

City of Coral Gables City Commission Meeting
Agenda Item D-2
May 22, 2018
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

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

City Staff

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

Public Speaker(s)

Wayne Eldred
Harold Neuweg
George Volsky

Agenda Item D-2 [9:25 a.m.]

A Resolution authorizing IM Events the use of Miracle Mile, from Douglas Road to Ponce De Leon Boulevard and authorizing the sale of alcoholic beverages at this location on Sunday, July 15, 2018, from 12:00 p.m. to 9:00 p.m., during the "World Cup Viewing Party" event, subject to Florida Department of Professional Regulation Requirements.

Mayor Valdes-Fauli: Consent agenda.

Commissioner Keon: I'd like to -- there's two items that I know there are people here that would like to talk about, and it's the -- it's related to the soccer event. I think it's...

Commissioner Lago: D-2.

Commissioner Keon: D-2 and...

Commissioner Lago: D-6.

Mayor Valdes-Fauli: Yeah.

Commissioner Keon: Likely, D-6.

Unidentified Speaker: Yeah.

Mayor Valdes-Fauli: Alright.

Commissioner Keon: I'd like to talk about it.

Mayor Valdes-Fauli: Okay.

Commissioner Keon: I think there's also someone here from the Senior Citizen Advisory Board...

Mayor Valdes-Fauli: Yeah.

Commissioner Keon: That would just like to address D-3, possibly.

Mayor Valdes-Fauli: Let's take...

Commissioner Keon: I think it's -- they're all...

Mayor Valdes-Fauli: D-2.

Commissioner Keon: Consent.

Mayor Valdes-Fauli: Let's take D-2.

Commissioner Keon: But I think they'd like to speak to it.

Mayor Valdes-Fauli: Let's take D-2, a resolution authorizing IM Events the use of Miracle Mile from Douglas Road to Ponce and authorizing the sale of alcoholic beverages at this location on Sunday, July 15, from 12 pm to 9 pm during the World Cup. And is there any discussion from the City Commission? I have Harold Neuweg here, at 60 Merrick Way, Fritz & Franz, and he'd like to speak.

Commissioner Keon: Yes.

Mayor Valdes-Fauli: I'm sorry, you...

Commissioner Lago: This is Wayne Eldred.

Mayor Valdes-Fauli: Yeah.

Commissioner Keon: This is Wayne Eldred of Tarpon Bend.

Wayne Eldred: I'm speaking on D-2, Mr. Mayor.

Commissioner Lago: Okay, perfect.

Mayor Valdes-Fauli: Go ahead.

Mr. Eldred: So, good morning, Mr. Mayor, Vice Mayor, Commissioners and Madam City Manager. My name is Wayne Eldred, and I'm the president of Brown Label, which is an events production entertainment company, better known to each of you as the production company that does the event for Burgalicious every year with our Chamber of Commerce. I am also the proprietor of Tarpon Bend Raw Bar & Grill, at 65 Miracle Mile, and I'm joined here today by David Valencia and Ernesto Rodriguez, our partners at Innovative Minds, to get your blessing on Copa Fiesta, which is what you have on D-2. We have partnered up with the Business Improvement District, the Giralda Committee of Coral Gables Chamber of Commerce and our Coral Gables Community Foundation to create a free, fun and classy World Cup event. As many of you know that World Cup is every four years. And, we would like to take this opportunity to create an event that's fun, safe and inclusive as an activation, which will fill our restaurants on the Mile, Aragon, Ponce and Giralda, as well as find creative ways to activate the retail stores and all the parking garages exposed and generating revenue for all. We are truly looking to make this event a successful event for everyone involved. In the last three World Cups, Coral Gables has been dubbed by local news stations as the official watch city for the games, Fritz & Franz being the epicenter of all the excitement. Kudos to them for being the original attraction of all these years. They've really helped in creating the influx of dollars into our city at the toughest times, which is summer. Our goal for our event is not to compete with the likes of our

friend, Harold, but to more so build the energy around the World Cup and help bolster what he has done for himself as well. Our city has always been known for being overly successful for producing and achieving great numbers with putting on awesome events, which in turn helps market our downtown. Our goal is to initiate thousands of people to come out and witness our City Beautiful, how it's evolved over the last few years and make this a destination to bring friends and family to enjoy the simplicities of life.

Mayor Valdes-Fauli: Alright.

Mr. Eldred: Our Copa Fiesta event on the docket today is for the activation of Miracle Mile from Douglas to Ponce. The date is July 15, which is a Sunday, and the start of the game is at 11 am, and it's going to be broadcast from Russia. We're requesting to set up Sunday, the 15th, at 12 am and wrap up no later than Monday at 2 am. We humbly thank you for...

Mayor Valdes-Fauli: Thank you.

Mr. Eldred: Allowing us to speak today.

City Manager Swanson-Rivenbark: This is at 12 pm, correct? You wanted to set up at 12 pm?

Mr. Eldred: We want to set up Sunday morning, at 12 am, and then we want to strike no later than 2 am, Monday morning.

City Manager Swanson-Rivenbark: (INAUDIBLE).

Mr. Eldred: Please.

Mayor Valdes-Fauli: Alright, Harold.

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Mr. Eldred: Thank you.

Commissioner Keon: Thank you.

Commissioner Lago: Thank you...

Mayor Valdes-Fauli: Thank you.

Commissioner Lago: For being here.

Mayor Valdes-Fauli: Thank you.

Commissioner Lago: Thank you, Wayne.

Harold Neuweg: Good morning, Mr. Mayor, Commissioners...

Mayor Valdes-Fauli: Morning.

Mr. Neuweg: Mr. City Manager. My name is Harold Neuweg of Fritz & Franz Bierhaus. I want to say thank you, Wayne, for those beautiful words. You just mentioned that we did start the soccer World Cup watch parties in Coral Gables. And four years ago, when the game was broadcast on ABC, they showed also the Aragon Plaza with the (INAUDIBLE) that says Coral Gables watch party. I just found out a couple weeks ago that there's an event planned on Miracle Mile, and it's going to be a huge event and all. I have to compare it to like the Carnival on the Mile. And I do think this will definitely impact our event. We have built the soccer in Coral Gables basically since 1994, when we paid \$6,000 to send (INAUDIBLE) to broadcast the games inside the little (INAUDIBLE).

Vice Mayor Quesada: Are you saying you don't want them to be able to put on their event?

Mr. Neuweg: No. I would not like to see an event on Miracle Mile, because it definitely would draw away people from our event.

Vice Mayor Quesada: So, you want to be the exclusive party event for the World Cup?

Mr. Neuweg: If I would have known...

Vice Mayor Quesada: Well, that's what you're saying.

Mr. Neuweg: If I would have known a couple weeks ago that they're planning something...

Vice Mayor Quesada: I mean, because I completely disagree with that.

Mr. Neuweg: I understand, but when you attract 5,000 people to have two block parties, two blocks on Miracle Mile, compared to the plaza or like we did four years ago, Merrick Way, it will draw away people from Fritz & Franz Bierhaus. It will draw away people from all the restaurants. Four years ago, we didn't have the Ale House. We didn't have Tap 42. We didn't have Graziano's broadcasting us, and many other restaurants in Coral Gables do and they should. I have no objection with anyone. I have no objection to private restaurants doing an event outside their door, but to close off Miracle Mile two blocks, from Douglas to Ponce, that definitely will impact everybody in Coral Gables, not just the Fritz & Franz Bierhaus. Four years ago, I had people parking around City Hall. They're parking at the fire station and the police station, because all the park houses were full. And we can -- Fritz & Franz Bierhaus event, we can fill the park houses. Now, imagine when you have Miracle Mile -- and this is, I think, an event company from downtown wants to come to Coral Gables. And my question is

why do they choose Coral Gables? Why didn't they stay on Brickell Village, like they used to do? Why don't they take Brickell or downtown Miami? Why are they coming to Coral Gables? Because I have built soccer watch parties in Coral Gables.

Commissioner Mena: No, and because we have built a beautiful streetscape that people want to come to now and -- which are businesses in the downtown area, including our BID that have asked for us to assist in bringing people back to the downtown area following such an extended construction period. So, with all due respect...

Mayor Valdes-Fauli: Yeah.

Commissioner Mena: I don't think you're the only reason that people want to come to downtown for this event. I commend you on the events you've put on in the past. I know you're known as the place to go to watch the World Cup. But it's not our place to regulate competition. If these gentlemen have gone through the process of asking to have an event in our downtown area and our tenants are supportive of it overall, you know, we really can't prevent that just because it's going to be competitive to your event. I'm confident that you can put on a good event and still attract customers and do a great job with it and I wish you the best with that. But, it's very hard for us to step in and regulate competition. That's really not our place as a governing body.

Mr. Neuweg: No, I completely understand that you don't want to regulate, but to compete in such a big scale -- and I have to say -- Douglas to Ponce is a very big scale. You can fit 5,000 people very easy there, you know. We have to go -- personally, we have to go in front of you to get approval for the alcoholic beverage and the parking license to do the event. Who is doing it there? Is Tarpon Bend going to have the beverage license from Ponce to Douglas or is Bacardi going to come in in a big scale or --? My point is the size of the event they're going to put on.

Commissioner Lago: But let me just say one thing really quick. And, I think we need to concentrate on what's in the best interest of the City of Coral Gables. I mean, what we want to do is continue to improve our downtown, make sure that people come to our CBD, our Central Business District, and that our businesses that are currently there that, after the last two years, have been under immense pressure during the construction of Miracle Mile and Giralda can flourish. This is a necessary activity. So, I feel 100 percent confident with what Wayne has, you know, proposed. I think Wayne has done an exceptional job. He's been a steward of this community. He's involved in every organization. I have only but good things to say about this gentleman. So, I mean, I think what we need here is competition. I think the Gables is big enough and people want to come down to our new, renovated downtown, so there's more than enough room and patrons for two businesses to have World Cup soccer events. By the way, don't forget -- World Cup is -- soccer is the largest sport in the world, so -- and you have an immigrant -- a community here that's full of individuals from all over South and Central America, and they're looking for a place to enjoy World Cup soccer in a safe destination, and that's what Coral Gables offers. So, I wouldn't worry too much about the fact that you want to have this event all for yourself, because there's going to be enough of the pie for everybody, okay?

Mayor Valdes-Fauli: Harold, you have the soccer fans and I frequent your -- Fritz & Franz many times. You know, you have your clientele and you shouldn't worry about it.

Vice Mayor Quesada: Yeah.

Mayor Valdes-Fauli: You really shouldn't worry about it.

Mr. Neuweg: I just think that -- would the IM Company would do a soccer event if we wouldn't have built it over the last three years?

Mayor Valdes-Fauli: Harold, we cannot...

Vice Mayor Quesada: It creates a dangerous precedent...

Mayor Valdes-Fauli: Yeah.

Vice Mayor Quesada: For us...

Mayor Valdes-Fauli: We cannot do that. We cannot...

Vice Mayor Quesada: To try to...

Commissioner Lago: That's as if...

Vice Mayor Quesada: Regulate competition.

Commissioner Lago: That's as if Wayne came...

Mayor Valdes-Fauli: We cannot do that.

Commissioner Lago: To me and told me that we -- you know, we shouldn't have any other burger events in the City of Coral Gables.

Mayor Valdes-Fauli: Yeah. No, we cannot...

Commissioner Lago: You know, again...

Mayor Valdes-Fauli: Do it.

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Commissioner Lago: Wayne has established...

Mayor Valdes-Fauli: Yeah.

Commissioner Lago: An event called Burgerlicious, which thousands of people attend to. He's sticking by his brand. He's sticking by what he's...

Mayor Valdes-Fauli: Yeah.

Commissioner Lago: Accomplished. You should do the same also.

Mayor Valdes-Fauli: Yeah.

Commissioner Lago: And we've supported -- by the way, we've supported your restaurant for years, since I've been on this Commission for the last four years. We've done...

Mr. Neuweg: Yeah, I understand.

Commissioner Lago: And you do an exceptional job.

Mayor Valdes-Fauli: Yeah, exceptional.

Commissioner Lago: Exceptional job. I went there last year. I went there the year before, and I'll go this year again to support your...

Mayor Valdes-Fauli: You should go more often...

Commissioner Lago: Yeah.

Commissioner Keon: Yeah.

Commissioner Lago: It's great.

Mayor Valdes-Fauli: Than once a year.

Commissioner Mena: No, he means for the World Cup.

Commissioner Lago: For the World Cup, for the World Cup.

Commissioner Keon: Yeah.

Mayor Valdes-Fauli: Alright. Thank you, Harold.

Commissioner Lago: Or for large events that -- you've had multiple events there also, so...

Mr. Neuweg: Thank you very much.

Mayor Valdes-Fauli: Thank you, Harold.

Mr. Neuweg: Thank you.

Mayor Valdes-Fauli: Thank you.

Commissioner Keon: Thank you.

George Volsky: I'd like...

Mayor Valdes-Fauli: No, George. No, no.

Mr. Volsky: (INAUDIBLE). Just historical -- very briefly. I'm not going to speak either in favor or against the proposal. I mean, I am favor of soccer. Just want to say one thing, which I don't believe most of you on the dais don't know. I've been -- I've lived here for 58 -- 7 years, which is more than the majority of you sitting on this dais. Twenty-five years ago -- 26 ago, this was extremely, extremely conservative community. One of the crimes of Coral Gables was to eat outside the premises. Harold, for the first time, staged an event outside on (INAUDIBLE). He broke the rules. Since then, everybody eats outside, al fresco. And this is something, which he has contributed to the history of Coral Gables.

Mayor Valdes-Fauli: That's right.

Mr. Volsky: Which is something people don't know.

Mayor Valdes-Fauli: Thank you, George.

City Attorney Ramos: Mr. Volsky, please fill out...

Commissioner Lago: Thank you.

City Attorney Ramos: A speaker card so that we have it.

Mayor Valdes-Fauli: Yeah.

Commissioner Lago: Fill out a speaker card.

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Mayor Valdes-Fauli: Fill out a speaker card.

City Attorney Ramos: With the Clerk.

Mr. Volsky: Yeah.

City Attorney Ramos: Thank you.

Mr. Volsky: Okay, thank you.

Mayor Valdes-Fauli: Thank you.

Commissioner Mena: Thank you.

Mayor Valdes-Fauli: We have the pleasure of welcoming Commissioner Sosa, who represents a great part of Coral Gables, including where we are sitting today. And she is scheduled for -- Commissioner Sosa, you want to say a few words? This is Item F-6.

Vice Mayor Quesada: Mr. Mayor, as she comes...

City Attorney Ramos: (INAUDIBLE) Commissioner...

Vice Mayor Quesada: As she comes up, I'm going to move to approve Item D-2.

Mayor Valdes-Fauli: Yeah, okay. All those in favor, say "aye."

Vice Mayor Quesada: And all...

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The Commission (Collectively): Aye.

Mayor Valdes-Fauli: Opposed?

Vice Mayor Quesada: And all the...

Commissioner Keon: Yes.

Commissioner Lago: And D-6.

Commissioner Keon: 6.

Mayor Valdes-Fauli: And D-6.

Vice Mayor Quesada: Actually, let me just say this. I move to approve the entirety of the...

Mayor Valdes-Fauli: Okay.

Vice Mayor Quesada: Consent agenda because I don't think that occurred.

Mayor Valdes-Fauli: All those in favor?

City Attorney Ramos: If we could just have the Clerk read the statement.

Mayor Valdes-Fauli: No. There's another presentation there, so don't...

Deputy City Clerk Urquia: Before the vote adopting the consent agenda is taken, is there anyone who wishes additional discussion or review of any item on the consent agenda?

Mayor Valdes-Fauli: Approve D-2 and D-6.

City Attorney Ramos: D-2 was pulled and D-6 was pulled. Every other item...

Commissioner Keon: And D-3, they can speak too. There's another item with a recommendation.

Mayor Valdes-Fauli: This is another item that...

Commissioner Keon: They can speak...

Mayor Valdes-Fauli: The people wish to speak.

Commissioner Keon: To this at that time. So, I would move to approve the consent agenda.

Mayor Valdes-Fauli: Okay. Okay, then it's approved. Thank you. Commissioner Sosa.

Commissioner Lago: So, second, I guess.

Mayor Valdes-Fauli: It's all approved.

City Attorney Ramos: And that's inclusive -- sir, who made the motion?

Commissioner Keon: I did.

Commissioner Lago: I did -- I second.

City Attorney Ramos: And that's inclusive of D-2 and D-6 that were pulled, but are now being included...

Mayor Valdes-Fauli: Yeah.

City Attorney Ramos: For vote in the consent agenda...

Mayor Valdes-Fauli: Right.

City Attorney Ramos: Vote.

Vice Mayor Quesada: Correct.

Mayor Valdes-Fauli: Okay.