

# CORAL GABLES

THE CITY BEAUTIFUL

## Economic Development Board Meeting Minutes

Thursday | February 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	X	Mayor Raúl Valdés-Fauli
Olga Ramudo, Chair	P	P								P	P	X	Commissioner Michael Mena
Stuart McGregor	P	P								E	P	X	Commissioner Patricia Keon
June Morris	P	P								P	E	X	Commissioner Vince Lago
Elizabeth Patino	E	E								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:

Miriam Ramos, City Attorney, City of Coral Gables  
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  
Mariana Price, Administrative Assistant, Economic Development Department  
Paul Griebel, Executive Director, World Strategic Forum  
Aniko Kubatov, Economic Attaché, Vice-Consulate of Hungary in Miami

### Meeting Motion Summary:

**A motion to approve the minutes of the January 15, 2019 meeting passed unanimously.**

**A motion to send a thank you letter to Dr. Eduardo Padrón, President of Miami Dade College, on behalf of the Economic Development Board, for his promotion of economic development and to congratulate him on his retirement passed unanimously.**

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Ms. Ramudo brought the meeting to order at 8:06 a.m.

Ms. Ramudo welcomed everyone to the meeting and everyone took turns introducing themselves.

### **1. World Strategic Forum Presentation by Paul Griebel, Executive Director (April 1-2, 2019)**

Mr. Griebel greeted the board and invited them to participate in the 9<sup>th</sup> edition of the Strategic Forum, which is developed by a company based in Montreal. The World Strategic Forum, one of four annual events, is the kickoff of their 25<sup>th</sup> anniversary. Mr. Griebel provided the program to everyone in attendance. High-profile speakers such as the top leadership of countries and companies

from around the world, including from the energy sector, are confirmed and will talk about various things related to building a sustainable future. Dr. Eduardo Padrón, President of Miami Dade College, is also a featured speaker. The focus will be less on climate change and more on building a sustainable economy. Ms. Kubatov expressed an interest on behalf of the Vice-Consulate of Hungary.

**Ms. Ramudo made a motion for the board to send a thank you letter to Dr. Padrón for being a promoter of economic development and to congratulate him on his retirement on behalf of the economic development board. Ms. McGregor seconded the motion, which passed unanimously.**

**2. Discussion with Aniko Kubatov, Economic Attaché, Vice-Consulate of Hungary in Miami**

Ms. Kubatov gave a brief presentation to the board about the new Vice-Consulate of Hungary and their involvement and purpose in the community. She noted that there are approximately one hundred thousand Hungarians in Florida who need representation, a place to go when they need a new passport, and other support. Petra Schmitt is the Vice Consul of the new office, which was opened here because of economic growth, which made it necessary to be present. There is a Hungarian Embassy in Washington, D.C. and three consulate generals in New York, Chicago, and Los Angeles. Miami is the fifth representation. Ms. Kubatov has another colleague in Houston who will open a vice-consulate there soon as well. Ms. Kubatov is charged with assisting U.S.-based companies interested in Europe, not only from the investment side, but also R&D and innovation. She explained that Hungarians are typically good in adaptive ideas, and she is here to represent them as well. SignAll, for example, is the first and only company in the world that can translate sign language. The Vice-Consulate will arrange a presentation for Economic Development, and Ms. Rendeiro suggested that when the presentation occurs, to include the IACC, (International Advisory Committee Council).

**3. Review & Approval of January 15, 2019 meeting minutes (Action)**

Ms. Rendeiro made a motion to approve the minutes of the January 15, 2019 board meeting. Ms. Morris seconded the motion, which passed unanimously.

**4. Director's Report: Economic Development Dept. Update**

Ms. Fuertes thanked the board and said it was a good week for Economic Development because of the Economic Development Board meeting, a meeting discussing strategy with the City Manager, and the official opening of Vice-Consulate of Hungary. From an Economic Development standpoint, the City Manager has empowered the department to refresh some of its material about Coral Gables so that it speaks to the corporate assets in the community. Ms. Fuertes added that the department met yesterday with the Information Technology Department and will be collaborating with them on some of the infrastructure of the City, which has had a great impact. She continued that the technology they are deploying has been so powerful, that it has drawn attention from cities around the world. Additionally, the City has released a joint call to artists to consider for future installations on Giralda Avenue to embrace the opportunity to engage with international partners.

**5. Property Asset Report**

Mr. Roberts updated the board on the following City properties:

- The Doctors Hospital Lot was sold for \$3M to Baptist Hospital, who currently leases the site.
- The Garage 1&4 item will be deferred to the March City Commission meeting.

- Renegotiating with the Starbucks deal, which deals with operations.
- All tenants are paying on time. A few tenants will soon be up for renewal.
- The property at 3501 Granada Blvd is no longer being leased by SouthCom, so the City is now looking for a new tenant. The City is no longer interested in selling the property.

Mr. McGregor asked what the arrangement was between the City and McBride Plaza, to which Mr. Roberts replied that the owners are allowing the City to use the space in the meantime before they develop the area, including the space currently occupied by Barnes & Noble (which is still under lease).

#### **6. Business Tax License Report, Retail Strategy Recruitment Activities**

Board members reviewed the Business Tax License Report, which contained 29 new businesses to Coral Gables from January 15 to February 5, 2019. Ms. Valdes reviewed some of the new arrivals which include Amigo Grill, a steak and grilled meat concept; Thai Island Malakor, which is working on getting an outdoor dining permit; Amore Italian restaurant; Cres, an ice cream shop and fresh fruit shop; Caja Caliente, north on Ponce next to Eating House which is a Mexican-style concept from Wynwood; and finally, Ad Lib opened this week. Ms. Ramudo asked when Rodilla would be opening to which Ms. Valdes said they are slated to open in April.

#### **7. Marketing Update (Sunlit Sky Activations, Freebee)**

Ms. Perez briefed the board on the most recent activities by the City, including:

- There will be a Valentine's Day event under Sunlit Sky which will feature live musical performances on either side of the street, free roses, cupcakes, and a photobooth.
- Yoga takes place every Saturday from 9-10 am, with instruction provided by TruFusion.
- The City is looking at providing a new movies event, as well as a "pet night." Stay tuned.
- The pedestrian counts daily average on the Giralda Avenue, when comparing between December 2017 (before the streetscape project was implemented) to March 2018 with December 2018 to February 2019, went up 77% on weekdays and 70% on weekends.
- The Freebee has a new design, with more vehicles and an expanded route. There are now two more vehicles operating for a total of five vehicles. The new route now reaches the Youth Center and the MetroRail. The hours of operation changed from 10 am to 10 pm (it previously operated from 11 am to 11 pm).

#### **8. Discussion regarding procedure**

City Attorney Miriam Ramos reviewed ethics and procedure and answered any concerns by the board. She encouraged members to attend an ethics and procedure workshop, which is provided every two years by the City Attorney's Office for all board and committee members. The Miami-Dade Ethics Commission does watch, she said. Regarding the procedural question that came up at the last board meeting, specifically regarding Garage 1&4, Ms. Ramos said there is a provision of the procurement code that talks about when city land is leased, purchased, or sold. She explained there is a process in the City Code that must be followed, and that in this particular case, the point at which the process begins has not yet arrived. Ms. Ramos explained that the City usually doesn't involve in public-private partnerships. The City is still trying to determine whether or not the Commission will give the authority to move to a development agreement. That will require an ordinance and second reading to go before the Commission (because of the value of the property), at which time, leading up to the first reading, it is appropriate for the City to begin the process of

checking boxes, which includes bringing the items before three committees, including the Economic Development Board. There are some provisions of ethics code that apply to advisory board members, such as not being able to vote on things that affect the board member him- or herself, or their family, financially. The three layers of ethics regulation are state, county, and city, and read altogether they support the notion that one cannot use their position to bring up an item that they want to discuss. This includes not just *not* voting on it, but not participating in discussions as well. The board member must announce their conflict, leave the room, and not participate in the discussion. If a board member wishes to speak to something that isn't on the agenda and it's something where there might be a conflict of interest, that board member might be considered to be exploiting their official position. At the end of her presentation, board members expressed their gratitude to Ms. Ramos for explaining these ethical concerns, processes, and procedures.

## **9. Open Discussion**

Ms. Ramudo asked staff about the street lights that have been out for about a year on Alhambra between LeJeune Rd and Coral Way. Mr. McGregor added that lights are also out on Andalusia from Ponce to Galiano. Mr. Roberts said there is an app for phones and a GovQA portal on the City website that residents can use to report issues to City staff. Staff also said they would notify Public Works of the issues.

The meeting was adjourned at 9:05 a.m.

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