- Wild Fork, a frozen food concept, has opened in South Gables and provides fresh specialty meats. Customers may order online or have it delivered. Economic Development assisted them with their permitting.

Ms. Ramudo recommended that the department consider having a newsletter. Ms. Valdes confirmed a newsletter was being considered.

5. Open Discussion

Ms. Morris distributed handouts regarding the Allen Morris proposal of the Coral Gables City Center. Ms. Morris said the information given by Mr. Roberts at the previous board meeting as recorded in the minutes was incorrect. She said the project as presented by Allen Morris/Related Group would bring economic vitality to the City and more foot traffic to Miracle Mile. She is concerned that if it were voted down at the next commission meeting, this opportunity would never come around again for the City.

Ms. Ramudo suggested to Ms. Morris that she bring these topics up "offline," pointing out Ms. Morris' conflict of interest. Ms. Morris acknowledged her conflict of interest but felt that there were other conflicts of interest with this project. Her intent was to provide the Economic Development Board with as much information on the project as possible given that it was never formally presented to the Economic Development Board.

Ms. Rendeiro expressed her appreciation to Ms. Morris, stating that although it was a conflict of interest, she appreciated having the information nonetheless. Other board members agreed.

Ms. Morris said this is something that directly affects the economic vitality of our City. Ms. Fuertes said that she's aware that there have been a number of meetings regarding this project across all levels

and that she trusts that the information distributed at this meeting had been presented and channeled through the public document record channel with the City Clerk's Office, City Attorney's Office, City Manager's Office, and any other department involved with this project. Ms. Morris confirmed that the documents are on record with the City.

Ms. Ramudo agreed that it would be good to have clarity on which projects should be brought before this board and which should not. Ms. Fuertes said she would consult with the City Attorney's Office and City Clerk's Office. Mr. McGregor asked that she include private developments within the City in her inquiry.

The meeting was adjourned at 9:03 a.m.

Respectfully submitted,
Mariana Price, Administrative Assistant - Economic Development Department

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