

# CORAL GABLES

THE CITY BEAUTIFUL

## Economic Development Board Meeting Board Meeting Minutes

Wednesday | October 7, 2020 | 8:00 a.m.

Location: Zoom

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'20	'20	'20	'20	'20	'20	'20	'20	'20	'20	'20	'20	
Julio Grabiel	X	P	P	X	X	X	X	X	E	E			Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	X	E	P	X	X	X	X	X	P	P			Commissioner Michael Mena
Stuart McGregor	X	P	P	X	X	X	X	X	P	P			Commissioner Patricia Keon
Bradley Barreto	X	E	P	X	X	X	X	X	P	P			Vice Mayor Vince Lago
Manuel Niebla	X	P	P	X	X	X	X	X	E	P			Commissioner Jorge Fors, Jr.

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

### Staff and Guests:

Julian H. Perez, AICP, CFM Director, Economic Development Department  
 Belkys Perez, Assistant Director, Economic Development Department  
 Zeida Sardiñas, Asset Manager, Economic Development Department  
 Francesca Valdes, Business Development Coordinator, Economic Development Department  
 Leticia Perez, International Business Development Coordinator, Economic Development Department  
 Yenis Gomez, Administrative Assistant, Economic Development Department  
 Jordan Hernandez, Office Assistant, Economic Development Department

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

### 1. Review and approval of September 2, 2020 Economic Development Board Meeting Minutes

**Mr. McGregor made a motion to approve the meeting minutes and Mr. Niebla seconded the motion, which passed unanimously.** There was no discussion regarding the minutes.

### 2. Economic Development Dept. Update

#### *Reopening of the Local Economy: Phase 3 Update*

Mr. Perez updated Board members on the County moving forward with Phase 3 of the reopening. As of September 28, 2020, the County handbook still had certain activities regulated by Phase 2. A series of Emergency Orders have passed, the latest being Amendment 2 to Emergency Order 20-20 relaxing the face masks requirements for certain activities. The City is following the County requirements. Currently, restaurants are still operating under Phase 2 requirements, meaning indoor capacity is at 50%. All restaurants are encouraged to participate in the Temporary Outdoor Dining program. Retail establishments must also abide by a 50% capacity with only one point of entry for small businesses. The Emergency Order does not mention religious institutions, hotels & apartments. It provides an exemption for individuals who cannot comply with wearing a mask due to a disability but must still practice social distancing. Additionally, the Order provides for an exemption for individuals engaged

in activities, strenuous physical exercise (Ex. walking, jogging, running, bicycling), but again, must still maintain social distancing.

#### *Miami-Dade County Coronavirus Relief Fund (CRF) - CARES Act*

Mr. Perez updated Board members that Miami-Dade County received about \$474,000,000 from Title V of the CARES Act that came directly from the Treasury. The County has distributed the money amongst different organizations. An estimated \$100,000,000 has been set aside for local governments, of which, \$75,000,000 were dedicated for operational activities that are reimbursable outlined by the Department of Treasury under the CRF guidelines, dated June 30, 2020, as amended. Additionally, \$25,000,000 were set aside for grants to assist small businesses impacted by the Corona virus health crisis. The Board of County Commissioners will decide how the funding is distributed based on the proposals it received which consisted of a list of projects via a presentation. The City of Coral Gables submitted two projects: (1) improve business process and technology. The purpose of this grant is to provide the appropriate technology for small businesses to become more resilient and able to communicate more effectively with customers and supply chains. (2) Business Resiliency and Recovery (R&R) Grant.

#### *Temporary Outdoor Dining Permits*

Mr. Perez updated Board members that the permit completion rate was at 97% totaling 64 applications.

#### *Art Projects as Economic Drivers*

Ms. Valdes updated Board members on the Murals on the Mile project, consisting of four outdoor murals along Miracle Mile as a form of attracting people to return to the shops and restaurants in the Downtown area. These murals will create photo moments to discover while walking or driving through Coral Gables. The first location will be on Salzedo Street and Miracle Mile on the corner of the current Starbucks store. The second location will on Ponce de Leon and Miracle Mile at the former Starbucks space. Lastly, the other two locations are two different murals on each side of McBride Plaza. The BID partnered with the City on the project. We are working with a well-known company, Chalk & Brush, for the design and installation of the murals.

#### *Art on the Mile Program*

Ms. Valdes updated Board members regarding an art gallery pop up program led by the BID where they will be using our retail space located at 290 Miracle Mile. It will commence in the next couple of weeks and run through December 31, 2020. There will be seven art galleries going into vacant storefronts on Miracle Mile.

### **3. Business Tax License Report**

Ms. Valdes updated Board members of the new and upcoming businesses in Coral Gables.

### **4. Open Discussion**

Ms. Ramudo reminded everyone that the Coral Gables Chamber is celebrating their 95<sup>th</sup> anniversary this year. Additionally, they have moved their office to the corner of Alhambra Circle and Ponce de Leon. Ms. Ramudo asked the Board how they felt about expanding the Board to seven members. One of the two new members would be a representative of the Coral Gables Chamber of Commerce and the other would be an appointee of the City Manager. Board members agreed that adding these additional seats would show inclusiveness and broaden the representation from the business community.

**Ms. Ramudo motioned to increase the Board by two additional members with one representative from the Coral Gables Chamber of Commerce and one representative assigned by the City Manager. Mr. Niebla seconded the motion, which passed unanimously.**

There being no further discussion the meeting was adjourned at 8:46 a.m.

Respectfully submitted,  
Yenisis Gomez, Administrative Assistant, Economic Development Department.

DRAFT