

# CORAL GABLES

THE CITY BEAUTIFUL

## Economic Development Board **DRAFT** Meeting Minutes

Wednesday | May 1, 2019 | 8:00 a.m.

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'18	'18	'18	
Carolina Rendeiro	P	P	P	P	P				P	P	X		Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	P	P	P	P	P				P	P	X		Commissioner Michael Mena
Stuart McGregor	P	P	P	P	P				E	P	X		Commissioner Patricia Keon
June Morris	P	P	P	E	P				P	E	X		Commissioner Vince Lago
Elizabeth Patino	E	E	A	E	A				P	P	X		Vice Mayor Frank Quesada

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

### STAFF AND GUESTS:

Ed Santamaria, Assistant City Manager, City of Coral Gables

Pamela Fuentes, Director, Economic Development Department

Belkys Perez, Marketing Coordinator, Economic Development Department

Francesca Valdes, Business Development Coordinator, Economic Development Department

Leticia Perez, International Business Development Coordinator, Economic Development Department

Mariana Price, Administrative Assistant, Economic Development Department

### Meeting Motion Summary:

**A motion to approve the minutes of the April 3, 2019 meeting passed unanimously.**

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

#### 1. Meet & Greet Discussion with Ed Santamaria, Assistant City Manager

Ms. Ramudo introduced Ed Santamaria to the board, who thanked everyone for their welcome. He has worked in the City Manager's Office since November and said that City Manager Peter Iglesias is an outstanding leader. Board members shared their observations of different Public Works matters and the Assistant City Manager took note. He said 1,000 trees have been replaced since Hurricane Irma. The City has been monitoring trees and removing those which pose safety hazards. He confirmed that the gazebos will be returning to the golf courses. ACM Santamaria encouraged the board members to participate in the Parks Master Plan. Ms. Morris shared her involvement in Friends of Gables High and asked the Assistant City Manager if it would be possible to bury the telephone poles and to enhance the median strip on Bird Rd. The Assistant City Manager responded that the telephone poles would be an issue to be discussed between Miami-Dade County Public Schools (M-DCPS) and Florida Power & Light (FPL), but that it would be helpful to have the community through Friends of Gables High behind that request. Regarding the median, the City would have to involve

the Florida Department of Transportation (FDOT), most likely in the form of an interagency agreement wherein the City agrees to maintain the area otherwise within the jurisdiction and care of FDOT. He suggested that a meeting be set up with himself, the City Manager, the Public Works Department, and Friends of Gables High to discuss next steps.

Ms. Ramudo asked the Assistant City Manager what the board might be able to do for him, to which he responded they could encourage others to be more involved where possible and to help educate others (in terms of parking, permitting, etc.).

**2. Review & Approval of April 3, 2019 meeting minutes (Action)**

Ms. Rendeiro made a motion to approve the minutes of the April 3, 2019 board meeting. Mr. McGregor seconded the motion, which passed unanimously.

**3. Director's Report: Economic Development Dept. Update**

Ms. Fuertes provided an update to the board, saying that this week is the kick off to International Trade and Investment Week, with an opening reception tonight at World Trade Center Miami. Next week is National Economic Development Week as well as Small Business Week, which is timely because Verizon has ranked the City of Coral Gables No. 3 in the United States as a city that supports small businesses. This is a result of the international infrastructure the City has, as well as the SMART City initiatives it has taken. Two other cities were ranked not far behind, which is great that South Florida is getting this national attention. Board members requested that a copy of the report be sent to them. Schools is another one of the assets Coral Gables provides, and Economic Development will be meeting with a company from Spain that is looking to invest in education in the City. She announced that Belkys Perez has been promoted to Assistant Director.

**4. Business Tax License Report**

Board members reviewed the Business Tax License Report, which contained 60 new businesses to Coral Gables from April 2-30, 2019. Ms. Valdes discussed the pros and cons of the downtown to be specifically retail, restaurant, or otherwise. A new retailer Atelier D'Ocon is coming to 88 Miracle Mile from Coconut Grove. Pizza Rev, which was at 130 Miracle Mile, will now be Urban Brick Pizza; Rodilla will be at 135 Miracle Mile; Carrot Express at 259 Miracle Mile; Let There Be Cake at 159 Miracle Mile; ProNovias, a Spanish bridal shop, at 360 Miracle Mile; and Sweet Blends at 364 Miracle Mile. Business owners can request through the Economic Development department to personalize their storefront wraps to advertise their business before their official openings. Storefront wraps are handled through the Business Improvement District (BID).

**5. Marketing Update**

Ms. Perez told the board that the first Movies on Giralda Plaza event on April 20<sup>th</sup> was a huge success with 200 people in attendance. A survey was taken afterward, with 80% satisfaction, and the revelation that many of the attendees hadn't been to Giralda Plaza previously. Merchants on the Plaza reported a 15% increase in sales that night. The second event will take place on May the Fourth and will feature the original Star Wars movie, and May 18<sup>th</sup> will be the Sandlot. The first craft market took place on Sunday from noon to 5 pm. "Sun Stories" is the new art exhibit launching on June 7<sup>th</sup> and going through September 8<sup>th</sup>. The City just celebrated Earth Day, and in partnership with the Chamber, has launched the Green Business Certification Program. There will be different levels of certification (Bronze, Silver, Gold), and the time period to apply is currently open. The Sustainability

Board will help to choose the winners, who will be acknowledged by the City Commission.

The meeting was adjourned at 9:14 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department

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