

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING**

Wednesday, April 25, 2012 – 8:00 a.m.

**Economic Sustainability Department Conference Room
1 Alhambra Plaza, Suite 617**

MEMBERS	M	A	M	M	J	J	A#	S	O*	N**	J	F	M	A	COMMISSIONERS
Meg Daly					P	P	P	E	P	P	P	E	P	P	Mayor Jim Cason
Bobbi Litt	P	P	P	P	P	E	P	P	P	P	P	P	P	P	Vice Mayor William Kerdyk, Jr.
Dr. Bernice Matalon-Roth	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Commissioner Maria Anderson
Ellen Uguccioni					P	P	P*	P	P	P	E	P	E	P	Commissioner Rafael "Ralph" Cabrera, Jr
Andrea Cole	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Commissioner Frank Quesada
Ginger Jochem	P	P	P	P	P	P	P	E	P	P	P	P	P	E	City Manager
Joanne Schulte							P	P	P	P	E	P	P	P	Board-As-A-Whole

- # Regular Meeting + FY2011-2012 Grants Workshop
 * Regular Meeting + FY2010-2011 Final Reports
 ** Regular Meeting + FY2011-2012 Cultural Grant Applications
 Review & Scoring
 ~ Special Art Proposal Meeting

A = Absent
P = Present
E = Excused
- = No Meeting
P* = Arrived at 4pm

Staff/Guests In Attendance:

Cindy Birdsill, Economic Sustainability Director
 Cindy Dorrel, Special Projects Coordinator
 Michelle Cash, Marketing Coordinator
 Nikki Deas, Coral Gables Chamber Cultural Affairs Board member

Motion Summary:

- A motion was unanimously approved to accept the March 28, 2012 minutes as amended.**
A motion was unanimously approved to excuse the absence of Ginger Jochem.
A motion was unanimously approved to accept the revised Art in Public Places ordinance as amended with comments.

Dr. Matalon-Roth called the Board meeting to order at 8:07 a.m.

1. Review and Approval of March 28, 2012 Board meeting minutes:

Ms. Litt made a motion to approve the March 28, 2012 Board Meeting minutes. Ms. Schulte seconded the motion, which passed unanimously.
Ms. Cole made a motion to excuse the absence of Ms. Jochem. Ms. Schulte seconded the motion, which passed unanimously.

2. Introduce Nikki Deas, Board member of Coral Gables Chamber Cultural Affairs Board and Michelle Cash, Marketing Coordinator from the City

Ms. Birdsill introduced Nikki Deas, Vice Chair of the Community Affairs Division which oversees the Cultural Affairs Committee and the Business and Education Committee for the Chamber of Commerce. Dr. Matalon-Roth mentioned that the Board had hoped to partner/coordinate activities with the Chamber and asked Ms. Deas to describe the Chamber's activities. Ms. Deas reported that there are usually four events per year, and that the overall mission of the Committee is to educate the business community at large about the arts that are available in the Gables. Ms. Birdsill mentioned that the Board would like to get involved with the Walk on Aragon that the Chamber does, and that the Board had a similar idea of a more City-wide event, with arts organizations highlighting themselves. It was noted that Joanne Schulte would be attending the Chamber Cultural Affairs

Committee meetings, and the Board extended an invitation to Ms. Deas to attend their meetings whenever possible.

Ms. Birdsill then introduced Michelle Cash, the new Marketing Coordinator for the City. Michelle explained to the Board that she has a Bachelor of Fine Arts and a Masters in Integrated Marketing Communications. She has worked in marketing with such companies as Microsoft and Bacardi, as well as ad agencies. The Board welcomed Michelle.

3. General Discussion

The Board then discussed the white paper that Ms. Uguccioni is preparing. Ms. Uguccioni explained that one of the objectives of the piece is to explain to the business community how the arts can stimulate the economy. The Board discussed working with the Chamber's Cultural Affairs Committee to gather information, and Dr. Matalon-Roth suggested obtaining information from the County, which is currently working on a study regarding the impact of the arts on the economy. The County study is scheduled to be out by the summer. The Board decided to meet before the next regularly scheduled Board meeting to review City grantees final reports forms, to pull out information for the white paper. Staff will schedule a workshop meeting in the near future

Ms. Uguccioni mentioned that there are several hidden treasures in the City, such as the stained glass piece in the Allan Morris building salvaged from the Danish Modern Church originally on the site. She also noted that the art deco tiles in the backsplash of the fountain at the One Columbus Center plaza were saved from the BellSouth building previously on that site. Ms. Birdsill noted that as the City builds its public art program, it will need to find ways to highlight the art in the City and where it is located, and that interesting pieces like those noted by Ms. Uguccioni could be included. Ms. Birdsill mentioned that a list is being prepared of the City owned art pieces which will be brought to the Board when completed to determine what pieces should formally be in the public art program.

4. Proposed changes to Art in Public Places Ordinance

The Board received a copy of the proposed changes to the Art in Public Places ordinance that have been suggested by the City's public art consultants and staff. The Board then went through the document with Ms. Birdsill answering and clarifying questions that arose. Ms. Cole provided a list of comments and corrections to the document that will be incorporated in the draft.

Ms. Uguccioni made a motion to accept the revised ordinance as amended with comments from the Cultural Development Board and to move forward to the appropriate bodies of the Historical Preservation Board and the Planning & Zoning Board. Ms. Litt seconded the motion which passes unanimously.

The Board requested that the ordinance come back to them after being reviewed by the other two boards and before it is presented to the Commission.

5. Discussion regarding Cultural Grant forms

Ms. Birdsill told the Board that she had received samples of the County grant forms but was still waiting for the actual questions/instructions from them in a word version. Also, she has been researching online grant software programs, but after discussion with the Board, it was felt that the scope of the City's grant program does not

justify the cost of the software. Therefore, the goal will be to pattern our forms on the County's newer forms, but handle administration manually.

The Board then went on to discuss the current three categories of the grants program. Ms. Schulte noted that the intent of the different categories was to separate the grantees by budget and events. One change that will be made on the new grant forms is that the 501c3 organization has to have been in business for three years before being able to apply for a Coral Gables grant. Another change the Board discussed making would be to have one form for all categories instead of two different ones. The Board noted they would like to encourage the grantees to collaborate with other business with cross-promotional marketing. For example, offering a discount coupon to a participating restaurant to patrons of the grantee event.

6. Grantee programs & events

The Board reported on programs and performances attended in the previous month.

A motion to adjourn was made by Ms. Uguccioni. Ms. Litt seconded and the motion passed unanimously.

There being no further business to come before the Board, the meeting adjourned at 9:16am.

Respectfully submitted by,
Cindy Dorrel
Special Projects Coordinator