


CITY OF CORAL GABLES

--MEMORANDUM--



The City Beautiful

TO: Business Recovery Task Force Members
City Manager, Peter Iglesias
Assistant City Manager, Eduardo Santamaria

FROM: Vice Mayor Vince Lago 

DATE: May 14, 2020

SUBJECT: Encouraging Innovation and Reasonable Flexibility of Existing City Regulations

Once again, I want to take the time to thank you for your commitment to voluntarily serve on the Business Recovery Task Force. During these uncertain times, there are many unknown variables that we are dealing with. However, by encouraging some of the greatest minds (like you) in our community to come together and brainstorm on business recovery efforts, I am confident that we will accomplish great things.

In effort to help businesses overcome the challenges they are facing due to the COVID-19 pandemic, the City must be flexible with respect to its existing regulations. I am requesting for the City Manager to review our existing regulations and grant waivers or leniency to reasonable requests on an ongoing basis. For instance, I believe we should be flexible with respect to signage or advertisements and allow businesses to promote themselves through non-conventional ways.

Moreover, I strongly believe that we should explore what other cities are doing in their respective communities. I encourage you to be creative and think of innovative ways to stimulate business growth. For example, one of the items I would like the Business Recovery Task Force to explore is converting parking spaces into outdoor dining areas or perhaps considering the closing of streets to encourage outdoor dining like the City of Cincinnati. Please refer to the following article: <https://amp-cincinnati-com.cdn.ampproject.org/c/s/amp.cincinnati.com/amp/3098965001>

I am committed to serve as your liaison on the Commission and help sponsor any ideas you may have that may prove beneficial to our community. If you have any questions or would like to discuss any ideas at any point in time, please know that my door is always open. Never hesitate to reach me directly via email at vlago@coralgables.com or by phone at 305-569-1833.

CC: Coral Gables City Commission
Economic Development Director, Julian Perez