

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, February 5, 2014, 8:00 a.m.
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134

MEMBERS	S	O	N	D	J	F	M	A	M	J	J	A	COMMISSIONERS
	'13	'13	'13	'13	'14	'14	'14	'14	'14	'14	'14	'14	
Scott Sime Chair	E	P	A	P	P	P							Mayor Jim Cason
Alberto Manrara Vice-Chair	P	P	E	P	P	P							Vice Mayor William H. Kerdyk, Jr.
Jack PJ Mitchell	P	P	P	P	P	P							Commissioner Pat Keon
June Morris	E	P	P	P	P	P							Commissioner Vince Lago
Alexander Binelo	P	E	P	E	E	P							Commissioner Frank Quesada

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

STAFF AND GUESTS:

Cynthia S. Birdsill, Director, Economic Sustainability Department

Leonard Roberts, Deputy Director, Economic Sustainability Department

Megan Schmitt, Special Projects & Cultural Coordinator, Economic Sustainability Department

Meeting Motion Summary:

Mr. P.J. Mitchell made a motion to approve the minutes of the January 17, 2014 Board meeting. Ms. Morris seconded the motion, which passed unanimously.

Mr. Manrara brought the meeting to order at 8:07 a.m. Mr. Sime joined the meeting during the discussion of goals.

1. Mr. P.J. Mitchell made a motion to approve the minutes of the January 17, 2014 Board meeting. Ms. Morris seconded the motion, which passed unanimously.

2. Discussion of Goals

Staff passed out written comments submitted by Board members since the January 17, 2014 meeting. Board members then outlined their goals.

Mr. Mitchell would like to see the Board support development projects like the streetscape and Old Spanish Village. He also would like to see the Board continue to work to develop tourism, including marketing and creating relationships with sister cities, and supporting the arts. He would like to see if the Florida Department of Economic Opportunity has possible tax credits and capital available to small businesses.

Mr. Binelo indicated that he would like to attract new business to the city by approaching business incubators like those located in Brickell and Wynwood and talking about the benefits of Coral Gables. The incubators discussed include Venture Hive, the LAB Miami and The Launch Pad at UM. He also wants to support City beautification projects like streetscape. He agreed with Mr. Mitchell that it would be great to provide information on banks that support small businesses.

Mr. Manrara said he would like to identify the strengths of Coral Gables over other locations, reduce the vacancy rate and improve the mix of tenants on Miracle Mile. It was noted that the BID was interested in working with the EDB more closely. Mr. Manrara is also interested in finding a way to measure the success of the Board's efforts.

Mr. Sime would like to increase and retain new business in the city. He stated it would be important to first identify what mix is desirable. He mentioned that the Board had previously discussed improving the high school fence and looking at tour bus activity. He also thought it would be beneficial to create talking points for the Board about new projects in the City, such as the Agave project, so that Board members could spread the word to their networks.

Mrs. Morris would like to evaluate the City's online presence and the information available to site selectors. She offered to do an evaluation of the City's web presence and assist with marketing. She would like to identify, target and get materials to potential businesses, as well as address the high school fence.

3. Additional Business

The Board asked staff to provide statistics from the Greater Miami Convention & Visitors Bureau (GMCVB) for hotels. The Board was encouraged to sign up for the GMCVB emails. It was mentioned that we would have a speaker from the Beacon Council at the next meeting, and the Board agreed it would work on creating 12 talking points for Board members.

It was requested that Commissioners Lago and Kerdyk be invited to speak to the Board in the future.

There being no further business, the meeting was adjourned at 9:05 a.m.

The next Economic Development Board meeting will be held on March 5, 2014.

Respectfully submitted,

Jorge Casuso, Business Development Analyst
Economic Sustainability Department