

# CORAL GABLES

THE CITY BEAUTIFUL

## Economic Development Board Meeting Meeting Minutes

Wednesday | December 7, 2022 | 8:00 a.m.  
Location: City of Coral Gables Adult Activity Center  
2 Andalusia Avenue, Coral Gables, Florida, 33134

| EDB MEMBERS           | J   | F   | M   | A   | M   | J   | J   | A   | S   | O   | N   | D   | APPOINTING ENTITY             |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------------------------|
|                       | '22 | '22 | '22 | '22 | '22 | '22 | '22 | '22 | '22 | '22 | '22 | '22 |                               |
| VACANT                | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | Mayor Vince Lago              |
| Olga Ramudo,<br>Chair | P   | P   | P   | X   | P   | P   | X   | P   | P   | P   | A   | P   | Vice Mayor Michael Mena       |
| Stuart McGregor       | P   | P   | E   | X   | P   | E   | X   | E   | E   | E   | P   | P   | Commissioner Kirk R. Menendez |
| Tania Cruz-Gimenez    | P   | P   | P   | X   | E   | A   | X   | P   | P   | A   | A   | A   | Commissioner Rhonda Anderson  |
| Mary Snow             | P   | P   | E   | X   | P   | E   | X   | E   | P   | P   | A   | P   | Commissioner Jorge Fors, Jr.  |
| Barbara Perez         | P   | P   | P   | X   | P   | P   | X   | E   | P   | P   | P   | P   | City Manager Peter Iglesias   |
| Thad Adams            | E   | P   | P   | X   | E   | P   | X   | P   | P   | P   | A   | P   | Chamber of Commerce           |

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

### Staff and Guests:

Belkys Perez, Assistant Director, Economic Development Department  
 Francesca Valdes, Business Development Coordinator, Economic Development Department  
 Leticia Perez, International Business Development Coordinator, Economic Development Department  
 Yenis Gomez, Administrative Assistant, Economic Development Department

Chairwoman Ms. Olga Ramudo brought the meeting to order at 8:09 a.m.

**1. Review and approval of November 7, 2022, Economic Development Board Meeting Minutes. Mr. Adams made a motion to approve the meeting minutes and Mr. McGregor seconded the motion, which passed unanimously.** There was no discussion regarding the minutes.

### 2. Business Recycling Drive-Thru Event

Ms. Perez informed the board that the first Business Recycling Drive-Thru event was held on Saturday, December 3, 2022, at the City Hall parking lot. The event consisted of paper shredding, electronic waste and professional clothing donations which benefited Coral Gables Senior High's Finance Program. A total of 32 businesses participated.

### 3. Holiday Activations

Ms. Perez informed the board that since the Business Improvement District (BID) was dissolved on November 18, 2022, the City has taken on several responsibilities during the holiday season to ensure

that there is a continuation of services and that our businesses are not affected. The City has created a holiday experience by organizing the following activities:

- Halloween on the Mile, event held on Saturday, October 29th.
- Holiday Decorations
  - Installed two 8-foot wreaths hanging on the arches at the entrance on Douglas Road
  - Lit decorations along Miracle Mile consisting of a star, ornament & gift box
  - 3 large, decorated trees on McBride Plaza
  - Public Works crews have worked nonstop to get all the trees on Miracle Mile working again.
  - The BID and City of Coral Gables each paid 50% for a 26-foot tree on Giralda Plaza. The tree lighting took place on November 30th at 6:00 p.m.

All holiday decorations will be displayed until Monday, January 9, 2023.

- Holiday Sip & Shop event will be held on Thursday, December 15<sup>th</sup>
  - 18 businesses are participating so far
  - Tickets are on sale for \$40 which will include wine and a stemless wine cup.
  - Shopping event with all proceeds benefiting Friends of Gables High, made possible through the Coral Gables Community Foundation.
- Carolers on Miracle Mile and Giralda Plaza

#### **4. Occupancy Rates**

Ms. Valdes informed the board that the occupancy rate increased on Miracle Mile 1% year over year.

#### **5. Economic Development Study**

Ms. Perez informed the board that the department had received a copy of the economic study. It is currently being reviewed. She would be following up with the consultant and once all questions have been addressed, the study would be sent to the city manager and the board for their review and questions.

#### **6. Business Tax License Report**

Ms. Valdes updated board members on the new and upcoming businesses in Coral Gables. Currently, the retail vacancy rate is 7.7% on Miracle Mile which was 8.6% at this time last year.

#### **7. Open Discussion**

Ms. Ramudo inquired about the current open vacancy on the board. Ms. Perez advised that Mr. James Kohnstamm, Executive Vice President, Economic Development, of the Beacon Council is expected to be appointed to the board at the December 13th City Commission meeting.

Ms. Perez informed the board that on December 6, 2022, the City hosted a delegation of 32 mayors and commissioners from Fundacion Lideres Globales at the Police & Fire Headquarters.

Ms. Perez informed the Board that the first Tuesdays with Tony kicked off on December 6, 2022, and two businesses participated. Mr. Adams stated that the Chamber will be promoting this service.

Ms. Snow informed the Board that the Community Foundation, in partnership with the City, will bring the Museum of the Moon, a public art installation which will be coming the last three weekends in March of 2023.

There being no further discussion, the meeting adjourned at 8:47 a.m.

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

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