

City of Coral Gables City Commission Meeting
Agenda Item I-7
December 10, 2019
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors

City Staff

City Manager, Peter Iglesias
Assistant City Manager, Ed Santamaria
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Economic Development Director, Julian Perez
Francesca Valdes, Economic Development

Public Speaker(s)

Agenda Item I-2 [3:22 p.m.]

A Presentation on the retailer selected for the Pop-Up Incubator Program for the City-owned property located at 290 Miracle Mile.

Mayor Valdes-Fauli: Retailer selected for the Pop-Up Incubator Program.

City Manager Iglesias: Mr. Mayor, Commissioners, I would like -- we would like -- this item is an economic development item and we like to -- our Assistant City Manager would like to introduce Julian Perez, our new Director for Economic Development.

City Commission Meeting
December 10, 2019
Agenda Item 2-1 - Resolution amending Resolution No. 2015-101, to amend the purpose of the Transportation Advisory Board.

Assistant City Manager Santamaria: Good afternoon, Mr. Mayor and members of the Commission. At this time, it gives me great pleasure to introduce the latest addition to our senior management team, Mr. Julian Perez. Mr. Julian Perez comes to us with a wealth of private and public sector expertise. He's got an undergraduate degree in economics and graduate degrees in economic development and planning. And he has excelled everywhere that he has been at. We're very happy to have him here on the team and we think that he's going to be a great addition to our management team. Julian.

Mayor Valdes-Fauli: Hello.

Vice Chair Lago: Welcome.

Economic Development Director Perez: Thank you so much. It's truly a pleasure to be here before you. My name is Julian Perez, and I'm now the Economic Development Director for the City of Coral Gables. And again, it's a tremendous pleasure to serve the City of Coral Gables, just like I've served other municipalities and private clients through my career. My career spans almost 35 years now, since I graduated from Florida State in 1985, and then moved on to serve Governor Graham as an advisor on environmental policies. And then my career really took off in the Regional Planning Council as a point person in development of regional impact, as well as economic development type of projects. And later on, my career extended into the private sector where I worked for CH2M Hill, opened their office in Miami, as well as SAIC, Science Application International Corporation, a major federal government contract employee, throughout my entire career, and then later on I switched over to the public sector where I served, the City of South Miami, Palmetto Bay, Cutler Bay. And my recent assignment was with the City of Doral as the Planning and Zoning Director, as well as the Economic Development Director too. I oversaw the growth of the City of Doral, specifically the new downtown area, CityPlace, and a number of other projects, development projects. At the same time, I made sure that we were working with the business community to protect the logistic business, the industrial business,

almost over \$65 billion on sales generated by that segment of the economy that helped us maintain a very low millage rate, one of the lowest millage rate in Miami-Dade County. And I did that for almost six years over at the City of Doral. And now I'm very happy to be here with you and be able to offer you my knowledge and experience, not only in economic development, but a very diverse background that extends through planning, environmental, water resource, and even airport planning. And I keep telling my colleagues that the only thing that I've not done in my career is seaport. And so, it's a very diverse background, but which I like, you know, to contribute to this very well talent, individual professionals, you know, City Manager, Assistant City Manager and the group. So, I like to not only be the economic development director but also a technical resource available in the city in those disciplines. Any questions?

Vice Chair Lago: Thank you. We're happy to have you.

Mayor Valdes-Fauli: Welcome.

City Manager Iglesias: Thank you very much.

Mayor Valdes-Fauli: Delighted. We're going to put you to work. We are going to put you to work.

Mr. Perez: That's okay. That's what I know how to do.

Vice Chair Lago: Thank you.

Mayor Valdes-Fauli: You have a good staff. Yes.

Ms. Valdes: Good afternoon. I actually have a presentation as well, if that could come up.

Mayor Valdes-Fauli: Good.

Vice Chair Lago: Perfect.

Mayor Valdes-Fauli: There it is.

Ms. Valdes: There it is. Okay, so I was here just about a month ago talking to you about the Popup Program. And I'm happy to announce that we selected a tenant. So, a quick overview is that the program is for the 850 square feet at 290 Miracle Mile. That's the retail space in between Starbucks and Haagen-Dazs and near Miracle Theater. So, we selected De La Gallery. This is a retail focused gallery that began in Key West, Florida. They have a second gallery in Charleston, and we will be their third location. The photographer, his name is Jorge de la Torriente. He is local to Miami. He grew up in this area. He actually lives in South Miami now, so he's very familiar and has been somebody that, you know, we've been in talks with outside of the program for a long time. So, he's someone that we've been recruiting to come into Coral Gables. This is a -- kind of a fun story that's included there, but he's -- he starts it off with saying, like all great ideas in Key West, it began in a bar. So, he was -- it was him and his business partner talking about possibilities. And what they did decide was that his business partner has a history in framing and printing and he has the expertise in photography. So, they came together and they opened a gallery. They started in Key West as a popup as well, and they've been in business, I believe, for six years there. So, this is a shot of the Key West gallery itself. And this is what he will replicate on Miracle Mile. The size is very similar, and he's going to use the same layout and he plans to use the same kind of siding on the walls.

Mayor Valdes-Fauli: He's a photographer, right?

Ms. Valdes: He's a photographer, fine art photography. He's an award-winning photographer. He's known for landscapes, and also, architectural pictures. And so, I've included a little bit of his work. This is here in the Keys. This is an aerial of Miami. The left is a building in Key West. This is a series he did in Cuba, one in France, and one in the Keys, Miami Beach, and then some

various more landscapes that he's done. So, the idea is that he'll open in mid-January, so stay tuned for the grand opening event that we can do a ribbon cutting. And I know the Chamber and the BID were also very involved in this, and they've helped us along the way. They were part of the selection committee. And the Chamber did offer a six-month membership to the business, to the Chamber, which we're happy to have. It's a good partnership for us to have the support for them. And part of the requirement for the program is that the tenant be involved in all of our activities in the downtown.

Mayor Valdes-Fauli: Thank you.

Ms. Valdes: Thank you.

Mayor Valdes-Fauli: Thank you very much.

Vice Chair Lago: Congratulations.

Mayor Valdes-Fauli: Very good program.

Ms. Valdes: Thank you.

Vice Chair Lago: Thank you.

Ms. Valdes: And thank you to our Public Works Department that got the space up and running and cleaned and beautified right before we can move in.

Vice Chair Lago: Perfect.

Mayor Valdes-Fauli: Any outdoor tables?

(APPLAUSE)

(LAUGHTER)