

CITY OF CORAL GABLES
Economic Development Board
Meeting Minutes
Wednesday, March 7, 2018, 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
	'18	'18	'18	'18	'18	'18	'18	'18	'18	'17	'17	'17	
Carolina Rendeiro	X	P	P							X	P	E	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	X	P	P							X	P	P	Commissioner Michael Mena
Stuart McGregor	X	P	P							X	P	P	Vice Mayor Pat Keon
June Morris	X	P	P							X	P	P	Commissioner Vince Lago
Elizabeth Patino	X	E	P							X	P	E	Commissioner Frank Quesada

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

STAFF AND GUESTS:

Leonard Roberts, Interim Director, Economic Development Department
 Belkys Perez, Marketing Coordinator, Economic Development Department
 Leticia Perez, International Business Development Coordinator, Economic Development Dept.
 Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

A motion to approve the minutes of the February 7, 2018 meeting passed unanimously.

A motion to for the Economic Development Department to submit a proclamation, engage local merchants, and hold an event for Economic Development Week, May 7-12, 2018 passed unanimously.

Mrs. Ramudo brought the meeting to order at 8:12 a.m.

1. Review of the February meeting minutes (Action)

Ms. Rendeiro made a motion to approve the minutes of the February 7, 2018 board meeting. Ms. Rendeiro seconded the motion, which passed unanimously.

2. Action Plan for National Economic Development Week (Discussion)

Mr. Roberts told the Board that National Economic Development Week will take place from May7-12, 2018. Last year, the City passed a proclamation for the week, for which the official purpose is “to increase awareness of local programs that create jobs, advance career development opportunities and increase the quality of life.” Mr. Roberts suggested that tours be offered to realtors around the City, an advertisement could be placed in the Neighbors Section of the Miami Herald and boosted as well on social media. Ms. Leticia Perez suggested that the Council of Trade Commissioners be invited to that City Commission, and the Economic Development Board was also encouraged to appear as well. A toolkit from the International Economic Development Council’s website was passed out to show the board

suggestions for the different ways a city can celebrate National Economic Development Week. Ms. Rendeiro suggested the department communicate with Mark Trowbridge, President & CEO of the Coral Gables Chamber of Commerce to collaborate on that week's activities. She informed the board that the Chamber is already hosting a "Global Groove" event on May 10th. Last year the week was commemorated by inviting a handful of large companies who participated in the Permitting Assistance Program, or PAP, and who brought their business to Coral Gables. Among those companies recognized were AMC Networks International (AMCNI), Cosentino U.S. Headquarters, and Infiniti of Coral Gables.

Ms. Morris made a motion for the Economic Development Department to submit a proclamation, engage local merchants, and hold an event for Economic Development Week, May 7-12, 2018. Mr. McGregor seconded the motion, which passed unanimously.

3. Business Recruitment Update

Mr. Roberts told the board that there have been positive advances on the recruitment front, but given the sensitivity of the information, there was not anything he was able to share. He informed the board that the new owners of the old Scientology building on Giralda Avenue have recently purchased the adjacent building. They expect to bring in multiple tenants for all the space they own.

4. Business Tax License Report

Board members reviewed the Business Tax License Report containing 39 new businesses to Coral Gables within the last month.

5. Other City Business

Ms. Belkys Perez informed the board of the Wi-Fi, under the name "CG_Guest" that is now available for free on Miracle Mile. Ms. Perez also mentioned that Francesca Valdes will be attending the 2018 American Planning Association's National Planning Conference in New Orleans, LA along with Assistant City Manager Peter Iglesias and Planning Director Ramon Trias, who will all present on April 21st. Ms. Perez also updated the board on the pedestrian counters that are now on Giralda Avenue and Miracle Mile. Recent counts indicate there is an average of 5,700/day patrons on Giralda, and the pique count was approximately 23,000 on February 2nd (the same day as Giralda Under the Stars). The technology works by locating the Wi-Fi service on individuals' phones. Ms. Rendeiro shared that new benches with phone charging stations have been installed on the Granada Golf course, on the same side as Burger Bob's. Mr. Roberts told the board that the new location for Starbucks on Miracle Mile was expected to open by April 1st, and which includes a pedestrian counter. This is the first Starbucks location to feature a coffee counter. Ms. Ramudo asked how many FreeBees are currently in use, to which Ms. Belkys Perez responded four in total, with one able to accommodate wheelchairs. Ms. Ramudo expressed her desire for the program to expand, and Ms. Belkys Perez noted that this was highly possible when the time comes to renew the contract. The board voiced their concern over the maintenance of Miracle Mile, especially given its current state after Carnival on the Mile took place last weekend.

The meeting was adjourned at 9:10 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department