

Village of Palmetto Bay
Palmetto Bay Partnership Committee Minutes
 Wed, May 11, 2016 – 6:30 @ Edward & Arlene Feller Community Room at Ludovici Park
 17641 Old Cutler Road, Palmetto Bay FL 33157

Peter England (Chairman) called the meeting to order at 7:01 p.m.

It should be noted that 6:30-7:00 p.m. was spent in sub-committee meetings with Hal Feldman sitting in the Business Retention sub-committee meeting, as per Peter England's request.

1) Roll Call/Attendance:

Juan Alayo	Y	Suzanne Gottlieb-Calleja	Y	Ben Powell	N
Peter England	Y	Eric Haas	N	Courtney Reeder	Y
Eddie Escobar	Y	Susan Hotzman	Y	Dan Yglesias	Y
Hal Feldman	Y	Edward Joffe	Y		
Anthony Gorman	Y	Rick Lujan	N		

Attorney Dexter Lehtinen	N	Clerk Meighan Alexander	N
Manager Ed Silva	N	Planning & Zoning Darby Desalle	Y

Mayor Flinn attended as a member of the public

2) Approval of Minutes:

Motioned: Edward J.

Seconded: Courtney

Approved:

Unanimous	X	In favor	X	Opposed	
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3) Public Comments:

- a) Eugene Flinn attended as a member of the public. New rules allow for this.
- b) Eugene reminded everyone that this was now active budget season and workshops were active. Encouraged Partnership members to attend.
- c) Stated he wanted to focus Park Programs on Special Needs individuals, seeing a deficit in this area.

4) Chairman's Report:

- a) Peter reiterated his involvement and communication with the Beacon Council. Expects their help and recognition via frequent interaction.
- b) Asked Darby to speak about zoning. Darby said:
 - i) Exciting and new zoning focusing on market-based responsive flexibility was now in place. Allows for business-friendly development within a master set of code compliance.
 - ii) Village expects a project of 273 living units and around 7000sf of retail space to come to light in June. Also expects a charter school project in the same time frame.
- c) Peter shared an article in the Economist (April 30 edition) talking about building mini-downtowns outside of a main metropolis. He felt it poignant that they selected and wrote about Miami. Article stressed doing a Downtown with a Village feel. Mixed-use should match goals of Village.
- d) Hal asked about involving Beacon Council at every Palmetto Bay Partnership meeting. Peter responded by saying that was requested, but their community liaison had left and a replacement would soon fill that role.

- e) Regarding busway, Peter stated that in our economy business thrives when they can find an educated workforce. Second factor to successful business is sustainability and transportation of the workforce to the job. Mayor Flinn stated the "Gang of 6" was moving forward in unity to bring light rail and better public transportation forward on the County agenda.
- f) Eddie Escobar brought up the Miami-Dade County Public Schools and how we needed them to assist in improving traffic and transportation. Mayor Flinn stated that he felt they were on opposite ends of the issue at many of the events and meeting he attended.
- g) Peter concluded his report by reporting Jackson South had been approved as a trauma center and this was a very positive thing for Palmetto Bay residents and businesses.

5) Sub-Committee Reports

a) Charter Review Sub-Committee

- i) Edward Joffe reported Alexander Montessori had just won against the Village regarding Charter Section 10.1, which was ruled unconstitutional.
- ii) Edward Joffe stated Partnership recommended removal of Section 7.6a regarding lobbying. Alternatively, the Charter Revision Committee suggested language change to specify the section only apply to "registered lobbyist".
- iii) Edward Joffe stated Partnership recommended easing voting rules in regards to annexation. He further reported an unnamed Council member was on record opposing and stating it should be "difficult" to annex.
- iv) Edward Joffe stated sub-committee recommended limiting campaign periods to a far shorter time frame. Members generally agreed.
- v) Regarding Council seat districting, it was discussed and generally agreed that it was a bad idea to have single member districts, whereas Village voters are limited to only voting for candidates in their district. Instead, Partnership generally agreed Council members vote on things that effect everyone in the Village; therefore, Villagers should elect ALL Council members, regardless of their geographic district.

b) Business Retention & Communication Sub-Committees

- i) Committees reported together because they worked together prior to the general meeting.
- ii) Hal stated Business Retention believes Village should recognize new, expanded or changed businesses. Village should also have concierge service to help incoming businesses.
 - (1) Two triggers need to be established. First, upon first application with the Village, a liaison gets in touch to offer services. Business can choose to engage or not engage as needed.
 - (a) Liaison services would include helping business understand how to interface and apply for various licenses, permits, etc., including those that are not Village-specific, such as FPL, DERM, etc.
 - (2) Second trigger occurs upon issuance of Certificate of Use or Occupancy. It involves a "Welcome Package"
 - (a) Assigned Council Member would proactively reach out and introduce themselves to the new business.
 - (b) Village would offer ribbon cutting or other grand opening event.

(c) Village would explain how business can participate on other PR opportunities with the Village.

(d) Explain ways to get content onto WBAY, website, Facebook, etc.

- iii) Business Retention suggests liaison either be a "second hat" position or potentially a budgeted FTE.
- iv) Regarding Communications, Hal stated he felt that with the development to the north and south of us, we needed to expedite our recommendations and interactions with Council or risk becoming a "fly-over" state. Members generally agreed. There was reference to us being the donut hole, but Mayor Flinn quickly added his plan was to be the jelly, not the hole.
- v) Regarding Village events, Hal suggested that the Partnership recommend a "less is more" approach. Five to six major events a year will draw more attention to the Village and promote business rather than dozens of small events. Discussion ensued.
- vi) Partnership agreed that both official Village events and those put on by others within Village should be on a unified calendar on the Village website.
- vii) Edward Joffe suggested the Village may want a better insignia. General discussion occurred. No particular position was established.

c) Economic Development Sub-Committee

- i) Eddie Escobar stated we needed to understand the voids in our business sector that Downtown needs to fill and protect existing businesses who are already established, but not in the Downtown District.
- ii) Eddie Escobar stated he had lightly explored the online FPL database, but needed to figure out how to use it to steer businesses to needs and vice versa. A work in progress.
- iii) Eddie Escobar stated he felt a multi-modal building owned by the Village was essential to spark development. Felt if Village could attract a higher education partner to help pay for the building, they could be rewarded by artificially lower rent going forward. Higher education and housing for staff and students is a good path to starting a Downtown community.
- iv) Darby chimed in that in almost all urban development it is residential units that then fuels commercial development.

6) New Business

- a) Peter recommended, as per Hal's idea, that the Communications sub-committee have a new assigned role: write and take results of Partnership recommendations to the Council. In effect, Communications will be the official channel to communicate all recommendations to Council.

Motioned: Edward Joffe

Seconded: Anthony

Approved:

Unanimous	X	In favor	X	Opposed	
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- b) Peter recommended Hal to present orally all Partnership recommendations at the June 6 Council meeting.

Motioned: Edward Joffe

Seconded: Juan Alayo

Approved:

Unanimous	X	In favor	X	Opposed	
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- 7) Next Meeting Date(s):
a) Committee meeting June 8 at 6:30 p.m. at the Edward & Arlene Feller Community Room at Ludovici Park.
- 8) Adjournment:
Motioned: Edward J.
Seconded: Eddie E.
Approved:

Unanimous	X	In favor	X	Opposed	
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Peter England (Chairman) called the meeting adjourned at 8:12p.m.



Minutes signed by Secretary