

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes

Wednesday, July 7, 2010, 8:00 a.m.
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134

MEMBERS	A	S	O	N	D	J	F	M	A	M	J	J	COMMISSIONERS
	'09	'09	'09	'09	'09	'10	'10	'10	'10	'10	'10	'10	
Mr. Bertram "Chico" Goldsmith	P	P	P	P	P	P	P	X	P	P	P	P	Mayor Donald D. Slesnick II
Mr. Raymond Zomerfeld (Chair)	P	P	P	P	P	P	P	X	P	P	P	P	Vice Mayor William H. Kerdyk, Jr.
Mr. John M. "Jack" Thomson	P	P	P	P	P	E	P	X	P	P	P	P	Commissioner Maria Anderson
Ms. Haydee Polo	E	P	P	P	P	P	P	X	P	P	P	E	Commissioner Rafael Cabrera, Jr.
Mr. James Casey (Vice Chair)	A	P	P	P	P	E	P	X	E	P	P	P	Commissioner Wayne Withers

A = Absent
E = Excused Absence
P = Present
X = No Meeting

STAFF:

Ms. Cynthia S. Birdsill, Economic Sustainability Department Director
Ms. Jessica Wotherspoon, Business Development Specialist

GUESTS:

John O'Rourke, Coral Gables Chamber Liaison, Business Owner of Montica Jewelry on Miracle Mile

Meeting Motion Summary:

The minutes of the June 2, 2010 Board meeting were approved.

1. Approval of June 2, 2010 Board Meeting Minutes

Mr Casey moved to approve the board meeting minutes. Mr. Goldsmith seconded and the motion passed.

2. Discussion of Upcoming Commercial Broker Event

The goal to have a fall event for Miami-Dade and Broward commercial brokers was discussed. It was noted that it was intended to be an event where approximately 50 brokers would be invited. It would involve a PowerPoint presentation by the City and would be an opportunity for the City to receive input from the brokers as to what they are finding in the market. Possible locations for the event were discussed. A few Board members liked the idea of having an event at City Hall or at one of the downtown hotels with a reception. One member mentioned that he felt that in addition to the Board, it would be a good idea for Department Directors, the City Manager, and/or other City Officials to attend. Mr. Zomerfeld suggested that we emphasize the attractiveness of the Coral Gables lifestyle to assist brokers in communicating benefits of locating here to CEO's. Mr. Zomerfeld also suggested we should discuss the planned Streetscape Project for Miracle Mile and Restaurant Row to communicate growth and vibrancy of the City.

Mr. Goldsmith noted the importance of pointing out the centrality of the City to the airport and Port of Miami. Mr. Goldsmith further commented that we should express our willingness as a City to speed up the permitting process for businesses bringing significant growth to the City, which could include having key persons from Building and Zoning at the function.

3. Update on Coral Gables Athletic Club

It was noted that the Gables Athletic Club officially opened. Mr. Casey expressed that he felt the membership prices were too high. Mr. Zomerfeld noted that one of his partners had a Sunday breakfast at the café and said it was very nice.

4. Update on Business Tax Licenses

A list of entities that received business tax licenses during the first half of the calendar year was distributed. The question of how many employees the list represented was raised. It was noted that while at present it was not data that was being obtained, it was something the Department would request Finance to gather. Mr. Zomerfeld asked that the report be provided monthly instead of biannually.

The Board acknowledged a desire to be more proactive about welcoming new businesses to the community. Mr. Zomerfeld mentioned that perhaps a biannual or quarterly event could be held at various existing businesses to welcome new businesses. John O'Rourke noted that this might be a good collaboration for the Board to have with the Chamber. Mr. Zomerfeld asked for further ideas to be discussed at the September meeting in relation to what other types of welcome events and activities could be put in place for new businesses.

Ms. Birdsill asked the Board members to let her know if there were any companies in particular that they wanted the City to personally welcome to the community and it was noted that a formal acknowledgement should be sent to recent newcomer, Cherry Bekaert & Holland. Ms. Birdsill stated the Department would send them a welcome basket.

5. General City Update

In response to a requested update on the Trolley advertising issue, it was noted that because it is in litigation, it is still being handled by the City Attorney's office.

Motion to adjourn made by Mr. Goldsmith and seconded by Mr. Casey. There being no further discussion, the meeting was adjourned at 8:36 a.m.

Next Economic Development Board Meeting: Wednesday, September 1, 2010 at 8:00 a.m.

Respectfully submitted,
Jessica Wotherspoon
Business Development Specialist
Economic Sustainability Department