

**CITY OF CORAL GABLES**  
**Economic Development Board Meeting Minutes**  
**Wednesday, August 6, 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	P	P	Mayor Jim Cason
Alberto Manrara Vice-Chair	P	P	E	P	P	P	P	E	E	P	P	P	Vice Mayor William H. Kerdyk, Jr.
Jack PJ Mitchell	P	P	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	E	P	Commissioner Vince Lago
Alexander Binelo	P	E	P	E	E	P	P	P	P	E	P	P	Commissioner Frank Quesada

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

**STAFF AND GUESTS:**

Leonard Roberts, Acting Director, Economic Sustainability Department

Jorge Casuso, Business Development Analyst, Economic Sustainability Department

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**Meeting Motion Summary:**

**Mr. Manrara made a motion to approve the minutes of the July 10, 2014 Board meeting. Mr. Mitchell seconded the motion, which passed unanimously.**

**Ms. Morris made a motion to recommend that the City Commission approve the Miracle Mile and Giralda Streetscape project but takes a closer look at how residences are assessed. Mr. Binelo seconded the motion, which passed unanimously.**

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Mr. Sime brought the meeting to order at 8:03 a.m.

**1. Review of the minutes of the July 10, 2014 Board meeting.**

Mr. Manrara made a motion to approve the minutes of the July 10, 2014 Board meeting. Mr. Mitchell seconded the motion, which passed unanimously.

## **2. Update on Business Tax Licenses and New Businesses**

Mr. Roberts presented an update to the board on Business Tax Licenses and New Businesses. He told the board that “welcome letters” had been sent to the new businesses.

## **3. Other City Business**

Mr. Roberts informed the board that the Miracle Mile Streetscape project is moving forward and that two community workshops had taken place on July 15 and on July 22. He said the Commission is expected to vote on the project August 26 and that the board needed to take a position on the proposed project if it wanted to make a recommendation.

Mr. Manrara informed the board that he had attended both meetings and spoke, but that his comments were not made on behalf of the board. He said that more than 300 condominium owners would be required to pay assessments and that the assessments to commercial property owners would be passed through to the tenant businesses.

Mr. Roberts said that City consultant Fishkind and Associates had studied other streetscapes and found that the improvements helped retail businesses increase sales and that they increased property values. He said that more walkable spaces perform better economically and attract investment. Mr. Roberts also summarized the presentation and said that a plan is in place to mitigate the construction impacts.

Ms. Morris questioned why the replacement of the two public parking garages on Andalusia was not done before the streetscape. Mr. Roberts said that City garages were operating at below full occupancy and could accommodate spaces lost during construction.

Mr. Scott urged the board to back the project if Miracle Mile is going to compete with other area venues. Mr. Manrara said that the streetscape project is necessary but worried that merchants would have to pay for nearly half of the cost. Mr. Mitchell said he was concerned about assessing residential properties because the costs could not be passed on and those on fixed incomes could have difficulty paying. Mr. Manrara said he did not believe residents should be assessed.

Mr. Manrara made a motion that the Board support the Streetscape project but make efforts to ensure it is not detrimental to the economic development of Miracle Mile and to consider alternative funding. The motion failed for lack of a second.

**Ms. Morris made a motion to recommend that the City Commission approve the Miracle Mile and Giralda Streetscape project but takes a closer look at how**

**residences are assessed. Mr. Binelo seconded the motion, which passed unanimously.**

There being no further business, the meeting was adjourned at 9:15 a.m.

The next Economic Development Board meeting will be held on August 6, 2014.

Respectfully submitted,

Jorge Casuso, Business Development Analyst  
Economic Sustainability Department