

CORAL GABLES

THE CITY BEAUTIFUL

Economic Development Board Meeting Minutes

Thursday | March 7, 2019 | 8:00 a.m.

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

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

STAFF AND GUESTS:

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 Department
Steven Krams, President & Founder, Coral Gables Art Cinema
Javier Chavez, Associate Director, Coral Gables Art Cinema
Marlin Ebbert, Vice-Chair of Coral Gables Art Cinema Board of Directors

Meeting Motion Summary:

A motion to approve the minutes of the February 7, 2019 meeting passed unanimously.

A motion recommending that the City of Coral Gables provide \$350,000 in bricks and mortar support to the Coral Gables Art Cinema for their expansion efforts.

Ms. Ramudo brought the meeting to order at 8:04 a.m.

1. Cinema Expansion Presentation and Analysis of the Coral Gables Art Cinema

Mr. Chavez passed out packets of information for board members to review. Mr. Krams gave a history of the Art Cinema in Coral Gables and how it has become a popular cultural institution. Due to licensing requirements, the Cinema is unable to keep up with the demand since movies must be shown for a given amount of time as part of the agreement with the distributor. Therefore, the Cinema is interested in expanding into the adjacent City-owned space currently occupied by Patio n' Things. The Cinema is also reaching out to the Property Advisory and Cultural Development Boards for their recommendations to the City Commission to approve for \$350,000 in bricks and mortar support, which they need in order to secure funding from other sources, such as the Knight

Foundation (they have been invited to send a proposal to the Knight Foundation). Mr. Krams explained they were now also seeking this board's support. The Cinema has partnerships with Dade County Cultural Arts, which gives them over \$100,000/year; the City of Coral Gables Community Foundation; and the City of Coral Gables, which provides cash grants. They're also partnering with private corporations and institutions.

Ms. Ebbert elaborated by saying that the Cinema brings so much life to Aragon Avenue. She said people mostly have positive things to say, with the exception of the most common complaint, *When are you going to change the movie?* To be a single screen in a City competing with 20 screens at Sunset Place and seven screens at Landmark Theatre, it's very difficult, she said. The sweet spot for an independent cinema is three screens, so that is what they are working towards. Mr. Krams described how being limited in what they can show has disadvantages in two ways: showing a movie longer than audience demand to an empty theatre means lost profit in using the space and, having to remove a screening while it is still popular means they are forced to forgo potential profits.

Board members discussed the information presented to them and asked a few questions for clarity of what the Cinema was asking. Mr. Krams said that the expansion would allow for 150 additional seats and would enable them to offer more product variety. Ms. Fuertes said the City has benefited from using the space for different programming such as retail workshops. The Coral Gables Community Foundation has hosted events at the Cinema as well. The expansion will allow the Cinema to host more events for the community through the rental of space.

Ms. Rendeiro made a motion to approve that the City of Coral Gables provide \$350,000 in bricks and mortar support to the Coral Gables Art Cinema for their expansion efforts. Ms. Morris seconded the motion which passed unanimously.

2. Review & Approval of February 7, 2019 meeting minutes (Action)

Ms. Rendeiro made a motion to approve the minutes of the February 7, 2019 board meeting. Mr. McGregor seconded the motion, which passed unanimously.

3. Director's Report: Economic Development Dept. Update

Ms. Fuertes thanked the board for their support. She said the City is now in mid-fiscal year and has had a busy month carrying out economic development and marketing programs, including a presentation from Hungary and a program with the Consulate of St. Lucia at Merrick House. The department has also been working with the Italian Consulate and will later host an incoming delegation from Romania. Board members asked that they receive invitations to these events. Ms. Fuertes confirmed the invites would be shared. With respect to staff changes, it was reported that Leonard Roberts would be joining the City of Miami Beach in April. Mr. Roberts said he would be the new Assistant Economic Development Director. He added that before leaving, he would be finalizing some projects and also presenting at the City Commission on Tuesday.

Ms. Ramudo asked about Sevilla signing on as a Sister City. Ms. Fuertes answered that the International Affairs Committee, in collaboration with the Mayor's office of Sevilla had made it possible. Lourdes Cuzan, Chair of the International Affairs Committee, with one other member of that board, went to a program in Sevilla where they discussed the Sister City opportunity, including opportunities for collaboration in economic development. Ms. Fuertes highlighted their interest in

the City's Smart Cities initiative. She continued that there will probably be a visit from Sevilla in the fall. Ms. Morris asked about Smart Cities initiatives in Coral Gables, to which Ms. Fuertes replied that it concerns the infrastructure which helps track and inform the community about different data sets. For example, Miracle Mile counting people with sensors—all that data can be interpreted in a lot of ways. The City of Coral Gables has an open data system. Recently, she added, the South Florida Business Journal and the Miami Herald both released articles that talked about Smart City initiatives throughout the County. Coral Gables has a great story to tell about this, and it's important for businesses to know about this data. Ms. Rendeiro asked if Coral Gables was planning to be part of Select USA in June in D.C., to which Ms. Fuertes responded that it had been recommended to attend.

4. Property Asset Report

Mr. Roberts updated the board on the Sunshine meeting yesterday with the City Commission where they discussed the proposal with the developer, Coral Gables City Center (partnership between The Allen Morris Company and The Related Group). The presentation, which will be going forward to Tuesday's Commission meeting, includes a 245 residential unit building (about 14 stories) on the Garage 4 site with ground floor retail, and a 750-car garage structure (about 9 stories) at the Garage 1 site next to Actors' Playhouse. The project plans have gone from being a residential and office tower to having just a garage by itself. Ms. Ramudo asked how many parking spaces are there currently to which Mr. Roberts replied 560 parking spaces.

Regarding other City properties, Mr. Roberts informed the board that the Biltmore has finished renovations on the golf course, and the Jim McLean Golf School is up and running. The Hotel has also finished updating rooms, replacing most windows, upgraded lobbies, and worked on different sections that needed infrastructure repair and improvement. The cost has been \$5.25 million over seven years. The City Commission has approved the sale of the Doctors Hospital lot, and they are finalizing the contract right now. There is a restrictive covenant in place that prevents them from building on the site, which requires them to get neighbor signatures for any changes. The lot was appraised at about \$2.3 million, and the Commission has agreed for the money to go towards parks.

5. Business Tax License Report

Board members reviewed the Business Tax License Report, which contained 35 new businesses to Coral Gables from February 6 to March 4, 2019. It was reported that the space formerly occupied by Bocas House may be converted into a co-working office space.

6. Marketing Update

Ms. Perez provided updates on Freebee and Giralda Plaza activations, such as Movies on the Plaza (which starts April 20th) to the board.

The meeting was adjourned at 9:10 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department