

**CITY OF CORAL GABLES**  
**Economic Development Board Meeting Minutes**  
**Wednesday, January 7, 2015, 8:00 a.m.**  
**1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134**

MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	COMMISSIONERS
	'15	'14	'14	'14	'14	'14	'14	'14	'14	'14	'14	'14	
Scott Sime Chair	P	P	P	P	P	P	P	P	P	P	P	P	Mayor Jim Cason
Alberto Manrara Vice-Chair	P	P	P	E	E	P	P	P	P	P	P	E	Vice Mayor William H. Kerdyk, Jr.
Jack PJ Mitchell	P	P	P	P	P	P	P	P	P	P	P	P	Commissioner Pat Keon
June Morris	P	P	P	P	P	E	E	P	P	E	P	E	Commissioner Vince Lago
Alexander Binelo	E	P	P	P	P	E	P	P	P	E	E	P	Commissioner Frank Quesada

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

**STAFF AND GUESTS:**

Glenn Kephart, Public Works Director

Ramon Trias, Planning & Zoning Director

Cindy Birdsill, Director, Economic and Cultural Development Department

Leonard Roberts, Acting Director, Economic and Cultural Development Department

Jorge Casuso, Business Development Analyst, Economic and Cultural Development Department

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**Meeting Motion Summary:**

**A motion to approve the minutes of the December 3, 2014 Board meeting passed unanimously.**

**A motion to designate Ms. Morris as the Board's representative on the City's Branding Steering Committee passed unanimously.**

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Mr. Sime brought the meeting to order at 8:01 a.m.

**1. Review of the minutes of the December 3, 2014 Board meeting.**

Mr. Mitchell made a motion to approve the minutes of the November 5, 2014 Board meeting. Mr. Manrara seconded the motion, which passed unanimously.

**2. Presentation Regarding the Design Process for the Miracle Mile and Giralda Avenue Streetscape Projects**

Mr. Kephart told the Board members that he and Mr. Trias would like to hear their thoughts on the streetscape project and that the meeting could serve, in effect, as a focus group session. There would be other similar meetings during the process to design and implement the Streetscape Projects, which are the most important public works projects the City would undertake. He stressed the importance of “getting it right.” The funding mechanism had been put in place last summer and the City is now embarking on the implantation stage, Mr. Kephart said. The New York firm of Cooper, Robertson and Partners will design the streetscapes with input from the community, and a Steering Committee has been formed composed of property and business owners, City staff, Chamber of Commerce and Business Improvement District representatives, a representative from the University of Miami and a resident at large. Mr. Kephart said the team can create a special project that would make Miracle Mile an international destination. The process will be “very open” and include design charrettes that will lead to a consensus on key components of the project. He said the dimensions of the project had to be set early, as well as the choice of landscape. Once that has been determined, other elements such as street furniture, public art works, lighting and street treatments can be chosen. The Steering Committee will serve as a guide for staff, who will take the recommendation to the City Commission, Kephart said.

Mr. Trias spoke to the board about the role of his department in the Streetscape project and stressed the importance of coming up with a clear vision. He noted that there was a “long track record” of streetscape design from which we can pick and choose elements for our community. Mr. Trias handed out a draft of zoning changes proposed by the BID and said that parking requirements and parcel sizes posed a challenge. He said the concept of “shared parking” for different users at different times would be discussed, as would the need for colonnades, as some business owners worry it makes their signs less visible. Mr. Trias added that an option could be awnings. Ms. Morris asked if there would be a smoking policy for the outdoor dining areas, as she did not think it was pleasant to shop or dine with smokers. Mr. Kephart said that was a good suggestion and that it was an important issue the Steering Committee should take up with input from the community. Mr. Manrara said customers should be represented on the Steering Committee and/or serve as a focus group, since they would be critical to the streetscapes’ success. Mr. Kephart noted that business owners know what their customers want and that they have a vested interest in the project. Mr. Sime said that the proposed streetscape shared a number of similarities with the Coconut Grove Streetscape, and Mr. Kephart noted the neighboring streetscape would be visited by the design firm while they explore streetscapes in other local areas.

Mr. Kephart said it was important to make decisions in a timely manner and stick to a schedule. He said the active design phase would begin this month and be completed in June. Consultants would then prepare the construction documents during the summer, with construction scheduled to start in September. Mr. Sime suggested that Wi-Fi could be incorporated. Ms. Morris said she opposed night clubs and movie theaters on Miracle Mile, but not on off-streets. Both Mr. Kephart and Mr. Trias said it was important to explore the project's connection to existing streets, especially Ponce.

### **3. Other Business**

Ms. Birdsill informed the Board that the City had hired the branding firm We Are Charette to help set guidelines for City materials. She said a Branding Steering Committee was being formed and that the Board should appoint a representative.

Ms. Birdsill said that Cathy Swanson-Rivenbark had been appointed City Manager since the Board's last meeting. She also reminded the Board that the Big Toy Extravaganza would take place January 10 and that both the Coral Gables Farmers Market and the Jazz in the Gables free concert series would start this month.

**Mr. Manrara made a motion to designate Ms. Morris as the Board's representative on the City's Branding Steering Committee. Mr. Mitchell seconded the motion, which passed unanimously.**

### **4. Update on Business Tax Licenses and New Businesses**

Mr. Roberts presented an update to the Board on Business Tax Licenses and New Businesses.

There being no further business, the meeting was adjourned at 8:59 a.m.

The next Economic Development Board meeting will be held on February 4, 2015.

Respectfully submitted,

Jorge Casuso, Business Development Analyst  
Economic & Cultural Development