

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development Board Meeting Meeting Minutes

Wednesday | May 1, 2024 | 8:00 a.m.

Location: Zoom and Economic Development Department
2506 Ponce de Leon Blvd., Coral Gables, FL 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'24	'24	'24	'24	'24	'24	'24	'24	'24	'24	'24	'24	
James Kohnstamm, Vice Chair	P	P	P	A	P								Mayor Vince Lago
Timothy Heffernan	P	E	E	P	P								Vice Mayor Rhonda Anderson
Derrek Space	P	P	E	P	P								Commissioner Kirk R. Menendez
Nguyen Castilla Cabanilla	P	PZ	E	P	E								Commissioner Melissa Castro
Scott Shuffield	P	P	P	E	E								Commissioner Ariel Fernandez
Barbara Perez	P	P	P	P	P								City Manager Peter Iglesias / Amos Rojas Jr.
Thad Adams, Chair	P	P	P	P	P								Chamber of Commerce

A=Absent E=Excused Absence P=Present X=No Meeting PZ=Present by Zoom Z=Zoom -=Former Board Member

Staff and Guests:

Belkys Perez, Director, Economic Development Department

Leticia Perez, International Business Development Coordinator, Economic Development Department

Yenisis Gomez, Administrative Assistant, Economic Development Department

Chairman Mr. Thad Adams brought the meeting to order at 8:14 a.m.

1. Review and approval of April 3, 2024, Economic Development Board Meeting Minutes.

Mr. Kohnstamm made a motion to approve the meeting minutes and Mr. Heffernan seconded the motion, which passed unanimously. There was no discussion regarding the minutes.

2. Economic Development Activities

a) Emerge Americas

Mrs. Belkys Perez informed the Board that on April 18th and 19th, the city participated in eMerge America in partnership with our IT department.

b) Placer.AI

Mrs. Perez informed the Board that the city now has a contract in place with Placer.ai, a company that leverages location intelligence and foot traffic insight to help cities and organizations make informed decisions. There is some onboarding that team members need. The Placer team showed the Mrs. Perez several reports that cities find useful, among them was a tourism analysis.

Through geofencing the city, the data shows that Coral Gables benefits from approximately 500,000 tourists annually. The visitor spending potential is around \$360 million which is up from last year.

c) Events Recap

Mrs. Perez informed the Board that part of the department's role is to create a good downtown environment for residents and workers. Hence, why the department has increased its focus on events recently.

- The Giralda Live series, which took place every first Friday of the month for six months, just concluded. There were live bands and several local businesses selling items. The last concert had approximately 8,000 people in attendance. Diageo was extremely excited with the results, and they are interested in participating again next year.
- On April 25th, the department held a Spring Sip & Shop solely for Miracle Mile merchants. Tickets were sold for \$50. There were 21 participating shops with a different wine at each. Many restaurants participated by partnering with a retailer and providing lite bites. Approximately 100 people registered. Proceeds from the ticket sales, \$3,000, were donated to a not-for-profit organization in the Gables. The next Sip and Shop will take place in December in partnership with the Consulate of Uruguay which is providing the wine.
- As part of Fleet Week, the Navy Band will hold 4 concerts in the Gables. The first concert will be held at McBride Plaza on Sunday, May 5th, from 1 p.m. to 3 p.m. They will perform at the Coral Gables Museum Plaza, Giralda Plaza and Venetian Pool. All concerts will be free to the city and for the public to attend.

3. Business Tax License Report

Mrs. Belkys Perez updated the Board on the new and soon-to-come businesses in Coral Gables.

4. Open Discussion

With no further discussion, the meeting adjourned at 9:07 a.m.

Respectfully submitted,
Yenesis Gomez, Administrative Assistant, Economic Development Department.