

CORAL GABLES

THE CITY BEAUTIFUL

Property Advisory Board **DRAFT** Meeting Minutes
 Wednesday | July 10, 2019 | 8:30 a.m.

PAB MEMBERS	J	F	M	A	M	2M	J	A	S	O	N	D	APPOINTING ENTITY
	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	
Valerie Quemada Chair	P	E	P	P	P	Ph	P						Vice Mayor Vince Lago
Jack Lowell Vice-Chair	P	P	P	P	P	P	P						Commissioner Patricia Keon
Alberto Manrara	P	P	P	P	P	P	P						Commission as a Whole
Edmund Mazzei	P	P	P	P	P	P	P						City Manager Peter Iglesias
Jonathan Leyva	P	E	P	P	P	P	P						Commissioner Michael Mena
Nancy Pastor	-	-	-	-	-	-	P						Mayor Raúl J. Valdés-Fauli
Richard Barbara	-	-	-	-	-	-	P						Commissioner Jorge Fors, Jr.

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
 Belkys Perez, Assistant Director, Economic Development Department
 Francesca Valdes, Business Development Coordinator, Economic Development Department
 Zeida Sardinias, Asset Manager, Economic Development Department
 Mariana Price, Administrative Assistant, Economic Development Department

Meeting Motion Summary:

A motion to approve the May 23rd meeting minutes passed unanimously.

A motion to appoint Valerie Quemada as Chair and Jack Lowell as Vice Chair passed unanimously.

Mr. Manrara brought the meeting to order at 8:29 a.m.

1. Approval of May 23, 2019 Meeting Minutes

Mr. Manrara made a motion to approve the May 23rd meeting minutes, which Mr. Lowell seconded, and which passed unanimously.

2. Introduction of newly appointed board members

Mr. Manrara welcomed new members of the board, Nancy Pastor, appointed by the Mayor, and Richard Barbara, appointed by Commissioner Fors, Jr. He asked all members both existing and new for self-introductions.

3. Vote for Property Advisory Board Chair & Vice-Chair

Mr. Manrara nominated Valerie Quemada for the position as Chair as she was the most senior member. Ms. Quemada accepted the nomination and noted she has a busy travel schedule, and so the participation of the Vice- Chair would be important. Mr. Lowell made a motion to elect Ms. Quemada as Chair and himself as Vice-Chair. Mr. Mazzei seconded the motion, which passed unanimously.

4. Economic Development Director's Report

Ms. Fuertes gave the board a brief report on the economic development state of the City. She said there have been numerous efforts for upgrades around the City and under the direction of the City Manager, the City is undergoing tremendous transformation, especially in the areas of infrastructure and technology. This could be seen with the developments of the parking garage, the new Public Safety building, as well as the parking garage on Andalusia Avenue. Finally, Ms. Fuertes reminded the board of a few items of procedure, including financial disclosure forms, committee protocol, Sunshine Law guidelines, staff contact information, and communication. As a form of background for the new members, Director Fuertes provided the Department's mission and focus.

5. Asset Manager's Report

Director Fuertes then introduced Zeida Sardinas, Asset Manager for the City of Coral Gables. Ms. Sardinas updated the Board on Bloom Boutique and the lease status of Ortanique on the Mile. She reported with the support of the City Attorney's Office, tenants with outstanding rent matters were being contacted. This includes Ortanique on the Mile. She confirmed that Bloom Boutique was given 60 days to vacate and is expected to leave by August 18th. On the subject of the Board receiving information for their review, Ms. Sardinas explained that there is a certain process delineated in the Code for how the City goes about managing property, which board members then mentioned they would like to read. Moreover, Ms. Pastor asked staff for a list of City-owned property.

As a form of background for new and existing members, a packet of information, including the Board's mission, rent report, and the previous meeting minutes for the past three meetings would be given to them for the August board meeting. Ms. Sardinas told the Board that the outstanding rent report would be presented at the next board meeting. She confirmed that all properties had been up to date with rent obligations, with the exception of Ortanique on the Mile. Board members recalled that the restaurant had been behind on rent already.

Mr. Mazzei asked for an update on 3501 Granada Blvd, to which Ms. Sardinas responded that the City was preparing the house to be put on the market and would have Mr. Ron Shuffield as the real estate agent. Mr. Mazzei also asked for an update on the search for a site for Fire Station IV. Ms. Fuertes said that in the two months' time since the board was last updated, sites had been identified through EWM, but that the final site had not been confirmed.

Discussion ensued regarding the Board's interest to have more detailed reports corresponding to Property Assets. Ms. Quemada added that as a Board that meets on average one hour per month, it might not be reasonable to expect that the City would be able to apprise the board of every step in any acquisition process. She said it would be a great idea to review the code and

the board's mission statement. Mr. Barbara offered that the board's expectations should be what the code requires, and that it seemed like not until a property had been identified, negotiated, and appraised twice was the City required to bring it before the board for their review.

6. Retail Storefront Activation Program

Ms. Valdes told the Board that the Retail Storefront Activation Program was underway and now includes a new art installation called the Silence Project, which features two board members, Jack Lowell and Valerie Quemada, among City residents and civic, business, and community leaders. The Silence Project was implemented to replace the storefront wraps, whose bright white color inadvertently drew more attention to vacancies. This art project completed by a local photographer features members and stakeholders in the community and will be in place until September. On Friday and Saturday nights, a public display of the project is available at McBride Plaza, along with meditation classes. A visual merchandising workshop will be held in September to show merchants different ways they can activate their storefronts in order to maximize sales.

Ms. Valdes reported that Segafredo, an all-day café, is coming to the south side of Miracle Mile and LeJeune. A Mexican concept restaurant is coming to the space formerly occupied by Randazzo's. Let There Be Cake and Madeleine's & More are also coming to the Mile. Coming to Giralda Plaza are Piuma (an Italian restaurant), Coyo Taco, and Sebatta, which will occupy a rooftop space. Ms. Quemada asked if there were any new businesses that weren't restaurants opening up, to which Ms. Valdes replied ProNovias and D'Atelier are two boutique bridal concepts that have recently opened up shop on the Mile. Mr. Leyva requested a copy of the retail guide and map that Ms. Valdes was working on with the Business Improvement District. Ms. Valdes also informed the Board that the City Manager approved the idea of bringing in pop-ups into the space formerly occupied by Bloom Boutique.

7. Other business

Ms. Quemada recommended that a joint meeting between the Property Advisory Board and Economic Development Board take place.

The meeting was adjourned at 9:46 a.m.

Respectfully submitted,

Mariana Price, Administrative Assistant - Economic Development Department