

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, November 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
	'14	'14	'14	'14	'15	'15	'15	'15	'15	'15	'15	'15	
Scott Sime Chair	P	P	P										Mayor Jim Cason
Alberto Manrara Vice-Chair	P	P	P										Vice Mayor William H. Kerdyk, Jr.
Jack PJ Mitchell	P	P	P										Commissioner Pat Keon
June Morris	P	E	P										Commissioner Vince Lago
Alexander Binelo	P	E	E										Commissioner Frank Quesada

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

STAFF AND GUESTS:

Laura I. Maydon, Managing Director, Endeavor Miami

Leonard Roberts, Acting Director, Economic Sustainability Department

Meeting Motion Summary:

Mr. Manrara made a motion to approve the minutes of the October 1, 2014 Board meeting. Mr. Mitchell seconded the motion, which passed unanimously.

Mr. Sime brought the meeting to order at 8:05 a.m.

1. Review of the minutes of the October 1, 2014 Board meeting.

Mr. Manrara made a motion to approve the minutes of the October 1, 2014 Board meeting. Mr. Mitchell seconded the motion, which passed unanimously.

2. Update on Business Tax Licenses and New Businesses

Mr. Roberts presented an update to the Board on Business Tax Licenses and New Businesses. He also told the board that a comprehensive list of about 8,500 Coral Gables businesses was available.

3. Other City Business

Mr. Roberts said Gallery Night and Giralda under the stars would take place on Friday, November 7. He said that Small Business Saturday, sponsored by American Express and the Coral Gables Chamber of Commerce, would take place the Saturday after Thanksgiving and would include festive holiday décor created by local designers for businesses on the 200 block of Miracle Mile. The City will provide free parking in the public structures and the trolley will shuttle passengers between Miracle Mile and the Village of Merrick Park, he said. Mr. Roberts also encouraged Board members to sign up for e-News and said the City would step up its communication efforts with the community through the new Coral Gables on the Go mobile app. The app allows users to make requests of City staff, obtain responses and track their progress. It also allows users to find available parking, stores, restaurants and numerous City programs and facilities. Mr. Roberts said that Burgerliscious would take place at Ponce Circle Park on Thursday, November 6. He said that more than 1,400 people were expected to attend the event, which features custom burgers cooked up by more than a dozen Coral Gables restaurants. Mayor Cason would taste 15 burgers and declare a winner, he said. Mr. Roberts also reminded the Board that Jazz in the Gables would start on Wednesday, January 14, and that the City was looking for sponsors for the free lunchtime concert series. He informed the Board that the City had established a Gifting Fund through the Coral Gables Foundation that makes it easy to donate money to help fund local events. He announced that the Boards and Committees Appreciation reception would take place on December 3 and that the City Commission would hold a special meeting Friday, November 7 to possibly hire a new City Manager.

Mr. Sime asked that the Board be provided with a timeline for the development proposed for the Old Spanish Village site.

4. Presentation by Endeavor Miami

Ms. Maydon said she grew up in Mexico and has lived in Miami since 2002. Her career is in public equity. She opened the Endeavor office, located in Downtown Coral Gables, last year. She said that Endeavor is a non-profit organization that supports high-impact entrepreneurs around the world. It was founded in 1997 in Chile and Argentina and focuses on emerging markets to fill a need for entrepreneurs that fuel economic development. The group now has offices in Asia, Africa, Europe, the Middle East and Latin America, Ms. Maydon said. This is the organization's first U.S. office and received funding from the Knight Foundation.

Endeavor conducted an analysis of Miami last year and the consensus was that there were opportunities to develop more entrepreneurs. While Miami is a leader in creating new businesses, the number of large companies located in the city has decreased. Miami entrepreneurs currently lack local mentors and investors, and it is difficult to attract talent, Ms. Maydon said. Endeavor is “looking to select, mentor and accelerate high impact entrepreneurs.” Endeavor has enough data to show successful company startups will invest in other companies and become mentors. She said her job is “to support entrepreneurs and help them to think bigger, make decisions more efficiently and multiply their influence.”

Endeavor helps companies target mentorships, define an action plan, form an advisory board or complement an existing board and target the company’s needs. The organization looks for entrepreneurs that have leadership potential and a commitment to the community. Endeavor doesn’t take startups, only companies that are proven, can scale and are ready to grow. The current Endeavor Miami entrepreneurs are Kidozen, My Ceviche, Leap Factor, Learner Nation, Deliver Lean and Ginny Bakes. Three more companies will be selected. The organization will hold an International Panel in Miami in December to interview 36 companies. The event will be attended by Miami business leaders, Ms. Maydon said. She added that Miami needs to attract more large global companies.

There being no further business, the meeting was adjourned at 9:04 a.m.

The next Economic Development Board meeting will be held on December 3, 2014.

Respectfully submitted,

Jorge Casuso, Business Development Analyst
Economic & Cultural Development