

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, August 2, 2017, 8:00 a.m.
2121 Ponce de Leon Blvd., Suite 720, Coral Gables, Florida 33134

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'17	'17	'17	'17	'17	'17	'17	'17	'17	'16	'16	'16	
Carolina Rendeiro	-	-	-	-	-	X	P	P		-	-	-	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	P	P	E	P	P	X	P	P		P	P	E	Commissioner Michael Mena
Stuart McGregor	P	P	P	P	P	X	E	E		P	E	E	Vice Mayor Pat Keon
June Morris	P	P	P	P	P	X	P	P		P	P	P	Commissioner Vince Lago
Elizabeth Patino	-	-	-	-	-	X	E	P		-	-	-	Commissioner Frank Quesada

A = Absent E = Excused Absence P = Present X = No Meeting Ph = Present by Phone - =Former Board Member
 *July's meeting took place on June 27th.

STAFF AND GUESTS:

Leonard Roberts, Assistant Director, Economic Development Department
 Belkys Perez, Marketing & Events Specialist, Economic Development Department
 Francesca Valdes, Business Development Marketing Specialist, Economic Development Dept.
 Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

A motion to approve the minutes of the June 27, 2017 meeting passed unanimously.

Motions to appoint Olga Ramudo as Chair and Carolina Rendeiro as Vice Chair of the Economic Development Board passed unanimously.

A motion to recommend that the City move forward to negotiate and finalize the sale of the Doctors' Hospital Lot "as is" for \$3 million passed unanimously.

Mrs. Morris brought the meeting to order at 8:05 a.m.

1. Review of the June meeting minutes (Action)

Mrs. Rendeiro made a motion to approve the minutes of the June 27, 2017 Board meeting. Mrs. Morris seconded the motion, which passed unanimously.

2. Economic Development Director's Report

Mr. Roberts gave a brief preview of the upcoming Coral Gables Art Cinema item, for which President and CEO Steve Krams will provide a presentation at the next Economic Development Board meeting. The Cinema is interested in expanding into the adjacent City-owned space currently occupied by Patio n' Things, whose lease is set to expire in 2020. The Art Cinema is seeking support from the City to expand so that they can move forward with

funding sources for the expansion when the Patio n' Things lease expires.

Mrs. Ramudo stated the importance of making sure Patio n' Things stays in the Gables, and the board agreed. Mrs. Morris expressed concern for the City losing revenue if they lose Patio n' Things as a tenant, being that the Art Cinema is a subsidized tenant. Mr. Roberts acknowledged that the City would not be directly profiting as much with the Art Cinema, but that alternatively it acts as a magnet and attracts visitors to the downtown, where the majority spend money elsewhere before or after they patronize the cinema.

Belkys Perez updated the board on the Miracle Mile and Giralda Avenue Streetscape construction. She reported that construction has been finalized on the south side of the 000 Block of Miracle Mile, for which the BID hosted a celebration that included a fashion show. The next completion is will be the 300 block on the south side of the Mile, followed by the north side of the same block. The pavers are almost done on Giralda Avenue. Mrs. Perez said catenary lights are currently being tested and the street should be done by the end of August. On September 15th at 6:00 pm there will be a ribbon cutting ceremony for Giralda, followed by a celebration beginning at 7:00 pm. The celebration will last until midnight and will include flamenco dancers and a live band.

On August 15th, the City will host another Food Tour, this time including Angelique Euro Café, House Kitchen & Bar, and La Taberna Giralda. The Food Tour will use Freebee to transport its participants.

3. Doctors Hospital Parking Lot (Action)

Mr. Roberts reviewed the proposed deal terms of the Doctors' Hospital Lease, explaining that the City has leased lot 24 to Doctors' Hospital since December 30, 1987. The proposed deal terms basically outlined that selling the property outright would be more profitable for the city than if it were to continue leasing the property to Doctors' Hospital for the next 30 years, under the proposed terms. If the property sells, Doctors' Hospital would be beholden to a restrictive covenant which outlines the owner must have consent of nearby neighbors if they intend to build or change its use. Two appraisers were hired to appraise the property, with Gallaher Birch appraising the property at \$2.35 million and Waronker & Rosen at \$2.2 million. If used as a valet lot, Waronker & Rosen increased the appraised value to \$3.6 million. Doctors' Hospital submitted a Letter of Intent to purchase the site for \$3 million, with a \$200,000 down payment.

Olga Ramudo read aloud the three questions and suggested answers to the board as presented in the deal terms, as follows below:

1. Is the proposed use in keeping with the city goals and objectives?

The use as a result of the sale will be consistent with its current use; hence, keeping in line with the city's goals and objectives.

2. What is the economic impact to the city including, i.e. is the proposed use in keeping with a public purpose and community needs, such as expanding the city's revenue base,

reducing city costs, creating jobs, creating a significant revenue stream, and improving the community's overall quality of life?

The sale at \$3,000,000 to the Hospital would generate a higher rate of return than if sold based on its current zoning or if the City continued leasing to the Hospital. The Hospital struggles with providing sufficient parking. So conveying title could allow the Hospital to maximize its parking without any lease restrictions.

3. Are there alternatives available for the proposed disposition, including assembly of adjacent properties and can the project be accomplished under a private ownership assembly?

The potential disposition to another third party would limit the use to multifamily duplex, the value as such would be diminished due to the development constraints and the potential profitability to a developer. The most likely user would be parking for the Hospital. Due to the remaining 30 term, the most suitable purchaser would be Doctor's Hospital.

Mrs. Patino suggested that stronger language be included on the answer to the first question, to state that Doctors' Hospital has already renewed their lease, so a contractual relationship has already been enacted for the next 30 years. Mrs. Ramudo stated she does not agree with the "120 days due diligence from effective date of Purchase and a Sales Agreement," and suggested it should be a shorter timeframe. Via e-mail, Stuart McGregor stated his support of the proposed deal terms, citing issue only with the letter of intent stating their "ability to build garage."

June Morris made a motion to recommend that the City move forward to negotiate and finalize the sale of the Doctors' Hospital Lot "as is" for \$3 million, Carolina Rendeiro seconded the motion, which passed unanimously.

4. September meeting date / Labor Day (Discussion)

The board discussed the next most feasible date to reconvene given that several board members, as well as the next guest speaker, would be out of town for the next regularly scheduled EDB meeting. After some discussion, the board members agreed to meet next on Wednesday, August 23rd at 8:00 am, instead of September 6th.

5. Business Tax License Report

A report of the latest businesses to join the City was handed out to board members.

Ms. Valdes announced the arrivals of Cupcake World on Andalusia and Grumpies to Coral Gables, and added that Bachour Bakery will also soon be opening up shop in downtown Coral Gables at 2020 Salzedo.

6. Other City Business

At the beginning of the meeting, Mr. Roberts announced that with the recent municipal election, our board was also due to elect a new chair and vice chair. After some conversation,

June Morris made a motion to elect Olga Ramudo for chair of the Economic Development Board. Carolina Rendeiro seconded the motion, which passed unanimously. For vice chair, Olga Ramudo made a motion for Carolina Rendeiro to be vice chair, June Morris seconded the motion, which passed unanimously.

Mr. Roberts announced that with streetscape construction in mind, the City approved two new parking agreements at the last City Commission meeting. One agreement was with the SunTrust located on the 100 block of Miracle Mile, which includes approximately 48-50 spaces. The City would take control of those spaces during evenings and weekends. The second parking agreement was for the parking area of the previous Scientology building on Giralda Avenue. These agreements would help to make parking more readily available for public. The deals have already been signed, and the City is currently working on the permitting component.

Francesca Valdes announced to the board that the City Manager offered \$500 micro-grants to all of the attendees of the visual merchandising seminar at the Coral Gables Art Cinema. This was matched by the Chamber and the BID, so merchants can now apply for a total of \$750 grants. Ms. Valdes is already working on a second development for October, which is focused assisting merchants with their marketing, social media, and digital online presence and how to put together a cohesive brand identity.

Mrs. Ramudo suggested that the walkways, or paseos, on Miracle Mile be painted clean or commissioned for murals to be painted on the wall. Mr. Roberts said her email regarding this issue was forwarded to code enforcement who issued a warning. The responsible parties have a certain amount of time to respond and honor the request, so he said he would follow up with them.

The meeting was adjourned at 9:00 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department