

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes

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

MEMBERS	O	N	D	J	F	M	A	M	J	J	A	S	COMMISSIONERS
	'09	'09	'09	'10	'10	'10	'10	'10	'10	'10	'10	'10	
Mr. Bertram "Chico" Goldsmith	P	P	P	P	P	X	P	P	P	P	X	P	Mayor Donald D. Slesnick II
Mr. Raymond Zomerfeld (Chair)	P	P	P	P	P	X	P	P	P	P	X	P	Vice Mayor William H. Kerdyk, Jr.
Mr. John M. "Jack" Thomson	P	P	P	E	P	X	P	P	P	P	X	P	Commissioner Maria Anderson
Ms. Haydee Polo	P	P	P	P	P	X	P	P	P	E	X	P	Commissioner Rafael Cabrera, Jr.
Mr. James Casey (Vice Chair)	P	P	P	E	P	X	E	P	P	P	X	P	Commissioner Wayne Withers

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

STAFF:

Ms. Cynthia S. Birdsill, Economic Sustainability Department Director
Ms. Jessica Wotherspoon, Business Development Specialist

SPEAKER:

Mari Gallet, Coral Gables Business Improvement District Director

GUESTS:

Brian Barakat, Coral Gables Chamber of Commerce Liaison, and Barakat, Jacobs & Associates, P.L. Partner
Carol Ellis-Cutler, Colliers Abood Wood-Fay, Senior Vice President & Partner

Meeting Motion Summary:

The minutes of the July 7, 2010 Board meeting were approved.

1. Approval of July 7, 2010 Board Meeting Minutes.

Mr. Goldsmith moved to approve the board meeting minutes. Mr. Casey seconded and the motion passed.

2. Mari Gallet Reported on recent Business Improvement District marketing efforts.

Ms. Gallet noted that Giralda Under the Stars was a very popular dining series and she is hoping to bring it back again in 2011.

She also mentioned that there are many new businesses planning to open soon in the downtown. They included GastroPub, Season's 52, Iron Sushi, The Local, Coco Limone, The Ale House, Panera Bread, La Estrada, Edible Arrangements, Victoria's Collection, Brick Tops, Mr. Wings, as well as the Art Cinema and the Coral Gables Museum. Mr. Zomerfeld responded that there is a tremendous level of activity coming to downtown Coral Gables and inquired, with this anticipated growth, if the City is taking steps to prepare for the increased pedestrian and vehicular traffic. Ms. Gallet noted that the BID has a close relationship with the Police Department and felt that they are cognizant of the anticipated growth. Ms. Birdsill further shared that Kevin Kinney is also aware of the expected growth to come.

3. Presentation of Florida Travel & Life promo for half hour Television spot

The Board watched short video segments on Coral Gables that the BID purchased with Florida Travel & Life's new travel show, Affordable Luxury Miami. Ms. Gallet noted that although the show was created to promote Miami as a whole, the six minute segment highlighting downtown Coral Gables was part of the BID's public relations and marketing efforts. She noted that it was a Bonnier production, which produces the Florida Travel & Life publication, and will be shown on the Discovery Channel as well as others. Ms. Gallet stated that the BID is considering commissioning a full half-hour video to focus just on Coral Gables. It was noted more information is available on the website: <http://www.floridatravellife.com/affordable-luxury>.

4. Live Music Month in Miami in November; possible participation

Ms. Birdsill noted that, in honor of the upcoming first annual Live Music Month in Miami, the City would consider working with the BID to have live music in downtown Coral Gables during lunchtime a few days in November. Ms. Gallet also expressed interest in the project.

5. Update on Website development

Ms. Birdsill stated that the City is moving forward with the website design company, Vision Internet, to upgrade the City's website.

6. Update on Commercial Broker Event

The Economic Sustainability Department is continuing to plan an event with commercial brokers to remind the brokers all that the City has to offer and connect them with the Economic Sustainability Department as a resource. Ms. Gallet and Ms. Ellis-Cutler both offered assistance with the event and suggested the City consult with the Village of Merrick Park.

7. Update on Business Tax Licenses and New Businesses

Postponed until next meeting.

8. General City Update

- The Board was reminded about the upcoming Ethics Seminar on September 10.
- It was also noted that the City has hired a new Building and Zoning Director.

9. New Business

Mr. Zomerfeld asked that the Board revisit its goals for the year at the October meeting.

Motion to adjourn made by Mr. Casey and seconded by Ms. Polo. There being no further discussion, the meeting was adjourned at 8:46 a.m.

Next Economic Development Board Meeting: Wednesday, October 6, 2010 at 8:00 a.m.

Respectfully submitted,
Jessica Wotherspoon
Business Development Specialist
Economic Sustainability Department