

City of Coral Gables City Commission Meeting
Agenda Item H-7
August 28, 2018
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Frank Quesada
Commissioner Pat Keon
Commissioner Vince Lago
Commissioner Michael Mena

City Staff

City Manager, Cathy Swanson-Rivenbark
Assistant City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Walter J. Foeman
Deputy City Clerk, Billy Urquia
Marketing and Events Specialist, Belkys Perez
Parking Director, Kevin Kinney
Historic Preservation Officer, Dona Spain

Public Speaker(s)

Agenda Item H-7 [5:27:48 p.m.]

Umbrella Sky Project... keeping the momentum going.
(Sponsored by Commissioner Mena)

Mayor Valdes-Fauli: Umbrella Sky project, keeping the momentum going. Commissioner Mena.

Commissioner Mena: Yeah, so, listen; obviously, it's been a tremendous success. I was at the BID meeting recently. Obviously, all the businesses on Giralda are ecstatic. I was there with Belkys actually. And as far as I can tell, and I'm sure Belkys will share data now, but surprisingly, to me, it really hasn't toned down yet. It's still pretty strong. I was out there last Saturday night, and it was just absolutely full still.

Commissioner Lago: Really?

Commissioner Mena: Yeah, unbelievable. So, my thing is, okay, where do we go from here because my concern is, you know, you just take it down without a plan in place and, you know, A, you're impacting those businesses at that point, because they're going to see an immediate drop in what they're seeing right now which has really been a boost to them after streetscape. And B, because it's been such a great project that we need to figure out a way to duplicate it. And, I just want to say that, from my perspective -- and I'm sure there'll be differences of opinion up here -- I think, to me, the priority here is getting people out there more than the art of it. You know, I think you could query whether that's even art or not, you know. The umbrellas hanging in the sky is very pretty, it's colorful. We call it art, but it's social media driving crowds out that support our businesses.

Mayor Valdes-Fauli: I fully, fully agree with you.

Commissioner Mena: So, I just...

Mayor Valdes-Fauli: And...

Commissioner Mena: Wanted Belkys to do a presentation on the numbers and to maybe give us some ideas of options that we could look into for moving forward.

Marketing and Events Specialist Perez: Thank you for the opportunity. I haven't really given you any updates and it's been a month already. We started this project on July 13. That was our launch date. And so, what I am going to be giving you is a one-month analysis of the project thus far. I do want to say ahead of time that Mary Snow from the Community Foundation is traveling and she isn't able to be here. If not, she would have definitely come. If I could get the PowerPoint up. Alright, so, first and foremost, our partners are very important. We couldn't have done it with the partners that we had. The City was instrumental. They -- we're the ones that rented the trusses. We put up the -- we did the permitting. Public Works was amazing as far as the installation of the umbrellas. They helped a lot with the team that was here from Portugal. We stepped up our paver cleaning on Giralda, because of that extra pedestrian traffic that we have there now. We have multiple garbage pickups by block by block, and we have extra police foot patrols out there as well. The Community Foundation was a great partner. They took over the umbrella installation portion of the project. They also did the hotel accommodations. And there were more umbrellas that needed to be ordered, and so, they pitched in and they put that order for us. The BID was -- took a small portion of the umbrella installation project, and the Giralda Committee actually paid for the band that was present at the launch party. So, it was definitely a great partnership. Social media, I think you guys are on track. This was definitely a visual -- this was a visual project in nature, and we knew that social media was going to help spread the word. So, what we did is that we targeted about 12 social media influencers -- and these are people that are local that had a good following on social media -- and we sent special invites out to them. So, we made these little boxes. They had umbrella cookies, a little umbrella, some shades, and we sent it to these people. The Community Foundation paid for the invite box, and the City paid up -- picked up the tab of couriering those to the social media influencers. Out of the ones that we sent it to, we had these many that charged 14 people -- 14 posts, which translated to a reach of 227,000 people reached by it. Definitely South Floridians were instrumental in spreading the word as far as this project. As far as media coverage, I can tell you that our office, with the stakeholders, created a press release. It was sent out on June 28. With the exception of one Facebook post, for the first two weeks, no one advertised after that. We didn't have any advertising. This was totally spread by word of mouth and social media and

that press release. That's it. So, as a result, we have a potential reach of 131 million people that have been exposed to this project. We're talking about newspapers in Australia...

Unidentified Speaker: That's incredible.

Marketing and Events Specialist Perez: That have picked up the story. We recently -- just today, I saw that Venezuela -- a new station in Venezuela has picked up the story. We have...

(COMMENTS MADE OFF THE RECORD)

Marketing and Events Specialist Perez: Yeah. We have the Atlantic, which is a huge magazine publication, has picked up the story. So, we definitely have a lot of reach right now, people looking at us. As far as Instagram is concerned, we started Instagram with around 300 followers. This is an address that we picked up that wasn't the City's. We picked it up. We've gained -- we now have 11,000 followers on it. From the time we started the Umbrella project until now, we picked up 2,000 followers. That's a 28 percent increase since Instagram -- since the Umbrella Sky project started. The average engagement for Umbrella Sky posts is 9.8 -- 9.9 percent. The Instagram standard is 3 percent. When I mean engagement, I mean people, who have liked it, who have commented, how have shared our pictures. And, then these are some of the most popular posts on our Instagram page. So, the most liked post received 1,800 likes. The most commented post, 211 comments. And the most viewed video is 7,300 views. Now, I will tell you that our fans, our followers, are also helping to spread that message. And, as you can see here, we included some of the top three. We have one post that picked up 19,000 likes, 26,000 likes and 18,000 likes. So, these are examples of how followers are helping to spread the news. We see this also through our Facebook page. So, as far as Facebook is concerned, we have a total currently of 13,766 followers. Facebook gained during the period of -- since we started the Umbrella project, 300 new followers. And, the average engagement rate for all Umbrella Sky posts on Facebook is around 5 percent, and that's very good because Facebook industry standard is .17 percent. And as you can see there, there's a couple of the top posts for the Facebook page.

They've got 4,600 likes on one post, 206 comments. The most viewed video is 24,000 views, and so, it's very successful. This is really interesting, this chart that was provided. Facebook -- this is -- this chart shows you the likes that Facebook received on the City's Facebook page, not any posts. So, that means that people are following now and like our page. So, if you notice the timeframe, the spike is right when Umbrella Sky started. So, we've gained multiple followers. And what we've also noticed is that those followers have remained followers, even after they're seen what they needed to see. So, that means that people are still interested in the content, even if it's not Umbrella Sky. As far as pedestrian counts, we have pedestrian sensors on Giralda. Before Umbrella Sky, we were averaging anywhere from 2,100 to 2,400 people on Giralda. After Umbrella Sky, we're seeing 9,400 to 12,600 followers average.

Commissioner Keon: Per day.

Marketing and Events Specialist Perez: And that's daily.

Commissioner Keon: Daily.

Marketing and Events Specialist Perez: Daily. On the next chart, this is a -- it's got a lot of numbers, but what I want you to look at is the peaks. These spikes are all weekends. And so, we're seeing that the weekends, obviously, are very packed there. The total count for the month period on Giralda as far as pedestrians is 705,000 pedestrians.

(COMMENTS MADE OFF THE RECORD)

Marketing and Events Specialist Perez: Yes. So, on that period, what happens is that, you know, these sensors are very sensitive, because it depends on someone going by it. So, if there's a trashcan that blocks the way, then you're limited by the count. And so, that's what happened. We had a trashcan that had blocked the sensor for that period of time, so we weren't able to get an accurate count. If not, it would be up there with the rest of the weekends that you're seeing.

But we've had -- we've told block by block. IT is going out there as well and making sure that they are moving the trashcans as they get moved.

Vice Mayor Quesada: You know, the interesting things I've noticed is -- I've been trying to go by every weekend, like just drive by, not getting down and -- my experience, there's almost more people on Sundays, which, typically, downtown Coral Gables was completely dead on Sundays before this. And it's families. It's a lot of strollers. It's a lot of older people. It's great stuff.

Marketing and Events Specialist Perez: As far as the pedestrian volume, this is by location. These charts are really interesting because, on the left-hand side, you'll see that that one-year period from July 12 to July 12 of 2018, the critical mass, people are entering Giralda by the Ponce side and that's always been the case. As soon as July 13 rolled around, which was the launch of Umbrella Sky, you'll notice that that completely flipped, and now we've got the critical mass coming in through the Giralda -- the Galiano side. And that's -- we're attributing that to the garage. Garage 6 is there. People are parking and then heading in through the Galiano side, so the pedestrian patterns have changed. As far as the parking analysis for a month, I had Kevin pull some numbers for me. And so, the 2017, this one-month period, he parked 92,000 vehicles. 2018, he's parked 113,000 vehicles. That's an increase of 21,493. The average transaction is around \$3, so we're looking at an additional parking revenue of \$64,479.

Vice Mayor Quesada: I'm hearing a huge uptick in individuals visiting the location. It's really not that much more in parking. Yes, it's a significant jump, but it almost doesn't correlate. I guess that means, what, more families are coming, so it's one vehicle? It's like three, four, our five people in a car.

Marketing and Events Specialist Perez: They are significant numbers. I think that it's also reaching the numbers that we see for Carnival on the Mile, which is our peak.

Vice Mayor Quesada: Got it.

Parking Director Kinney: Part of the issue is there is not capacity on-street for the additional traffic. Most of this is in the garages. But on-street, even in July 2017, we're pretty much at capacity.

Vice Mayor Quesada: Did we close down any garages on a Saturday and Sunday because of this?

Parking Director Kinney: Yes. Those 25 closings that we talked about yesterday, a few of these would have been on Saturday.

Vice Mayor Quesada: Got it. Okay, thank you.

Marketing and Events Specialist Perez: As far as FreeBee, FreeBee has also seen its highest ridership since the start of the Umbrella project. It's completed -- it completed, in fact, 20 -- 61 percent of its ride requests while still recording the highest ridership numbers it had. You can see from that little circle there that the highest density of drop-offs is in the Giralda Plaza area. The total passengers for the month are 7,538. That's what they recorded. And their typical month is around 6,000. So, as far as businesses, businesses on Giralda, obviously, as Commissioner Mena said, are very excited about this project. I've asked...

Mayor Valdes-Fauli: They're very, very happy, yeah.

Marketing and Events Specialist Perez: They're very happy. I've asked for numbers and I haven't gotten a lot of feedback, but the people that have responded said that their business is up anywhere from 45 to 48 to 50 percent from last year. Businesses off Giralda are also seeing an uptick, not as large, but one block out, even more, they're still seeing some great numbers, so they're very, very...

Mayor Valdes-Fauli: And the -- I had received comments before the umbrellas, and while the street was being finished and after it was completed, what are you going to do for the merchants? What are you going to do for us? And I said, you know, we're going to do something. We're going to market. I think they're not asking that question anymore and they're very grateful.

Commissioner Lago: Yeah, absolutely.

Marketing and Events Specialist Perez: Oh, one other thing I wanted -- okay, so we're continuing to monitor what's next. We're continuing to monitor the area. We still have maintenance to be done. Public Works goes out on a regular basis to change the umbrellas that have been damaged. And so, they've been on top of that. We've gotten a lot more feedback and a lot more interaction with the GMCVB. They're now bringing Harper's Bazaar Brazil is coming to Giralda Plaza to do an interview. We've got a Columbian social media influencer that's coming to the -- to Giralda as well, at the end of this week. And then, next month, we have a big fan tour of international journalists that are actually going to stop at Giralda. And so, these are opportunities that we didn't have before.

Commissioner Mena: And that's, I think, the beauty of this is it's really an opportunity to make Giralda a global destination, where when people -- you know, if you ever travel internationally and you're going to a city and you go in your travel book, the top ten things to see on Trip Advisor or whatever, this is a real opportunity to make this a series where people know if you're in Coral Gables this time of year, make sure you go to Giralda. And that's where I view a real opportunity here. This has been incredible, I think, beyond anybody's wildest expectations. But I think it's also a huge opportunity to seize on the momentum, take this excitement behind it and turn it into something really spectacular and that lasts. And, that's why I put this on the agenda was to kind of discuss where we can take it from here.

Marketing and Events Specialist Perez: So, I just wanted a quick note that we are in hurricane season, knock on wood. We haven't had to use it, but we did, with the vendor, secure a contract

where if we were in a cone of a hurricane watch, we could take it down during a certain period of time. So, that's been already -- thanks to Peter -- mitigated.

Commissioner Mena: I also think it's worth pointing out -- I was just thinking this. On the parking analysis, that was just for a month...

Marketing and Events Specialist Perez: Yes.

Commissioner Mena: Right? So, that alone is going to pay for our investment in this by -- it's going to -- we're going to have a return on this, setting aside the economic boom to the area and how good it is for economic development broadly. We're actually offsetting our costs for this and then some directly, so I think that's an important point to keep in mind too.

Parking Director Kinney: I do need to make one correction. I'm not sure where the miscommunication happened, but I just checked my stats. The \$64,000 was just for the garages. There was an additional \$55,000 for on-street.

Commissioner Lago: Wow.

Mayor Valdes-Fauli: Wow.

Commissioner Mena: So, it's already at a hundred and...

City Manager Swanson-Rivenbark: It paid for itself.

Mayor Valdes-Fauli: Fantastic.

Commissioner Mena: Yeah, that's incredible. So, we're going to right there direct...

(COMMENTS MADE OFF THE RECORD)

Commissioner Mena: Quadruple our investment (INAUDIBLE).

Marketing and Events Specialist Perez: So...

Commissioner Mena: That's great.

Marketing and Events Specialist Perez: And, some of the pictures that you've seen in the PowerPoint are all pictures from people that have posted. They're all social media. We haven't really taken many photos. So, as -- where we stand right now, we're scheduled to remove the Umbrella Sky project on September 17. So, we're planning a -- the last weekend to be the 15th to the 16th of September. We're scheduling a meeting with the Community Foundation and the BID to discuss next steps, what's going to happen. The Community Foundation is auctioning off the umbrellas that they take down. And, the money that's collected will be put into a fund for future art projects.

(COMMENTS MADE OFF THE RECORD)

Marketing and Events Specialist Perez: We're also working on a poster that we hope to sell, and then that money could also be used for some sort of fund for teachers, and maybe it's in art.

Vice Mayor Quesada: How about, as well -- that's great. But, since we just learned that we're actually going to be making money off this, how about any monies in excess of what our cost will be set aside for a future project in the...

Mayor Valdes-Fauli: Yeah.

Vice Mayor Quesada: Same location so that, next year we want to do it, we've already got a fund, so...

Marketing and Events Specialist Perez: Okay.

Vice Mayor Quesada: Staff can consider that and discuss that and let us know. I think it makes a lot of sense.

Unidentified Speaker: Yeah.

Marketing and Events Specialist Perez: So, I'm going to go quickly over some ideas for future projects. These are just ideas based on the truss system and how light it needs to be. This is a project in Portugal and it hangs, again, from the air, because I think what worked here is that it was a pedestrian plaza. I think that this -- it lends itself -- this is very Instagrammable, and that's what we need, something that is very conducive to social media. And so, this is out of Portugal.

Commissioner Mena: I think Webster's just added that as a new word.

Marketing and Events Specialist Perez: Instagrammable?

(LAUGHTER)

Mayor Valdes-Fauli: Where is this?

Marketing and Events Specialist Perez: This is in Tokyo. This is made out of fabric, and there's a lot of uses for this. You can bring it up higher, but you can see how the wind changes the feel of this. This is an artist Janet Echelman, and she works with mesh. And her projects are around the world, but it takes on a different view at night than it does in the day.

Commissioner Mena: That looks more expensive than umbrellas.

(LAUGHTER)

Marketing and Events Specialist Perez: It does. That's why I'm saying these are just ideas. You know, we need to research these. This is a beautiful project. It's made out of air ducts. They're light. It is in Luxembourg, and I think it's really Instagrammable as well. I can see a lot of opportunities for people to do things here.

Mayor Valdes-Fauli: I don't like it that much.

Vice Mayor Quesada: I like the standard by which we conduct ourselves, Instagrammability.

Marketing and Events Specialist Perez: So, this is a project that happened in Los Angeles. It's an artist that works with yarn and string. And so, he covered a pedestrian bridge, and he also does hanging exhibits. This is called liquid shard. This was from Los Angeles. It's holographic Mylar strips, and in the wind, it's a beautiful -- it takes on a beautiful shape.

City Manager Swanson-Rivenbark: (INAUDIBLE) with it moving.

Marketing and Events Specialist Perez: Yes.

City Manager Swanson-Rivenbark: And if you could see how it looks moving, it's really amazing.

Marketing and Events Specialist Perez: And this is Max Mertens. This is a street in Luxembourg as well, completely Instagrammable. This is swings, and I could see how people could use these, depending on how you're positioned, how you can get a good shot of this one. And then, finally, this is beach balls, which I think are very fun as well. This might be a nice

summer activation. The one on the left-hand side is from Washington, D.C. from the CityCenter over there. (INAUDIBLE), which a company that we use as a vendor, also does beach balls. And that is it.

Commissioner Mena: So...

Mayor Valdes-Fauli: Thank you very much, Belkys.

(COMMENTS MADE OFF THE RECORD)

Commissioner Mena: Sure.

Commissioner Keon: That's beautiful. So, which one are you looking at? Do you think twice a year, once a year?

Commissioner Mena: I don't know. I think the base question is what do we need to do -- and I guess this is a question for Peter, but from an infrastructure perspective. What do we do so that we can do this regularly? Is it having trusses? Is it having some other system that allows us to sort of have a regular series of installations?

Mayor Valdes-Fauli: Let me -- I agree with your question, but let me...

Commissioner Keon: Yeah.

Mayor Valdes-Fauli: Tell you what I would think would be the right thing. And it is to give it a rest, September/October, and then, before Thanksgiving, put something else up through Christmas. And then, you know, January and then Easter and then late summer and like that so that we give it a rest...

Commissioner Mena: Right.

Mayor Valdes-Fauli: And then we can offer some other things.

Commissioner Mena: Yeah.

Mayor Valdes-Fauli: But tell us about the...

Commissioner Mena: Obviously, in the winter...

Mayor Valdes-Fauli: (INAUDIBLE), yeah.

Commissioner Mena: Through summer is nice because there's no hurricanes, right?

Assistant City Manager Iglesias: December 1 through June 1 there's no hurricane season, so we took advantage of that in this design and turned it into a minimalistic design. And if you notice, there's no bolts. There's nothing -- we stressed it, did a number of things for the -- to make that system as -- we wanted to highlight the umbrellas, not highlight the structure.

Commissioner Mena: Yeah, because the trusses really are very discreet.

Assistant City Manager Iglesias: And that's what we tried to do, highlight the actual art and not that. Now, if -- the month of June tends to be not a bad month as far as hurricanes are concerned, so you could probably get away with it for seven months, then we go into hurricane season. And what we did here is we have a contract, in case we do have a hurricane, to remove the -- remove it. And so, we've had a, thank God, a very benign season so far...

Mayor Valdes-Fauli: But what do you think of Thanksgiving through January or February?

Unidentified Speaker: (INAUDIBLE) December 1.

Assistant City Manager Iglesias: November -- yes, Thanksgiving, late-November, highly unlikely that we're going to have a hurricane the last week of November, so we could do it from, let's say, from Thanksgiving to June.

Vice Mayor Quesada: But maybe...

Unidentified Speaker: Want to do something...

Vice Mayor Quesada: We get a lot of foot traffic at that time. Maybe we start it like...

Commissioner Keon: Right.

Vice Mayor Quesada: The second week of January or third week, when everything is slowing down to keep it going.

Mayor Valdes-Fauli: No, no, no, no.

Commissioner Mena: I think it's such a great opportunity for the holidays.

Mayor Valdes-Fauli: Yeah.

Commissioner Mena: Again, you keep it through that period, you know.

Commissioner Lago: Would it be art -- would it be more like art themed similar to this, or would you want to do something that deals with...

Vice Mayor Quesada: (INAUDIBLE)

Commissioner Lago: Like a Christmas themed...

Vice Mayor Quesada: Candy canes?

Commissioner Lago: I don't know, I don't know. Just something that...

Vice Mayor Quesada: Snowflakes.

Commissioner Lago: Kind of -- maybe something like that.

Assistant City Manager Iglesias: I saw the last slide. And that last slide is actually -- I was going to tell Belkys. I guess I'll tell her now. That last slide is very do-able, but (INAUDIBLE) 200 feet where we have our posts. You can have additional cables and we can always do that. And so, that last slide (INAUDIBLE), so we have to have something -- right now, we are at 200 feet -- 200 and 200. Now we can have something on the other 200 feet.

Commissioner Lago: Okay, you can also do something different.

Assistant City Manager Iglesias: The beach balls. Beach balls (INAUDIBLE)...

Commissioner Lago: You can have a call...

Assistant City Manager Iglesias: (INAUDIBLE)

Commissioner Lago: You can have a call to artists, once a year.

Historic Preservation Officer Spain: That's what I was going to ask.

Commissioner Lago: You can have a call to artists once a year with a budget of whatever, X is the amount, and then you'll probably get, you know...

Historic Preservation Officer Spain: And that could be paid for...

Commissioner Lago: A pretty significant draw.

Historic Preservation Officer Spain: By the art acquisition fund.

Commissioner Lago: Yeah, and then you could do something like that, where you can do...

Historic Preservation Officer Spain: A call (INAUDIBLE)...

Commissioner Lago: Multiple events, and then, once a year, you can have a one-month installation.

Commissioner Mena: Yeah. I just want to be careful of not get -- I don't want it to become, for lack of a better word, too artsy.

Historic Preservation Officer Spain: Not at all.

Commissioner Mena: It needs to be more...

Historic Preservation Officer Spain: But...

Commissioner Mena: Instagrammable.

Historic Preservation Officer Spain: But those installations that include artists can be paid for by the fund.

Commissioner Mena: No, no, but I think as long as we give them that direction, I think it's fine, you know what I mean.

Commissioner Keon: Well, you know, I think that -- I think...

Commissioner Lago: I'm okay, whatever you guys want to do.

Commissioner Keon: Dona's been attempting to speak.

Historic Preservation Officer Spain: No, I...

Commissioner Lago: I just want to get people out there.

Commissioner Mena: Yeah.

Commissioner Keon: Sorry.

Commissioner Lago: And all I know is that...

Historic Preservation Officer Spain: It doesn't matter.

Commissioner Lago: When you drive by, like Frank was saying -- the Vice Mayor was saying, on a Sunday and there's thousands of people on a Sunday...

Mayor Valdes-Fauli: The idea was...

Commissioner Lago: Not only on Giralda, but walking up and down Ponce, going to Tap 42. They're spread out throughout the city. You know, that's pretty impressive. They visit the

installation, and then they say, okay, where are we going to have lunch? And all the restaurants are full on a Sunday when you know that you used to drive through our downtown...

Commissioner Mena: I was there the Saturday night I think before we installed it, and it was so dead on a Saturday at 7 o'clock that I was like depressed about it, and I walked through and I said, oh my God.

Mayor Valdes-Fauli: My suggestion would be -- or my idea...

Commissioner Lago: You said I hope this catches fire.

Commissioner Mena: Yeah, exactly.

Mayor Valdes-Fauli: My idea would be let's rotate it. I mean, we have the umbrellas, and the longer we keep the umbrellas, the fewer people will come. Let's have something from...

Commissioner Lago: This was two months. This was two months, right?

Mayor Valdes-Fauli: Either November through January or February...

Marketing and Events Specialist Perez: It was a 60-day (INAUDIBLE).

Commissioner Lago: 60 days?

Mayor Valdes-Fauli: And then Easter...

Marketing and Events Specialist Perez: Two months.

Mayor Valdes-Fauli: Through June and then -- or this one, August through, you know, November, and let's rotate it.

Commissioner Lago: It could take two months off, two months off, and then come in with another project...

Commissioner Mena: Here's the thing...

Commissioner Lago: Another installation. You could do three installations a year.

Vice Mayor Quesada: There's not enough lead time, though.

Unidentified Speaker: Well...

Vice Mayor Quesada: So, if we're talking we're going to do something in the last week in November, put something in...

Commissioner Mena: We got to move.

Vice Mayor Quesada: I mean, it's...

Commissioner Lago: Don't we have the best staff?

Commissioner Mena: We got to move. We got to move.

Commissioner Keon: You know what...

Commissioner Lago: Don't we have the best staff?

Commissioner Keon: Why don't we let them -- ask them...?

Commissioner Mena: It's hanging it up, you know...

Commissioner Keon: To give them that direction and to come back to us with it?

Commissioner Mena: Listen, maybe the first one -- or the first next one...

Commissioner Lago: In three months.

Commissioner Mena: Is not as involved as what we might do in the future, but it's seizing on the existing momentum. And my goal is, A, I think we need to like brand this, right, so that we can announce, hey, stay tuned for the next whatever we call it...

Mayor Valdes-Fauli: Giralda...

Commissioner Mena: Giralda, you know, Sky Project, I don't know.

Commissioner Lago: We have an ever-revolving -- and we have an ever-revolving...

Commissioner Mena: Right.

Commissioner Lago: Installation, which is programmed, like what Commissioner Mena is saying, that we'll be known as a City that has some sort of plaza that there's an ever-evolving installation that...

Commissioner Mena: Yeah.

Commissioner Lago: Is programmed.

Commissioner Mena: And that...

Commissioner Lago: So, you know it's going to be there.

Commissioner Mena: And not just that...

Mayor Valdes-Fauli: And people will start looking forward to it.

Commissioner Mena: And when this comes down or around when it comes down, that we're at least able to let people know there's something coming, whatever the date is, December 1, you know, so that they know it's coming and you -- that's my thing is keep the momentum going, make sure people keep coming out. And, that's where I think there is a real opportunity here. I leave it to the professionals to figure out how to execute that, but I think it's -- to your point, it is tight.

Vice Mayor Quesada: Yeah.

Commissioner Mena: But I think it's also -- would be huge if we can deliver something else for the holidays.

Commissioner Lago: And always, like the examples you gave -- and I'm sorry to cut you off, Commissioner Mena -- classy. You know, this is classy. This is...

Commissioner Mena: Simple, yeah.

Commissioner Lago: It's not a laser light show with a smoke machine, even though I know the Vice Mayor would like that. But -- you know, with dry ice -- with dry ice and a keg, you know. This is...

Mayor Valdes-Fauli: No, this is beautiful.

Commissioner Lago: Maybe the keg would work, though. The keg would work.

Mayor Valdes-Fauli: Well, thank you very much.

Commissioner Lago: I could open the keg, come on.

Mayor Valdes-Fauli: And you've got your marching orders.

Commissioner Lago: I know that Commissioner Keon wants a keg.

Mayor Valdes-Fauli: Thank you.

Commissioner Mena: Belkys, thank you for the presentation. That was terrific.

Vice Mayor Quesada: Yeah, thank you.