

CITY OF CORAL GABLES
Economic Development Board
Meeting Minutes
Wednesday, February 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 | P | | | | | | | | | X | P | E | Mayor Raúl Valdés-Fauli |
| Olga Ramudo, Chair | P | | | | | | | | | X | P | P | Commissioner Michael Mena |
| Stuart McGregor | P | | | | | | | | | X | P | P | Vice Mayor Pat Keon |
| June Morris | P | | | | | | | | | X | P | P | Commissioner Vince Lago |
| Elizabeth Patino | E | | | | | | | | | 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
 Francesca Valdes, Business Development Marketing Specialist, Economic Development Dept.
 Leticia Perez, International Business Development Coordinator, Economic Development Dept.
 Mariana Price, Administrative Assistant, Economic Development Department
 Maria Rosa Higgins-Fallon, Public Affairs Manager, Public Affairs Department
 Rayza Collazo, IT Specialist, Information Technology Department
 Danilo Castro, IT Technician, Information Technology Department

Meeting Motion Summary:

A motion to approve the minutes of the December 6, 2017 meeting passed unanimously.

A motion to have a leadership page on the City’s website to find each director, complete with bios and the department, for which they are responsible, passed unanimously.

A motion for the Economic Development webpage to be representative of the vibrancy of Coral Gables and that it appeals to prospective businesses passed unanimously.

Mrs. Ramudo brought the meeting to order at 8:07 a.m.

1. Review of the December meeting minutes (Action)

Ms. Rendeiro made a motion to approve the minutes of the December 6, 2017 board meeting. Mr. McGregor seconded the motion, which passed unanimously.

2. Launch of City’s new website (Presentation)

Maria Higgins-Fallon presented the City’s new website to the board, which features screen-

sized images of scenes from around the City. The Public Affairs Department employed a vendor with a lot of experience that uses best practices. She acknowledged that the website needs more quality of life photos showing people out and about. The website is a work in progress and needs to incorporate many different interests of the City in one place.

Ms. Ramudo said the photos were outstanding, but agreed that some photos were missing, including images of Miracle Mile and Giralda Avenue. She also said the website needs a more international presence. Ms. Higgins-Fallon further offered that the website could use a “Gallery of Events” page. Ms. Rendeiro said the site seems like a tourist site and suggested that it needed to include young faces and show what is happening with the technology scene. Ms. Morris suggested that the website needs to have easy, navigable access to the schools the City has to offer, because businesses look closely at the schools offered within a region before deciding to relocate.

Mr. McGregor made a motion that the website offers a page where one could find all the directors with their bios and the department they’re responsible for as opposed to a director photo shown on each department page, Ms. Rendeiro seconded the motion, which passed unanimously.

Ms. Morris made a motion that the Economic Development webpage be representative of the vibrancy of Coral Gables, displaying businesses, real estate and development, corporations, and the like to entice prospective businesses. Mr. McGregor seconded the motion which passed unanimously.

Ms. Morris expressed dislike for how large the coral-colored bar was at the beginning of the page, mentioning it was old-fashioned and wasted too much space. Mr. McGregor suggested a collaboration with the University of Miami to have a direct link to their page and vice versa. He also mentioned the need for the City to show the conference room availability at the Biltmore Hotel and other spaces. Moreover, Mr. McGregor advocated for a transportation link that shows access to MetroRail, the Coral Gables Trolley, and Freebee. Ms. Morris reinforced Ms. Higgins-Fallon’s earlier comment that there should be a gallery to show more variety. She also said that the GovQA was a cumbersome process when she tried to submit a comment on the website. She emphasized the need for user-friendly platforms if the City wants to garner any public input.

3. Business Tax License Report

Ms. Valdes reviewed the Business Tax License Report with the board, pointing out a few businesses of interest, including Wheels Up Partners (an uber-like service for private charter flights), and Life Fitness and Burn Bootcamp, two new boutique gyms in Coral Gables.

4. Other City Business

Belkys Perez informed the board of next Tuesday’s Valentine’s Day Music on the Mile concert, which will feature a cash bar, chocolates, and roses. This year, the City has partnered with University of Miami’s Frost School of Music for performers each month. Last month’s Movies on the Mile showing of the Princess Bride was well-attended with over 150 people. Ms. Valdes stated that the Giralda Marketing Committee is beginning an initiative that will present acoustic music on Thursdays, live music on Fridays, wellness programs on Saturdays

at 10 am, and family days on Sundays. Furthermore, merchants will have drink specials on Wednesdays. Ms. Perez told the board that a streetscape celebration marking the completion of construction is likely to be held in April, but the date has yet to be finalized.

Ms. Ramudo asked Leticia Perez for an update on international initiatives, to which Ms. Perez said she has been working with the Consular Corps and Nabil Achkar for a presentation in April. She is currently scoping out venues for the event, as well as another event which will involve the trade commissioners in Miami. Ms. Perez said she meets with foreign dignitaries one-on-one and is the City's representative for the Greater Miami Chamber of Commerce.

The meeting was adjourned at 9:05 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department