

# CORAL GABLES

THE CITY BEAUTIFUL

## Economic Development Board & Property Advisory Board

### Joint Meeting Minutes

Coral Gables Museum, 285 Aragon Ave

Wednesday | November 14, 2018 | 8:30 a.m.

EDB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'18	'18	'18	
Carolina Rendeiro										P	P		Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair										P	P		Commissioner Michael Mena
Stuart McGregor										E	P		Commissioner Patricia Keon
June Morris										P	E		Vice Mayor Vince Lago
Elizabeth Patino										P	P		Commissioner Frank Quesada

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

PAB MEMBERS	J	F	M	A	M	J	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'18	'18	'18	
Alberto Manrara										P	P		Mayor Raúl J. Valdés-Fauli
Jonathan Leyva										P	P		Commissioner Michael Mena
Jack Lowell										P	P		Commissioner Patricia Keon
Valerie Quemada										P	P		Vice Mayor Vince Lago
Tony Gonzalez										P	E		Commissioner Frank Quesada
Edmund Mazzei										P	P		City Manager
Andrea Molina Vice Chair										P	P		City Commission as a Whole

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### STAFF AND GUESTS:

Dr. Jaap Donath, Senior Vice President of Research & Strategic Planning, Beacon Council

Mark Trowbridge, President & CEO, Coral Gables Chamber of Commerce

Peter Iglesias, City Manager, City of Coral Gables

Kevin Kinney, Director, Parking Department

Lemay Ramos, I.T. Applications Division Manager, I.T. Department

Catherine Cathers, Arts & Culture Specialist, Historical Resources & Cultural Arts Department

Beatrice Rangel, Chair, Innovation Council

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.  
Mariana Price, Administrative Assistant, Economic Development Department

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### **Meeting Motion Summary:**

**A motion to approve the minutes of the Economic Development Board October 3, 2018 meeting passed unanimously.**

**A motion to approve the minutes of the Property Advisory Board September 12, 2018 meeting passed unanimously.**

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Ms. Ramudo brought the meeting to order at 8:58 a.m.

#### **1. Welcome and Introductions**

Ms. Ramudo welcomed everyone to the meeting and everyone took turns introducing themselves. City Manager Peter Iglesias also offered some welcoming remarks.

#### **2. Review and Approval of Meeting Minutes**

Ms. Rendeiro made a motion to approve the minutes of the October 3, 2018 Economic Development Board meeting. Ms. Patino seconded the motion, which passed unanimously. Mr. Lowell made a motion to approve the minutes of the September 12, 2018 Property Advisory Board meeting. Ms. Quemada seconded the motion, which passed unanimously.

#### **3. Miami-Dade County Economic Overview**

Dr. Jaap Donath of the Miami Dade Beacon Council gave a presentation on the economy of Miami-Dade County, also providing some specifics on the City of Coral Gables. Some highlights from his presentation included:

- The projected population for Miami-Dade County in 2022 is 2,876,016
- Of the foreign-born residents in Miami, 41% have a bachelor's degree or higher
- The Caribbean, South, and Central America account for most foreign-born residents
- The largest sector of the economy at 25% is "Trade, Transportation, and Utilities."
- The next four largest sectors at 15%, 14%, 13%, and 12% respectively are "Education & Health Services," "Professional & Business Services," "Total Government," and "Leisure and Hospitality."
- The target industries in Miami-Dade County are:
  - Aviation
  - Banking & Finance
  - Creative Design
  - Hospitality & Tourism
  - Life Sciences & Healthcare
  - Technology
  - Trade & Logistics
- The average annual wage for all these sectors is \$59,049
- There are about 1,000 multinationals in Miami-Dade County and more than 1,400 in

all of South Florida

- Spain has the largest number of multinationals in South Florida with 81, followed by United Kingdom with 58 and France with 49
- Global Headquarters: Benihana, Burger King, Ryder, Royal Caribbean Cruise, Telemundo/NBC Universal, Perry Ellis International, Noven Pharmaceuticals, Greenberg Traurig, World Fuel Services Corp.
- On Transit: The Miami MSA is one of the most well-connected regions in the country and we're investing in award-winning new strategies for connecting our growing region with new technology. The privately developed BrightLine regional rapid transit train connects Downtown Miami, Downtown Fort Lauderdale, and Downtown West Palm Beach providing convenient commuter access to all the assets of the Miami MSA.
- On Arts & Culture: Year round cultural programming. Miami hosts Art Basel Miami Beach, one of the world's largest art fairs, every December. Art Basel's global reach and tremendous energy has helped keep our local art scene growing, too. There are more collectives, galleries, and locally driven creative projects than ever before, and they're gaining international recognition.
- Trade is highest with Brazil at \$15.76 million in 2017
- The Beacon Council's GIS website, [www.miamidadesites.com](http://www.miamidadesites.com) offers many layers of information, accessible to anyone
- Coral Gables has a population of 51,672, with 47.13% male and 52.87% female
- Median age is 39 in the City of Coral Gables
- The majority of the population in the City of Coral Gables has a graduate degree, and 67.26% have a college degree
- The majority of the population in Miami-Dade County has a high school degree, and 36.84% have a college degree
- The projected population in the City of Coral Gables in 2022 is 53,388
- The average household income in the City of Coral Gables in 2017 is \$97,602 and the projected household income for 2022 is \$113,158
- The average household income in Miami-Dade County in 2017 is \$48,076 and the projected household income for 2022 is \$54,822

#### **4. Economic Development Update**

Pamela Fuertes gave a general summary of activities to-date and thanked the leadership for their support in hosting a joint meeting of the Economic Development Board and Property Advisory Board. She said that Dr. Donath's presentation would be very helpful to help provide a form of background for future activities and discussions of the Economic Development Department. She then introduced Leonard Roberts to give an overview of his top priorities and update on the items discussed at the City Commission meeting the day before. She also asked Francesca Valdes to present on the recent workshops and programs for retailers, as outlined in the Retail Strategy.

Mr. Roberts reviewed the previous day's Commission Meeting on the issues of the potential purchase of 7000 Old Cutler Road for the purposes of becoming the City's future Fire House IV and the Garages 1 & 4 development project. He informed the board members that the Commission voted against the proposed acquisition of 7000 Old Cutler Road, 3-2. Both

Economic Development and Property Advisory Boards had voted on motions supporting the property's acquisition, albeit not without careful consideration. The direction to City staff from the Commission was to seek another location through a site selector in the Sunset Drive corridor (which will require its own RFP process). Mr. Manrara then asked how the Economic Development Board arrived at their decision to approve the purchase to which Ms. Ramudo responded that when they realized there was a park involved, they separated the costs and compared the value of the park to previous park purchases and then added it to the value of the house property. Mr. Manrara expressed surprise that the Commission rejected the recommendations of its own boards.

Mr. Roberts explained that the City Commission was looking at two main things: the price and the location. Furthermore, several residents showed up to the Commission meeting and expressed their opposition. Anything over \$1M requires a four-fifths vote. Board members wanted to know who voted against the item, to which Mr. Roberts answered Vice Mayor Lago and Commissioner Mena did. Mr. Roberts said the City would look at other locations. Ms. Ramudo asked if the City has any liability due to delays in response times. City Manager Iglesias responded that he spoke to Fire Chief De La Rosa yesterday and they agreed that some temporary sites will be set up in the interim in order to ensure timely responses to emergency calls. He went on to explain that had the purchase gone through, the City would have been able to place equipment on the site while waiting for the two years leasing period of the current owner to pass.

Mr. Roberts also briefed the two boards on the Garage 1 & 4 Development Project agenda item, which was deferred. The developer wants to build 236 residential units in the Garage across the street from Publix and then an office building with 117,000 SF across from Actors Playhouse, which would include 700 public parking spaces. If one were to consider the City's current occupancy rates of 91-92% and divide 117K SF by 200-300 SF (space per person), the result is approximately 400 potential employees for that building. CM Iglesias said from a zoning perspective, the City wants retail on the ground level (not parking), and so decided to go with a mix-used project so the City itself would not have to apply for the project. The City Manager said the FAR of 4.375 could be done. He reassured the boards that from a zoning and massing perspective, everything proposed is within what could [by regulations] be built there. The only thing is the building is hanging 20 feet over the alley, but that can be done with City approval. CM Iglesias assured the boards that if the proposal is not a good deal for the City, he would not sign it. He maintained that the project falls within development parameters. The City Manager said there was disagreement over whether or not the development projects paid for the parking, which was why the City sought a two-tier solution which as of yet has not been reached. Ms. Ramudo asked the City Manager if the City has any liability with the two companies based on the time and effort in putting together the project proposals. The City Manager responded that the City has done its due diligence in the last two months in reviewing the proposals and communicating with the developer. He reassured the boards that he would not be pressured into signing a bad deal. The Commission decided to defer the proposal and to analyze a City-built stand-alone building (to include parking, ground-floor retail, and a top office tower). The item will go back to the City Commission in January 2019.

Ms. Ramudo then asked about whether or not the LaSalle building owners had their demolition permit yet. CM Iglesias said that the problem with the LaSalle Building from a historical perspective is that it has been changed so much that there's not much [of the original building] left. The owners can do as they wish once the permit is issued, however, Mr. Roberts pointed out, but the City will do what it can to persuade them against it. CM Iglesias added that since the site is on LeJeune adjacent to a high traffic area, the City's top concern is life safety. The City would need a plan from them to ensure the debris from the demolition stays within the property. He reiterated that it is not a historical site.

Ms. Francesca Valdes briefly reviewed the two recent workshops she hosted with retail consultants Downtown Works and Scaling Retail. She presented a PowerPoint that summarized both workshops for the boards. One workshop was part of a three-part series, through a partnership with the Coral Gables Chamber of Commerce and the Coral Gables Business Improvement District (BID), with Scaling Retail on "How to Strategize for the Holidays." Scaling Retail is led by Syama Meagher, an internationally-renown consultant who has worked with Gucci, Barney's New York, and Leaps & Bounds, among others. Ms. Valdes explained that the workshop helped retailers discover that the back end of their website offered a host of information including who was looking at their websites and who was going to their stores. The two-hour workshop was open to all businesses, after which ten businesses were able to participate in a breakout session where Ms. Meagher assisted them in better understanding their target audiences and how to reach them.

Ms. Valdes said that more micro-retail grants will be coming up, where retailers can qualify by submitting their storyboards showing their efforts implementing the marketing tactics and recommendations from the workshops, including how they plan to use the grant money.

The other recent workshop Ms. Valdes brought to the retailers was hosted by Midge McCauley of Downtown Works. Ms. McCauley is the voice behind shaping the retail strategy for downtown. She hosted a workshop that was geared more towards the property owners and landlords, offering key points on what terms should be included in lease contracts as well as the types of businesses that would work well in order to build a more successful downtown. Ms. Valdes reviewed the five types of businesses as recommended by the retail strategy which include: home & design stores, women's apparel and accessories, men's apparel and accessories, athleisure, and chef-driven restaurants.

The meeting was adjourned at 10:29 a.m.

Respectfully submitted,  
Mariana Price, Administrative Assistant - Economic Development Department