

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, May 3, 2017, 8:00 a.m.
2121 Ponce de Leon Blvd., Suite 720, Coral Gables, Florida 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'17	'17	'17	'17	'17	'17	'17	'17	'17	'16	'16	'16	
Scott Sime	P	P	A	P	P					P	P	P	Mayor Jim Cason
Olga Ramudo	P	P	E	P	P					P	P	E	Commissioner Jeannett Slesnick
Stuart McGregor	P	P	P	P	P					P	E	E	Vice Mayor Pat Keon
June Morris Chair	P	P	P	P	P					P	P	P	Commissioner Vince Lago
VACANT													Commissioner Frank Quesada

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone

STAFF AND GUESTS:

Javier Betancourt, Director, Economic Development Department
 Belkys Perez, Marketing & Events Specialist, Economic Development Department
 Francesca Valdes, Business Development Marketing Specialist, Economic Development Dept.
 Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

A motion to approve the minutes of the April 5, 2017 meeting passed unanimously.

Mrs. Morris brought the meeting to order at 8:08 a.m.

1. Review of the April meeting minutes (Action)

Mr. McGregor made a motion to approve the minutes of the April 5, 2017 Board meeting. Mrs. Ramudo seconded the motion, which passed unanimously.

2. Economic Development Director's Report

Mr. Betancourt provided a report that included:

- Giralda Streetscape construction is due and expected to be completed in May.
 - Giralda Al Fresco occurs every Saturday and provides restaurants the opportunity to provide outdoor dining for breakfast, lunch, and dinner.
- As streetscape construction gets completed, celebrations will be held on each block. The first celebration is scheduled for Friday, May 19th, with a ribbon cutting at 6:00 pm. Merchants will provide food, and the Coral Gables Business Improvement District (BID) will showcase their new marketing campaign at the McBride Plaza.
- Construction has now moved to the north side of Miracle Mile.
- Seven out of eight blocks are slated to be completed by Black Friday (the last block being largely composed of restaurants, and not retail).

- The Business Update was emailed to over 1,000 contacts and was included as an insert in Miami Today.
- The prohibition on plastic bags is going to Commission on Tuesday, May 9th.

3. Economic Development Week Ceremony

In honor of Economic Development Week, a ceremony will be held from 8:00-9:00 a.m. before the City Commission meeting on Tuesday, May 9th. The event will welcome many of the City's partners, including representation from Miami International Airport, the Greater Miami Convention & Visitors Bureau (GMCVB), the Coral Gables Chamber of Commerce, the Coral Gables Business Improvement District (BID), Enterprise Florida, Moray's Jeweler's, the Beacon Council, and the Miami Realtor's Association, to name a few.

4. Naples Trip – Overview and Lessons Learned

The City of Coral Gables Economic Development Department, along with members of the Coral Gables Chamber of Commerce and the Coral Gables Business Improvement District, took a day trip to examine and learn from a comparable and relatable city, Naples. Like Coral Gables, the city of Naples has one of the most affluent suburban areas not only in the state of Florida but in the country at large. Their newly designed downtown area and the attention to detail they hold on their main street, Fifth Avenue, is not unlike the care the City of Coral Gables puts into its own. A few of the takeaways from the trip include:

- In order to curtail parking requirements, Naples has discovered a creative and conducive way to attracting developers so that both parties' needs are met: if the developer builds to only three-floors of height, they are not required to provide or pay for parking. This disincentives them from building higher, which helps to preserve the aesthetics of an appealing downtown and prevent it from becoming an unpleasant "concrete jungle."
- Setback requirements above the first floor of retail allow for a more pleasant appearance.
- On Third Street South, Naples' secondary and historic main street, a provincial kiosk was used, and quite popular, to provide tourists and residents with information on local attractions, restaurants, and events. The Coral Gables BID is now in discussion with Actors' Playhouse to transform their kiosk into a round-the-clock information center.
- Naples has a Community Redevelopment Association (CRA) which helps to fund all of the landscaping and maintenance on Third Avenue.
- The Naples BID does an outstanding and meticulous job of managing the landscape for Third Avenue, complete with carefully maintained hanging flower baskets and varied, colorful foliage along the street.
- Fifth Avenue has property owners who own 70% of the property on the avenue. Third Street South is owned by only one property owner who runs their own marketing campaigns.
- The Naples BID is made up of 220 businesses and a total of 28 commercial property

owners.

- The BID values a “sense of place,” tradition, and history. They focus on physical improvements and public art.
- Their “Women on Fifth” networking group brings working women together after working hours for events such as “Paint & Champagne Nights,” learning how to make cocktails, and engaging businesses to provide for cross promotional opportunities.
- There are 1,480 employees within a six-block district.
- The Naples BID spends \$200,000 on radio advertising on four different radio stations.
- The Naples BID hosts a popular Halloween event each year, last year drawing in 30,000 patrons, and complete with a costume contest taken seriously by many.
- “Evenings on 5th” is a monthly event held by the Naples BID every second Thursday.
- The Naples BID, together with the City, invests in consultation provided by MotionLoft, a pedestrian traffic counter company based out of San Francisco. They use the data to track popular days and times in the downtown area, which also informs merchants of potential sales opportunities.
- The Naples BID was established in December 2010 and is contracted for ten years, with a provision that allows for a majority of the property owners to end it at any time. Their assessment rate never exceeds \$800,000 (2.5 millage rate).
- Three landscape techs are dedicated to Third Avenue.

5. “Business is Beautiful” – Corporate Recruitment Strategy & Marketing Campaign

Mr. Betancourt presented before the board a few options the City has been considering in creating a corporate recruitment strategy and marketing campaign, which potentially includes hiring a corporate recruitment consultant, commissioning a video of the City’s business environment, and revamping marketing materials.

Ms. Ramudo reminded the board that when Mayor Valdés-Fauli served his first term, he was a major player in taking part in Enterprise Florida’s trade mission trips to different cities both in the country and around the world. Thus it comes at a propitious time to adopt a new marketing campaign and corporate recruitment strategy, as the former mayor returns to his role. When asked what other suggestions the board had in terms of corporate recruitment, Ms. Ramudo suggested participation in the Beacon Council Board meetings.

The Board then turned their interest into the latest developments on the retail strategy and recruitment efforts. Ms. Valdes updated the Board on the latest news, including the difficulty of attracting merchants to the Mile when business is slow on weekends and closes before 9:00 pm on weekdays. She informed them that a new coffee shop concept, Espresso Cubano, which is popular in New York, is coming soon to Giralda Avenue. Additionally, the Scientology building on Giralda Avenue has been sold to Maven Management Group. The City is currently in discussions, led by Ms. Valdes, with an exciting new prospect in order to assist the new owners to find tenants to occupy that space.

6. Business Tax License Report

A report of the latest businesses to join the City was handed out to board members.

7. Other City Business

- Ms. Valdes informed the board of the upcoming Visual Merchandising Seminar she will host with the City's retailer consultant, Kelly Kost, of Downtown Works. The seminar will take place at the Art Cinema on June 2nd from 9:00 – 11:00 a.m.

The meeting was adjourned at 9:18 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department