

Town of Miami Lakes
Economic Development Committee

July 29, 2020

1. Call to Order: The meeting was called to order at 3:04 PM by Committee chair, Eddie Blanco.
2. Roll Call: Eddie Blanco, Vicente Rodriguez, Romy Portuando Remior, Jose Llano, Jorge Alvarez, Alex Castro, Neill Robinson, Steve Brimo, Rudy Blanco, John Tingle, Clarisell de Cardenas, Magaly Rubio, German Cure, Elizabeth Golsheyne, and William Sanchez.
3. Order of Business (deferrals/additions/deletions): None
4. Public Comments: none
5. Approval of Minutes: The chairman asked that we defer the approval of past two meetings until the next meeting. Jose motioned to do so and Romy 2nd. Motion passed unanimously. Before we continue to Old Business, Eddie wished to explain that Andrea will not be attending this meeting, but has given her thoughts on the Scavenger Hunt in a separate email which will be discussed later under New Business. Additionally, Eddie introduced Clarisell de Cardenas who spoke about a new webpage which will soon be available to all via the Town's own website. This new effort is directed at both consumers and businesses alike and will be broken down into specific topics such as retail establishments, tax information; special sales, etc. Emphasis is on Miami Lakes being open for business especially for those coming into Miami Lakes for the first time. Neill asked about contact information and Clarisell mentioned that it will be available at the bottom of the webpage. Launch is scheduled for early August, after approval by Council, and all were asked to review it and offer comments and recommendations.
6. Old Business:
 - a. Bricks to Clicks. This long desired effort by the committee has taken shape. It has morphed into a series of 5 webinars. Eddie wished to especially thank Willie and Brandon for their untiring efforts in getting this tool, live on the web. Steve wished to express Bank United's desire to continue this working partnership with the Town via the EDC. Additionally, the Bank has offered to use its own web network to promote these necessary business tools to the community. All were asked to spread the word via individual networks, social media, etc.
7. New Business:
 - b. Scavenger Hunt. This item's goal is to help out our local business in a fun way. Andrea composed an email (sent out by Willie) to all EDC members for review and comments. The agency in charge of the effort is to get back to both Andrea and Willie in due course with more feedback. Neill motioned to table the item until the next meeting. Alex 2nd it and it passed unanimously. All were asked to review Andrea's email and offer suggestions and comments.
 - c. Review and approval of report to Council. The chairman presented a motion to approve the review and presentation of the budget to the agenda. Steve 2nd the motion. Motion passed

unanimously. Additionally, at Eddie's request, John presented a motion to approve the budget presentation to the Council. Alex 2nd the motion, no discussion followed, and the motion passed unanimously. The actual budget is done and will be presented at the next meeting in August.

- d. Candidate forum for District 13 commissioner seat. The chairman received a request to hold a separate debate for the District 13 candidates, perhaps based on the success of the previous event. It was later revealed that the request came from Mr. Jimenez. Neill motioned to discuss the item, while Alex 2nd the motion. Comments such as: time restraints, (John, Alex, Neill.); perhaps that the EDC should not be held responsible for doing any future events (Alex); and costs (Willie) were discussed. Neill suggested we take the motion off the floor. Jorge suggested we continue to discuss. The chairmen motioned we take a vote on whether the EDC will host a candidate forum for District 13. 6 members voted no and 3 yes. Motioned failed.
- e. Review of budget as prepared by Budget Subcommittee meeting on June 2, 2020. The chairman wished to emphasize that we are to vote on the June 2, 2020 budget committee's findings as per minute's previously presented to everyone. It was also pointed out by Eddie, that we are not asking for any additional funds this year, i.e. the Budget stays the same at \$20,000. New breakdown is as follows: \$10,000.00 for Local intel page; \$2,000.00 small business assistance, digital workshop; \$3,000.00 expo assistance; \$4,000.00 for marketing projects i.e. videos, Facebook and LinkedIn ads; \$1000.00 for popup events etc. Steve wished to confirm that what we are voting on has already been approved and the Chairman responded in the affirmative. Eddie presented the motion to approve the new budget as stated above (per June 2, 2020 meeting). Neill 2nd the motion. No further discussion took place. Vote took place and all agreed to the motion, none opposed. Motion passed.
- f. Miami Dade County Restaurant Grant moved to appoint a committee member to take this on. Chairmen Eddie wished to get the feedback and assistance of the committee in appointing a person as point man for gathering all possible information on the grants available Dollar value, requirements etc. and reporting back to the committee. Eddie's motion to appoint a point man was received and 2nd by Alex. Subsequently, Alex Castro volunteered to serve in this position. Eddie motioned to have Alex serve as point man and learn as much as possible about the specifics. Motion was 2nd by Romy. Vote taken with all agreeing. Discussion followed by Clarisell who indicated that FIU has a hospitality relief fund which could also offer funds for restaurants and perhaps Alex can look into and report back on the specifics as well. Clarisell offered to assist Alex in the fact gathering process. An amendment was offered by Alex and 2nd by Romy to include FIU's hospitality fund in the fact- gathering process. Vote taken and all agreed to pass the motion.
- g. Miami Dade County Cares Act funding Sub Committee. The chairman discussed the recent Cares Act Funds (which have been sent to Florida, specifically to Miami Dade County) for eventual distribution to local cities. Neill motioned to set up a subcommittee which Vicente 2nd. Discussion followed at which time Willie alerted us to the fact that time restrictions as well as resources are limited and it would not be feasible to plan a formal public meeting.

Neill withdrew his motion with Vicente agreeing. The idea of a subcommittee was discarded at this time. As time was short for discussion, it was decided to have the committee ask the Town staff to pursue the recommendations presented by Willie and staff members i.e. of the \$450,000 allocated (part of the \$2.3 million government relief fund), \$400k divided into say 40 grants of \$10k each dedicated to restaurants, while the extra \$50k would be used for marketing and campaign videos explaining what business owners can do to obtain financial assistance under the Cares Act. Eddie will communicate our recommendations to the town's staff as well as any other suggestions the EDC comes up within the short time remaining until next Monday.

8. Announcements: none

9. Adjournment: Alex motioned to adjourn with Romy offering a 2nd. Motion passed unanimously at 4:13PM.