

**City of Coral Gables City Commission Meeting**  
**Agenda Item H-4**  
**December 5, 2017**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Raul Valdes-Fauli**  
**Vice Mayor Pat Keon**  
**Commissioner Vince Lago**  
**Commissioner Frank Quesada**  
**Commissioner Michael Mena**

**City Staff**

**City Manager, Cathy Swanson-Rivenbark**  
**City Attorney, Miriam Ramos**  
**City Clerk, Walter J. Foeman**  
**Deputy City Clerk, Billy Urquia**

**Public Speaker(s)**

**Mr. Alvarez, Live Like Bella Organization**

---

Agenda Item H-4 [12:21:05 p.m.]

Discussion regarding the potential of charitable contributions during the permitting process  
(Sponsored by Commissioner Quesada)

Mayor Valdes-Fauli: Discussion regarding the potential of charitable contributions during the permitting process, Commissioner Quesada.

Commissioner Quesada: Thank you Mr. Mayor. So let me set the stage for this item and then we have a speaker as well, but the idea here – I was approached by the Live Like Bella Organization which Mr. Alvarez is going to speak to you about in a moment, but the idea was they had approached me to talk about different opportunities to get in front of residents and City employees which developed into a larger conversation to see how we can get Coral Gables based charitable organizations in front of our residents, give them a little bit more exposure. And one of the ideas was during the permitting process, and I want to have that conversation with you all today is, whenever you have to paint your house a unique color, or make a change and do

renovations, we've all seen it on different websites, actually you go to Publix and before you say, do you want to give a dollar to "X" charity?- and then they change it up. I wanted to see if there was any appetite for the rest of the City, I mean for the rest of the Commission to during the permitting process when it comes time to pay, I don't know when the last time one of you have actually pulled a permit in the City, when it comes to pay online, the website and it asks for your credit card and you make the payment there. Maybe we put a screen right before it that says, these different charitable organizations, if you want to give a donation great, if you don't too that's fine as well, and then maybe give a link to say those different organizations. Again, the idea was Coral Gables based, not too many people know Live Like Bella is actually based in Coral Gables, but there are other organizations that I've thought about as well that are based in Coral Gables as that opportunity. So Mr. Mayor with your permission, I'd like to give Mr. Alvarez a minute to discuss a little bit Live Like Bella and what they do and to give you an idea of some of the organizations that could be on this list.

Mr. Alvarez: Thank you Commissioner Quesada, good afternoon to all of you. I thank you for the opportunity to speak to you today. As Frank mentioned, I am here on behalf of Live Like Bella; Live Like Bella for those of you who do not know is a very unique organization...

Commissioner Quesada: Can you speak up a little bit/

Mayor Valdes-Fauli: Yes, we can't hear you.

Mr. Alvarez: It's a very unique organization that's focused on finding a treatment and cure for pediatric cancer. There are very few of us in this room, I think that have not been directly or indirectly affected by cancer; and there has been all kinds of advances and research toward finding cures, but unfortunately the vast majority of that funding and that financing is directed to finding cures for adult cancers. Children with cancer are a very, very underserved population and they are the most vulnerable in our society. In the United States every day seven children pass from cancer. Cancer is the number one killer of children more than almost every other known affliction or disease combined. I myself am very fortunate, I was a survivor of pediatric cancer, and but for the advances at the time in medicine I may not be able to say that today. One of the things that we've been trying to do and that the founder of this organization has done very well on his own and with the help of other leaders in the community is to raise awareness, and we are reaching out to you today as leaders in the community to help us do that. We believe that a partnership with the City will go a very long way in putting, not only the name of our organization in front of the residents of Coral Gables, but bringing awareness to the issue, the underlying issue, which is how are we going to help serve the most needy among us which are children who are affected with life threatening terminal illnesses. I believe that we had a short

video clip to show you today, so if you will indulge me for one minute I'd like to present that to you at this time.

Mayor Valdes-Fauli: If it's short, yes.

Commissioner Quesada: Well, actually I just got a text that it's not working, so the video cannot be shown, but thank you, well maybe it is, here you go.

[Video Presentation]

Mayor Valdes-Fauli: Thank you very much, but the issue here is not the merits of a very, very, very worthwhile cause, the issue is whether we do this or not?

Commissioner Quesada: The idea came behind giving organizations like this, again based in Coral Gables that platform in front of our residents.

Mayor Valdes-Fauli: Of course.

Commissioner Quesada: So that's really the idea. If there is support for that from this Commission, my goal today is to turn it over to staff to help us determine what entities can be on that list. Again, there is step one and there's step two, so my goal today is to get feedback from each one of you to see if this is something you would be willing to support.

Mayor Valdes-Fauli: I would very much like to support it.

Commissioner Quesada: OK. So then I think the question coming out today is, I mean, how do we create a protocol to ensure, just because Live Like Bella might be the first one on there, tomorrow I'm sure we are all going to get phone calls and e-mails from other organizations that are going to want to be a part of that.

Mayor Valdes-Fauli: Autism.

Commissioner Quesada: Yes. So I think we've got to create what are the steps?- how do you qualify?- who should be allowed in?- do we want to have one at a time?- do we want to have 50 options to choose from? I don't know those answers. I don't think it's something we need to discuss in detail right now. I'm going to turn it over to staff to come up with a strategic plan for it.

Commissioner Lago: I think it needs to be a Coral Gables charity, based here.

Commissioner Quesada: Those kinds of things. So I don't think it needs to be a long conversation now, I just wanted staff to think about it, maybe talk to us one-on-one and come back at another meeting with a strategic plan on that. But the Live Like Bella Organization was just an easy organization to help try to brainstorm an idea, and this is the idea that came out of it.

Mayor Valdes-Fauli: Very good. Thank you.

Commissioner Lago: Thank you.

Commissioner Quesada: Thank you so much.

Mayor Valdes-Fauli: Madam City Manager let's work on that.

City Manager Swanson-Rivenbark: Absolutely sir.

[End: 12:30:38 p.m.]