

**CITY OF CORAL GABLES**  
**Economic Development Board**  
**Meeting Minutes**  
**Wednesday, September 5, 2018, 8:00 a.m.**  
**2121 Ponce de Leon Blvd., Suite 720, Coral Gables, Florida 33134**

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'18	'18	'18	'18	'18	'18	'18	'18	'18	'17	'17	'17	
Carolina Rendeiro	X	P	P	P	P	P	X	E	P	X	P	E	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	X	P	P	P	P	P	X	P	E	X	P	P	Commissioner Michael Mena
Stuart McGregor	X	P	P	P	P	E	X	E	E	X	P	P	Commissioner Patricia Keon
June Morris	X	P	P	P	E	P	X	P	P	X	P	P	Commissioner Vince Lago
Elizabeth Patino	X	E	P	P	E	P	X	P	P	X	P	E	Vice Mayor Frank Quesada

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

**STAFF AND GUESTS:**

Pamela Fuertes, Director, Economic Development Department  
Leonard Roberts, Assistant 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 Dept.  
Mark Perez, Office Staff, Economic Development Department  
Kevin Kinney, Director, Parking Department  
Jason Spiegel, Co-Founder of Freebee

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**Meeting Motion Summary:**

**A motion to approve the minutes of the August 1, 2018 meeting passed unanimously.**

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Ms. Rendeiro brought the meeting to order at 8:12 a.m.

**1. Introduction of new Economic Development Director, Pamela Fuertes**

Carolina Rendeiro, Vice-Chair, Economic Development Board opened the meeting by thanking everyone for attending. She said that Olga Ramudo, Chair, Economic Development Board asked her to lead the meeting in her absence.

Leonard Roberts welcomed all of the Board members for attending and introduced Pamela Fuertes, Director, Economic Development Department for the City of Coral Gables. Pamela thanked Leonard for the introduction and thanked the Economic Development Team for their warm welcome. She also thanked the Economic Development Board and stated that she looked forward to working closely with everyone.

**2. Review of the August meeting minutes (Action)**

Ms. Morris made a motion to approve the minutes of the August 1, 2018 board meeting. Ms. Patino seconded the motion, which passed unanimously.

**3. Freebee in the Gables (Discussion)**

Leonard then introduced the co-founder of Freebee, Jason Spiegel, who briefed the board on Freebee's present day activities in the City of Coral Gables. Some points covered included:

- Freebee ridership increased from about 20,000 to 50,000.
- Freebee is looking to increase their fleet size from 3 vehicles to 5.
- Freebee has peak time around lunch for week days and dinner for night.
- Freebee estimates that it will need around \$400,000 to \$500,000 to expand.
- Freebee has almost double the amount of women passengers than men. (18,000 vs 31,000)

**4. Business Tax License Report**

Board members reviewed the Business Tax License Report containing 44 new businesses to Coral Gables within the month of June and July.

**5. Other City Business**

Ms. Valdes gave an update on the new businesses that have either opened in the Gables or are soon to open.

Ms. Perez spoke about the Umbrella Sky Project and what the future plans are in the Gables. These plans include a new art project which will likely be up for six months although two to three-month installations are still possible.

Ms. Perez also added that now, following the deconstruction of the Umbrella Sky Project, the Coral Gables Community Foundation will be selling the left over umbrellas along with some other newer ones that will help fund the next art project. Ms. Perez added that an auctioneer would be hosting the event for the sale of the Venetian Posts.

The meeting was adjourned at 9:02 a.m.

Respectfully submitted,

Mark Perez, P/T Office Staff, on behalf of Mariana Price, Administrative Assistant -  
Economic Development Department