

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, June 4, 2014, 8:00 a.m.
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134

MEMBERS	S	O	N	D	J	F	M	A	M	J	J	A	COMMISSIONERS
	'13	'13	'13	'13	'14	'14	'14	'14	'14	'14	'14	'14	
Scott Sime Chair	E	P	A	P	P	P	P	P	P	P			Mayor Jim Cason
Alberto Manrara Vice-Chair	P	P	E	P	P	P	P	E	E	P			Vice Mayor William H. Kerdyk, Jr.
Jack PJ Mitchell	P	P	P	P	P	P	P	P	P	P			Commissioner Pat Keon
June Morris	E	P	P	P	P	P	P	P	P	E			Commissioner Vince Lago
Alexander Binelo	P	E	P	E	E	P	P	P	P	E			Commissioner Frank Quesada

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

STAFF AND GUESTS:

Leonard Roberts, Acting Director, Economic Sustainability Department
Michelle Cash, Marketing Director, Economic Sustainability Department
Marina Foglia, President of the BID
Jorge Casuso, Business Development Analyst, Economic Sustainability Department

Meeting Motion Summary:

Mr. Manrara made a motion to approve the minutes of the May 7, 2014 Board meeting. Mr. Mitchell seconded the motion, which passed unanimously.

Mr. Manrara made a motion to urge the Commission to involve the EDB in input on the RFP for the redevelopment of the two public parking garages on Andalusia Avenue. Mr. Mitchell seconded the motion, which passed unanimously.

Mr. Sime brought the meeting to order at 8:06 a.m.

1. Review of the minutes of the April 2, 2014 Board meeting.

Mr. Manrara made a motion to approve the minutes of the May 7, 2014 Board meeting.
Mr. Mitchell seconded the motion, which passed unanimously.

2. Presentation by Ms. Michelle Cash, Marketing Director, Economic Sustainability Department

Ms. Cash spoke about the Economic Sustainability Department's marketing efforts. She said that the department collaborates with the Coral Gables Chamber of Commerce, the Coral Gables Museum, the Business Improvement District and the Greater Miami Convention and Visitors Bureau (GMCVB). This winter, the record cold in the rest of the country brought in a "huge influx" of visitors to South Florida. The Department is working closely with the GMCVB to leverage marketing and building Coral Gables' brand, Ms. Cash said. It is much harder to market in a fragmented media environment that includes social media, print, television and radio. As a result, the department has "focused on doing a few bigger things." There is a need to build awareness of Coral Gables outside the region, and cities of all sizes are competing for attention, both globally and locally. It is important to draw visitors because they can move to or open a business in the City. More people are willing to go "off the beaten path" and want to find the "small hidden gems." Awards and recognitions are important in drawing attention to Coral Gables, as is coverage in major media outlets. The City was recently featured in a special edition of "Luxury Living Florida," in the Sunday Telegraph – which reaches 1.7 million readers in the UK -- and in an online story in the "Rio Times," the leading English news source in Brazil. The department has established a Visitors Center in the lobby of the Coral Gables Museum that includes signage, a kiosk that offers an attractions map and other promotional material and a touchscreen monitor. The Visitors Center will officially launch during Miami Attractions Month in October and will be one of the main attractions of the campaign, a coordinated effort between the City, Chamber, BID and GMCVB. The Department also has produced a Welcome Channel video that airs in more than 10,000 rooms at 34 hotels. A video intended to draw businesses to Coral Gables is in the works.

3. Introduction of Marina Foglia, President of the BID

Ms. Foglia said she worked at the Greater Miami Chamber of Commerce for the past 11 years, where she focused on public relations and marketing. She has strong ties to Coral Gables. Her daughter went to school in the City and her mother worked there for 20 years. Ms. Foglia said she would like to compile a list of the 15 stores the BID would like to see in Coral Gables. She also would like to improve wayfinding signage. She also said the BID Board approved a resolution to incorporate parking on the 300 block of Miracle Mile in the RFP to redevelop the two public parking structures on Andalusia.

4. Update on Business Tax Licenses and New Businesses

Mr. Roberts presented an update to the board on Business Tax Licenses and New Businesses.

5. Other City Business

Mr. Sime said he would like to recommend that the EDB have input in the RFP process before it is formally presented to the Commission. Mr. Manrara said the Board should be included at the beginning of the discussions of both the general and specifics of the RFP.

Mr. Manrara made a motion to urge the Commission to involve the EDB in input on the RFP for the redevelopment of the two public parking garages on Andalusia Avenue. Mr. Mitchell seconded the motion, which passed unanimously.

There being no further business, the meeting was adjourned at 9:14 a.m.

The next Economic Development Board meeting will be held on July 10, 2014.

Respectfully submitted,

Jorge Casuso, Business Development Analyst
Economic Sustainability Department