

CITY OF CORAL GABLES
Economic Development Board Meeting Minutes
Wednesday, June 27, 2017, 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
	'17	'17	'17	'17	'17	'17	'17	'17	'17	'16	'16	'16	
Carolina Rendeiro	-	-	-	-	-	X	P			-	-	-	Mayor Raúl Valdés-Fauli
Olga Ramudo	P	P	E	P	P	X	P			P	P	E	Commissioner Michael Mena
Stuart McGregor	P	P	P	P	P	X	E			P	E	E	Vice Mayor Pat Keon
June Morris Chair	P	P	P	P	P	X	P			P	P	P	Commissioner Vince Lago
Elizabeth Patino	-	-	-	-	-	X	E			-	-	-	Commissioner Frank Quesada

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

*July's meeting took place on June 27th.

STAFF AND GUESTS:

Javier Betancourt, Director, Economic Development Department
 Belkys Perez, Marketing & Events Specialist, Economic Development Department
 Francesca Valdes, Business Development Marketing Specialist, Economic Development Dept.
 Mariana Price, Administrative Assistant, Economic Development Department
 Taci Amador, Executive Director, Coral Gables Business Improvement District

Meeting Motion Summary:

A motion to approve the minutes of the May 3, 2017 meeting passed unanimously.

A motion to approve the reelection of the Coral Gables Business Improvement District for the next five years passed unanimously.

Mrs. Morris brought the meeting to order at 8:03 a.m.

1. Review of the May meeting minutes (Action)

Mrs. Ramudo made a motion to approve the minutes of the May 3, 2017 Board meeting. Mrs. Morris seconded the motion, which passed unanimously.

2. Economic Development Director's Report

Mr. Betancourt provided a report which included the following updates:

- Coral Gables is featured in an ad and article for the AmericanAirlines magazine, "American Way."
- Freebee service is now available throughout the Downtown area. This pilot project will run for one year, from 11 am to 11 pm, 7 days a week. Anyone can hail a ride using the app within the designated service area in downtown.
- A sidewalk cafés plan was passed at the last Commission meeting. The charge for

- merchants will be \$15/PSF. The plan outlines the areas allowed for outdoor dining use as well as the type of furniture they may use.
- Giralda Streetscape construction has been slightly delayed due to drainage and paver issues and is now expected to be completed by July.
 - Streetscape construction on Miracle Mile is expected to be finished by the end of the year.
 - The proposed ban on outdoor smoking did not pass. The board expressed their dismay. The City Commission may bring it back for consideration at a later time.
 - Mr. Betancourt invited the board members to celebrate Independence Day at the Fourth of July celebration at the Biltmore Hotel.

3. Coral Gables Business Improvement District (BID) Reelection (Action)

Mr. Betancourt introduced Taci Amador, Executive Director, of the Coral Gables Business Improvement District, which has an item coming to the City Commission on July 11th. The City has property within the BID's boundaries, and so the City votes on its reelection every five years for the BID to be able to continue to operate. The City Commission would like the recommendation of the Economic Development Board.

Ms. Amador provided a presentation discussing the mission and initiatives of the BID, summarized as follows:

- Created in 1997 with dual purpose of marketing and advocacy.
- They act as a voice for merchants and property owners on a variety of issues across the board.
- An agreement with the City regarding certain baseline services for safety, maintenance, landscaping, and parking.
- BID serves as "one voice" at City Hall representing Downtown Coral Gables business and property owners.
- Board of Directors made up of 13 board members; the current President is Venny Torre.
- BID has several committees:
 - Overlay
 - Retail Development
 - Marketing
 - Member Communication
 - Block Captains
 - Giralda Plaza
 - Advisory Council
- Goals:
 - Implementation of Miracle Mile Streetscape & Downtown Overlay District
 - Marketing, Advertising and Public Relations
 - Retail Development
 - Accessibility: Parking, cycling and safe sidewalks
 - Downtown event execution
 - Holiday decorations
 - Leverage and support of arts and culture
 - Re-election 2017

- Rebranding & Advertising Campaign, “Building Beautiful” features several downtown stakeholders and focuses on the businesses and the people who make it so special.
- BID’s marketing efforts generated approximately 150 million gross media impressions through paid media including magazine, print, television, outdoor and digital.
- @ShopCoralGables handle has 12,490+ followers on Facebook, 23,285+ on Instagram, and 4,975+ on Twitter.
- Additional Marketing Support:
 - BID puts out a weekly newsletter to its consumer database (15k+ subscribers) every Thursday.
 - They provide free social media photography to help businesses advertise
 - Gift certificate program
 - Holiday lighting program
 - Storefront wraps for vacant businesses
 - Collateral for event and promotional support
- Welcome Channel Co-op (Coral Gables video for hotel rooms); Bridal Co-op (features in bridal magazines); BID Buzz Newsletter
- Events & Promotions:
 - Hard Hat Happy Hour (Jan-April)
 - Giralda Under the Stars
 - Halloween on the Mile (Oct 31)
 - Taste of the Gables (June 1)
 - Coral Gables Restaurant Week (June 5-25)
 - Giralda Al Fresco (Saturdays, in partnership with the City)
 - Miracle Mile Block Parties
 - Upcoming summer music series
- Sponsored Events
 - Jazz in the Gables
 - Artopia
 - Gables Bike Day
 - Burgerliscious
 - The City’s 4th of July Spectacular
- Parking Awareness (created parking maps for BID area during streetscape construction)
- Centralized Valet Parking
 - From only 14 meters, 50,000 cars/year, self-funded, low rates: \$5 car; free for disabled patrons; free on Giralda with merchant validation.
- Overlay District
 - Identified the issues and led the push for the city to create the Business Improvement Overlay District, which will allow retail and window signage, alley signs, menu boards, colonnade/arcade signage, kiosk signage, outdoor and rooftop dining terraces, outdoor music, and pop-up retail opportunities.
- Retail Strategy
 - Partnered with City and Chamber to engage retail consulting firm Downtown Works to formulate the Downtown Coral Gables Retail Strategy.

Olga Ramudo made a motion to recommend that the City vote in favor of the Coral Gables Business Improvement District's reelection for the next five years, which was seconded by Carolina Rendeiro, and which passed unanimously.

4. Visual Merchandising Seminar – Update

Francesca Valdes passed out copies of the Retail Strategy report to the board members, outlining the objectives and findings of the study. The five areas of retail that she will focus on recruiting as per the study include women's apparel, accessories, men's fashion, athleisure, and chef-driven restaurant concepts.

Ms. Valdes is working on a pop-up program for the fall, with ideal timeframes for participants to lease space from November 1st to January 1st.

Ms. Valdes announced that Blue Mercury, an upscale makeup store, will be coming to the Mile this summer. Also coming soon to the Mile is Doc B's Fresh Kitchen.

Downtown Works consultant Kelly Kost led a visual merchandising seminar for merchants which focused on quick and easy ways to make storefronts more attractive to consumers. The City Manager decided to offer \$500 micro-grants to the retailers who attended the workshop to assist them with improving their storefronts.

5. Business Tax License Report

A report of the latest businesses to join the City was handed out to board members.

6. Other City Business

At the beginning of the meeting, Javier Betancourt reviewed the members absent and reasons why, stating the City Clerk's Office advises for a vote of excuse from present board members to be made. Mrs. Ramudo made a motion to excuse the absences of Mr. McGregor and Ms. Patino, seconded by Ms. Rendeiro and which passed unanimously.

Mr. Betancourt reminded incumbent board members to submit their Financial Disclosure Forms to the City Clerk's Office.

Mr. Roberts informed the board that the new Starbucks on Miracle Mile should be in operation by May 2018.

Ms. Valdes announced a new restaurant coming to Ponce called Ocio, a Latin café, complete with an outdoor garden in the back.

The meeting was adjourned at 9:06 a.m.
Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department