

CITY OF CORAL GABLES
Economic Development Board
Meeting Minutes
Wednesday, June 6, 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	P	P	P				X	P	E	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	X	P	P	P	P	P				X	P	P	Commissioner Michael Mena
Stuart McGregor	X	P	P	P	P	E				X	P	P	Commissioner Patricia Keon
June Morris	X	P	P	P	E	P				X	P	P	Commissioner Vince Lago
Elizabeth Patino	X	E	P	P	E	P				X	P	E	Vice Mayor 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
 Mariana Price, Administrative Assistant, Economic Development Department
 Matt Anderson, Sustainability Specialist, Public Works Department

Meeting Motion Summary:

A motion to approve the minutes of the May 2, 2018 meeting passed unanimously.

A motion for an invoice to be submitted with the polystyrene financial hardship application passed unanimously.

A motion to approve Carolina Rendeiro as the representative to the Fink Studio Selection Committee passed unanimously.

Ms. Ramudo brought the meeting to order at 8:05 a.m.

1. Review of the May meeting minutes (Action)

Ms. Rendeiro made a motion to approve the minutes of the May 2, 2018 board meeting. Ms. Morris seconded the motion, which passed unanimously.

2. Green Business Initiatives (Presentation)

Mr. Matt Anderson presented to the board several of the City's current sustainability initiatives:

- Publix will be recognized at Commission meeting for having become plastic-bag free.
- City is waiting to hear on the appellate court hearing (for ruling out plastic bags). District court ruled in favor of the City, but the case has moved to a higher court.

- Several cities are waiting on the outcome before passing their own legislation on sustainable initiatives.
- City is looking into optimizing water energy and looking for renewable energy opportunities.
 - Mr. Anderson explained that launching a Business Recognition Program is in the works, which would have two purposes: to recognize businesses for the great work they're doing in terms of sustainability and to also use it as an education opportunity for businesses to learn what they could be doing to become more eco-friendly.
 - The City is considering banning straws (or single-use plastics) as its next sustainable initiative.
 - The Sustainability Committee hosts e-waste events, with two to four events per year.
 - Concern with these events is “preaching to the choir” and real outreach doesn't necessarily happen at these events.
 - Centers like the Cleo Institute deliver environmental education training.
 - Mr. Roberts suggested that the retail workshops tie in the environmental conversation to inform them of their options.
 - Mr. Anderson discussed his partnership with the Coral Gables Art Cinema to show environmental documentaries. This year they have shown Landfill Harmonic, which is the story of how children in Panama made instruments from a landfill, and Racing Extinction, which focuses on the loss of half of the world's species.
 - A Miami-Dade County ordinance requires businesses to recycle, but is only enforced via complaints. Daily fines associated with it are substantial, ranging from \$350 to \$950 per day.
 - City is renewing contract with Waste Management.
 - The City requires LEED Silver certification for any new developments 20K SF and above. Part of the challenge is revisiting those businesses year after year to ensure they are keeping up with the requirements.
 - The City requires 2% car-recharging zones for new developments as well.
 - The City has the largest electrical vehicle fleet in the state. The City itself has 35 vehicles and hopes to increase to 78 electrical vehicles.
 - The City has 21 charging stations on private property and 9 stations on City property.
 - Recycling should never be placed in bags, because it will be considered garbage. Instead, it should be placed directly into the recycling bin.
 - Mr. Anderson reviewed the questions on the Certified Green Business Program Application with the board members.
 - Eventually, businesses will be able to get window decals (with different tiers) to demonstrate their participation in the City's green business initiatives.
 - Mr. Anderson invited the board to share any ideas they might have of any financial incentives the City may provide to incentivize businesses to be more sustainable.
 - Mr. Roberts mentioned that there is a financial hardship component to the polystyrene ban, (if a business makes less than \$500k/year in profit) for which they can apply.

Ms. Morris made a motion for an actual invoice to be submitted with the financial hardship application. Ms. Patino seconded the motion, which passed unanimously. Mr. Anderson suggested that the financial hardship waiver form (but not the ordinance, since it is currently in

litigation) could be changed.

3. Selection of Fink Studio Selection Committee Member (Action)

Mr. Roberts discussed the need for the board to elect one member to the Fink Studio Selection Committee. Five members will be selected total, one from each of the following boards: Economic Development, Property Advisory, Budget Advisory, Cultural Development, and Historic Preservation. He said there are two prospective tenants: Centro Cultural Español (CCE) and Dante Alighieri (which is teaming up with German and French cultural centers). CCE conducts events, book readings, lectures, and flamenco performances. The Dante Alighieri Società focuses on language lessons and cultural events.

Ms. Rendeiro offered to be the representative to the Fink Studio Selection Committee.

Ms. Morris made a motion for Ms. Rendeiro to be the Fink Studio Selection Committee representative, and Ms. Patino seconded the motion, which passed unanimously.

4. July EDB Meeting (Discussion)

Board members discussed whether to reschedule or cancel the July board meeting since it falls on Independence Day. Board members decided to cancel and resume meeting in August.

5. Business Tax License Report

Board members reviewed the Business Tax License Report containing 54 new businesses to Coral Gables within the month of May.

6. Other City Business

Ms. Ramudo talked about how traffic is only getting worse and applauded the success of Freebee, suggesting that more Freebee cars should be brought to the City. She requested verification of the claim a Freebee driver made that each Freebee car removes 150 cars off the street. Mr. Roberts said he would talk to Mr. Kinney and explained that Freebee statistics and contract are in the hands of Kevin Kinney, Parking Director. Ms. Perez offered use of the City's app which shows the available parking spaces in the City, including current prices. Board members discussed their desire for an analysis on the impact Freebee has had on traffic and to make a determination for how many more Freebee vehicles are needed to help to reduce the traffic in the downtown area.

Mr. Roberts suggested that the board have Freebee Founder, Jason Spiegel, come to present to the board in August. Ms. Perez informed the board that in order to be eligible for a County grant for more Freebees, there needs to be connectivity to the MetroRail.

The meeting was adjourned at 9:15 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department