

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development Board Meeting Meeting Minutes

Wednesday | August 4, 2021 | 8:00 a.m.

Location: Zoom and Police and Fire Headquarters (PFHQ), Community Meeting Room A
2151 Salzedo Street, Coral Gables, FL 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'21	'21	'21	'21	'21	'21	'21	'21	'21	'21	'21	'21	
Julio Grabiell	Z	Z	Z	P	P	P	X	P					Mayor Vince Lago
Olga Ramudo, Chair	P	E	Z	P	P	P	X	P					Vice Mayor Michael Mena
Stuart McGregor	Z	E	Z	P	P	Z	X	E					Commissioner Kirk R. Menendez
Tania Cruz-Gimenez	-	-	-	-	-	Z	X	A					Commissioner Rhonda Anderson
Mary Snow	-	-	-	-	-	P	X	P					Commissioner Jorge Fors, Jr.
VACANT	-	-	-	-	-	-	-	-					City Manager Peter Iglesias
Thad Adams	-	-	Z	P	P	P	X	P					Chamber of Commerce

A=Absent E=Excused Absence P=Present X=No Meeting Ph=Present by Phone Z=Zoom -=Former Board Member

Staff and Guests:

Julian H. Perez, AICP, CFM, Director, Economic Development Department
 Belkys Perez, Assistant Director, Economic Development Department
 Zeida Sardiñas, Asset Manager, Economic Development Department
 Francesca Valdes, Business Development Coordinator, Economic Development Department
 Leticia Perez, International Business Development Coordinator, Economic Development Department
 Yenis Gomez, Administrative Assistant, Economic Development Department
 Fred Couceyro, Director, Parks & Recreation Department

Chairwoman Ms. Olga Ramudo brought the meeting to order at 8:11 a.m.

1. Review and approval of June 2, 2021, Economic Development Board Meeting Minutes.
Mr. Grabiell made a motion to approve the meeting minutes and Mr. Adams seconded the motion, which passed unanimously. There was no discussion regarding the minutes.

2. Excuse Stuart McGregor's absence
Mr. Grabiell made a motion to excuse Mr. McGregor's absence and Mr. Adams seconded the motion, which passed unanimously. There was no discussion regarding the minutes.

3. Parks Master Plan

Mr. Couceyro provided the Board with a presentation on the Community Recreation and War Memorial Youth Center Master Plans. The City began this Master Plan process in 2019. Mr. Couceyro

explained that Covid-19 pandemic and the extensive input from all stakeholders delayed the process. The department continued to collect commentary and suggested changes, so as the plan moved forward, changes to the plan were occurring based on the community input. He is planning on going to the City Commission with the Master Plan on August 24th, 2021. It has already been presented to the Parks and Recreation, Senior Citizens and Youth Advisory Boards. The project includes an assessment of the City's current facilities, parks and open spaces, a long-range vision, recommendations and implementation strategies. The report shows the city is on the high end of meeting expectations. The consultants found the city's parks to have a high level of maintenance, mostly clean and free of litter, comfortable, safe and make a good impression. Among the opportunities, the consultants believe the City should enhance neighborhood access, improve wayfinding and signage, and apply consistent design standards. Additionally, as a way of enhancing community health, they also suggested increasing the health and wellness program offerings. They also suggested renovations or replacement of the War Memorial Youth Center.

4. Multinational Company (MNC) Survey

Due to a small amount of responses, this item will be postponed until the next meeting.

5. Business Tax License Report

Ms. Valdes updated Board members on the new and upcoming businesses in Coral Gables. The retail vacancy rate in the City is 2%. Miracle Mile's vacancy rate is 9.9% which is down from 11% last quarter.

Ms. Valdes informed the board that Midge McCauley and Kelly Kost from the City's retail consultant Downtown Works were in the City in May to work on a refresh of the retail strategy. It has been five years since the adoption of the first retail strategy plan. McCauley and Kost conducted a qualitative assessment of the downtown and updated their recommendations. They are working on their final report but among their findings, they would like to see unique concepts in the downtown such as candle making. There will be a presentation made to the Board at an upcoming meeting.

6. Open Discussion

Mr. Grabiell inquired about the process of land banking for future use. Mr. Couceyro advised that land banking is a decision made at the Commission level.

There being no further discussion, the meeting was adjourned at 9:08 a.m.

Respectfully submitted,
Yenesis Gomez, Administrative Assistant, Economic Development Department.