



DRAFT

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Wednesday, March 15, 2022, 9:00 a.m.
Historical Resources & Cultural Arts Department
Hybrid Meeting & Virtual via Zoom**

*Historical Resources &
Cultural Arts*

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MEMBERS	A	M	J	J	J	S	O	N	D	J	F	M	APPOINTED BY:
	21	21	21	21	21	21	21	21	21	22	22	22	
Leslie Pantin	P	P	P	P	P	P	P	P	P	P	P	P	Mayor Vince Lago
Frank Martinez	E	E	P	P	P	P	P	P	P	P	P	E	Vice-Mayor Michael Mena
Frank Rodriguez*				P	P	A	P	P	P	P	P	P	Commissioner Rhonda Anderson
Ray Corral*				P	P	P	E	P	P	P	E	P	Commissioner Jorge L. Fors Jr.
Jose Valdes-Fauli*				P	P	P	P	P	P	P	P	P	Commissioner Kirk R. Menendez
Dr. Bernice Roth Chair	P	P	P	P	P	P	P	E	P	E	E	P	City Manager Peter Iglesias
Geannina Burgos					P	P	E	P	P	P	A	P	Board Appointee

LEGEND: A = Absent; P = Present; V = Virtual; E = Excused; * = New Member; ^ = Resigned Member;
- = No Meeting + = Special Meeting

STAFF:

Warren Adams, Historical Resources and Cultural Arts Director
Catherine Cathers, Arts and Culture Specialist

MEETING RECORD / MINUTES PREPARATION: Catherine Cathers, Arts and Culture Specialist,
Historical Resources and Cultural Arts

Dr. Roth called the Cultural Development Board meeting to order at 9:07 a.m.

The Board was advised that Mr. Martinez asked respectfully to be excused.

Ms. Burgos made a motion to approve the absence of Mr. Martinez. Mr. Rodriguez seconded the motion, which passed unanimously.

APPROVAL OF MINUTES, FEBRUARY 15, 2022:

Mr. Valdes-Fauli made a motion to approve the minutes of February 15, 2022. Mr. Pantin seconded the motion, which passed unanimously.

NEW BUSINESS:

a. AIPP WAIVER REQUEST, ALEXAN CRAFTS – VAUGHN SPANN.

Ms. Cathers introduced Jorge Navarro, who joined the meeting via Zoom to address the Board with a waiver request of the Art in Public Places fee in exchange for commissioning artwork and donating the artwork to the City. Board members received materials related to this item in advance of the meeting. It was noted that other representatives of the project were also on the call. Mr. Navarro stated that he is representing the developer Trammel Crow Residential, who is in the process of obtaining the development entitlements for the Alexan Crafts project. He stated that the project is in the Crafts Section close to downtown Coral Gables. David Castillo, as the projects Arts Consultant, also joined via Zoom to discuss the artwork.

Mr. Navarro mentioned that the developer has been working on the project for the greater part of two years and is going to the City Commission for final approval in April. As part of the project, he said, the developer worked with Mayor Lago to create an almost 7,000 square foot public park and will be relocating 3 of the on-site oak trees.

A rendering was shown of the site where the park would be. Mr. Navarro said they want to display world-class art in the park that will be conveyed to the City and have selected artist Vaughn Spann through arts consultant David Castillo. He said the work is part of the artist's "rainbow" collection and the project is excited to have a work by Vaughn Spann as part of the continuing focus of the City to be a world-class art destination.

Mr. Valdes-Fauli asked about the involvement of David Castillo, noting that he is a gallery owner and asked if he represents the artist. Mr. Castillo responded that he represents the artist and about 20 artists were presented for consideration with 2 represented by his gallery. He said different factors were considered including suitability as public art, price, materials, and where artwork would be sited. Mr. Castillo stated that Vaughn Spann is one of the most sought-after artists and is well-established in museums throughout the United States, in Europe, and Asia. He has had multiple solo shows, he said, including in Miami, with major work represented in the de la Cruz Collection; the Rubell Museum; Institute of Contemporary Art (ICA), Miami; the Bass; and the Perez Art Museum Miami (PAMM) among others. He is very well known and highly recognizable in the United States, Europe, and abroad, he said.

Mr. Castillo spoke about the importance of the materials regarding which of the artists would be most suitable, also mentioning that the artist is working on a major public art commission in Washington, D.C. He stated that it would be a significant piece for Coral Gables and is a unique sculpture, the first and so far the only piece from the artist's "rainbow" body of work. It was noted that the artist does not create many paintings from the series, leaving only major collections having the work, including the de la Cruz Collection and Rubell Museum in South Florida.

It was noted that the artist has worked with the fabricator many times and works with internationally known artists on various projects and with major U.S. corporations. The piece, Mr.

Castillo continued, is made with materials that are suitable for South Florida including Corten steel and requires little maintenance. He stated that this particular Corten steel is not likely to have rust runoff, which is a part of the nature of the material and why the artist wants to use it for its durability to withstand rain, wind, storms, sun, and because it has a textured look. The idea, Mr. Castillo said, is to make it highly recognizable and translatable as this body of his work for people the world over.

In addition to the Corten steel, Mr. Castillo stated, the main element is powder-coated aluminum plates which form the colored bands of the rainbow. Its very nature, he said, is designed for outdoor elements and is not expected to have much maintenance; steel bolts hold everything together and are weatherproof and weather resistant.

Mr. Castillo summarized and said as a separate element there is a concrete footer that the piece is attached to with stainless steel beams attaching the work to the foundation.

The Board reviewed the site and context of the piece within the public park along with the presented goals for the project overall.

Mr. Valdes-Fauli asked if the artwork was chosen by the developer and if it went to the Arts Advisory Panel. Ms. Cathers responded that the proposal was presented to the Panel last week, and the Panel made a unanimous motion recommending its approval to move it forward to this Board. He asked what the project contribution is for Art in Public Places. It was stated that the project value has not been submitted yet and that a notarized statement of the aggregate construction value is required of developers (with project values over 1m).

Mr. Valdes-Fauli mentioned the issue discussed at previous Board meetings about acquiring artworks from galleries. Ms. Cathers noted that Mr. Castillo is acting as a consultant, and this is also an artist he represents. Mr. Castillo confirmed that most of the other artists presented to the developer are not represented by his gallery. He added that as a consultant and gallerist, he finds what is suitable for what the client is looking for. Mr. Valdes-Fauli questioned the process of the Panel approving artworks selected by the developer. Ms. Burgos responded that there have been times when the Panel has (not approved an artwork, or) requested changes before a work comes before the Board. She stated that she wants it to be clear to the public that (the process) is not rubber-stamping things a developer wants to do.

The Board reviewed the budget as presented. Mr. Castillo stated that compared to the artist's current prices, this is a very low price point. He noted that this same piece on the market would be about 1.5m dollars and can be justified by public auction records and prior sales of the artist's galleries.

Mr. Valdes-Fauli asked what the artist portion is. Mr. Castillo noted that it is almost all of the \$550,000 dollars and they don't know yet because the work is still being constructed; however,

the artwork itself is noted as \$700,000 and there will be additional costs for the concrete footer, etc. Mr. Valdes-Fauli asked if the proposed sculpture is comparable in price to his other works. Mr. Castillo responded that it is well below the comparable price for his other works, giving an example that a small interior painting by the artist is around \$400,000-\$500,000 and not a major public artwork. Ms. Cathers stated that closeout requirements of the developer includes an appraisal of the artwork. Mr. Valdes-Fauli expressed concern that if the budget is higher, it may require use of the Art Fund. Ms. Cathers clarified that any additional expense is covered by the developer and not by the City. And if it is less, Dr. Roth said, the developer must pay the difference into the Art Fund.

Mr. Valdes-Fauli asked if the gallery receives any money from the cost of the artwork and if there is a limitation to the amount received. Mr. Navarro responded and said there is a limitation per the code for how much a consultant can receive. Mr. Valdes-Fauli continued, asking what percentage of the fee goes to the gallery. Mr. Castillo stated that it is (typically) 50% anywhere in the world and in this case, it will be 20% of the artwork cost due to the expense of producing the piece. The gallery will make significantly less, he said, than if he had just sold it to another entity or individual. Mr. Castillo clarified that it will be 20% of the artwork cost, which will be shared with the artist.

Mr. Pantin asked if the developer will construct the park. Mr. Navarro responded that as part of the public benefits of the project, the developer is fully improving the park, including relocating the specimen trees for shade and will be constructing the pedestal where the artwork will be displayed. Once everything is complete, he said, it will be conveyed to the City. Mr. Pantin asked if Art funds would be used and Mr. Navarro said no, it is part of the public benefits that were worked through with the Commission to create a public space for the area. For clarification, Ms. Cathers asked if the park and artwork would be donations to the City. Mr. Navarro responded, "correct."

Ms. Cathers showed a plan view of the proposed park layout. Mr. Navarro stated that they are working with the City on the final design, and it will mostly be a grassy area with vegetation and the tree canopies of the specimen trees. There will be pavers, he continued, that will be designed in an artistic fashion to compliment the contemporary nature of the artwork with the artwork located in the center of the park displayed from all sides so people can walk around it with visibility from Catalonia Avenue and Salzedo Street.

Mr. Navarro provided more information about the historical nature of the area and its re-zoning that was approved in response to resident input.

With no further discussion, the following motion was made:

Mr. Valdes-Fauli made a motion recommending approval of the Art in Public Places waiver request for the Alexan Crafts development project in exchange

for commissioning and donating artwork by the artist Vaughn Spann. Mr. Pantin seconded the motion, which passed unanimously.

Mr. Navarro and Mr. Castillo thanked the Board and left the meeting.

b. JULIO LARRAZ – PROPOSED SCULPTURE ACQUISITION.

Prior to the meeting the Board received materials for a partial-gift proposal from the Julio Larraz Foundation for the monumental artwork *Mars* by the artist, Julio Larraz. Ms. Cathers presented a PowerPoint with an overview of the proposal and began by providing background about the foundation and the artist.

Ms. Cathers stated that the proposal came to the City through Jose Valdes-Fauli in celebration of a retrospective exhibition of the artist's career at the Coral Gables Museum and was initially presented as a broader proposal to the Arts Advisory Panel at the direction of the Cultural Development Board. Last May, she said, the Arts Advisory Panel reviewed the initial submission and recommended a revised proposal responding to the Panel's comments. Ms. Cathers stated that the exhibition, titled "The Kingdom We Carry Inside" opened in December and will be up through April; the proposed piece is one in a series that is currently part of the exhibition. The Arts Advisory Panel reviewed a revised proposal last week, Ms. Cathers reported, and is recommending accepting (the City to fabricate and install) the artwork.

Background about the artist was presented, including that he was born in Cuba and lives and works in Miami. His creative approach was included, and his works noted as being exhibited throughout the world.

Ms. Cathers reviewed details about the proposed acquisition titled *Mars*, saying it is a painted bronze and will be the third in an addition of 3 with 2 artist proofs; the estimated time to fabricate the artwork would be about 7 months. Renderings of the artwork were shown along with photographs of the sculpture on site and described as giving the impression of a melon as a juicy Mars-red planet.

The budget was reviewed, including a fabrication quote of \$150,000 and additional estimated expenses for engineering, foundation work, lighting, signage, transportation, etc. totaling an additional \$46,000 that would all come from the Art Fund.

Dr. Roth asked about the maintenance required for the artwork. Ms. Cathers said the recommendation is to wash and wax it annually.

Mr. Valdes-Fauli stated that (the Museum) started working with the (Julio Larraz) Foundation a couple of years ago on the exhibition. He said the (Foundation) initially offered to donate one of his works to the City. He said the Melon (sculpture titled *Mars*) goes for about \$600,000 and the Foundation asked the City to cover fabrication and installation. At the time, he said, the cost of

fabrication for this artwork was \$120,000 plus \$10,000 (for transportation). Mr. Valdes-Fauli stated that the Arts Advisory Panel did not make a decision at that time. Ms. Cathers clarified that the proposal had different choices of sculptures; the Panel requested that the Foundation propose one sculpture and address the context of where the work would be sited. She also said they were in favor of the Museum selecting and placing artwork (on the plaza) as part of the exhibition and seeing what the community response would be. Ms. Cathers stated that they (made a motion) recommending a revised proposal, which came back to them in March.

Mr. Valdes-Fauli said the Museum selected the Melon (*Mars*) and placed it on the Museum Plaza. He said it has been a rip-roaring success with people any time of the day stopping to take pictures with it. He continued, saying he was cleared by the City Attorney as having no conflict to present the proposal to the Arts Advisory Panel, which he did on March 9 and the Panel recommended it for approval. Mr. Valdes-Fauli emphasized that it is a major, popular piece. He explained that the artist fee is being donated and the same work at the Museum is insured for \$600,000.

The Board discussed proposed locations and the importance of it being where people can easily access it. One of the great successes of the piece, Ms. Cathers said, is the urban setting and how people love to walk around it, which was a key element the Panel discussed. She said she was there at night and in the dark people were still taking pictures with it and their families. Ms. Cathers shared initial proposed locations including the City plaza in front of Fritz & Franz at the end of Aragon Avenue, Pittman Park in an opposite corner across from the Jean Ward sculpture, or Ponce Circle Park as a temporary location.

With no further discussion, the following motion was made:

Mr. Rodriguez made a motion recommending accepting the partial gift of a sculpture acquisition through the Julio Larraz Foundation for the sculpture *Mars* by the artist, Julio Larraz. Mr. Valdes-Fauli seconded the motion, which passed unanimously.

After voting on the item, the Board continued discussion with Mr. Rodriguez questioning why it took so long when it seems like an obvious (choice). Mr. Valdes-Fauli shared his opinion that some Panel member(s) may have had self-serving interests. Staff reminded the Board that the revised proposal was only recently submitted.

The Board further discussed the location with Mr. Corral noting that wherever it is placed, it should have a similar synergy that is comparable to where the work on loan is now, and where people can really enjoy it. Mr. Pantin mentioned that Pittman Park is close to Giralda Plaza and would be a good location. Board members agreed.

Mr. Valdes-Fauli clarified that it will be a new piece and not the one currently located on the plaza, which belongs to someone else.

CULTURAL GRANT UPDATES:

a. GREATER MIAMI SYMPHONIC BAND - CHANGE REQUEST

The Board was presented with a change request from the Greater Miami Symphonic Band, requesting a change from five programs to three due to COVID related cancellations. With no further discussion, the following motion was made:

Mr. Pantin made a motion accepting the change request of the Greater Miami Symphonic Band as presented. Ms. Burgos seconded the motion, which passed unanimously.

b. SERAPHIC FIRE - CHANGE REQUEST

The Board was presented with a change request from Seraphic Fire, requesting a change in programming due to COVID, saying they sent a recording of the concert to ticket holders and are hoping to re-schedule it at a later date. After no further discussion, the following motion was made:

Ms. Burgos made a motion accepting the change request of Seraphic Fire as presented. Mr. Rodriguez seconded the motion, which passed unanimously.

c. AREA STAGE - CHANGE REQUEST

The Board was presented with a change request from Area Stage, requesting a change to fewer programs partially due to an error by their previous grant writer. Dr. Roth commented that it is not a good reason. Ms. Cathers stated that their programming is for their Inclusion Theater productions at Crystal Academy. The programs are open to the public, including ones at City Hall, with some date and location changes. One of the programs, it was noted, is being moved to the Museum, which will allow greater audience access. After no further discussion, the following motion was made:

Mr. Pantin made a motion accepting the change request of Area Stage as presented. Ms. Burgos seconded the motion, which passed unanimously.

d. GENERAL UPDATES

It was noted that Florida Opera Prima has a production on March 26 at 5:00 p.m. at the Museum. Board members were invited to attend.

The Board was informed that Peter London Global Dance Company is having a performance at the Museum on April 3, to which Board members were also invited.

The Board discussed the importance of grant funds to non-profit arts organizations overall, commenting that the Coral Gables based organizations often are the host site to outside organizations and depend on their rentals as a source of revenue.

CULTURAL GRANT REVIEW PROCESS:

The Board discussed the upcoming Cultural Grant Review process. Dr. Roth asked how many participants attended the workshop. Ms. Cathers responded that 51 individual attendees representing 39 organizations were represented online and an additional 7 people completed the certification afterwards with 39 organizations completing the eligibility stage of the application process.

Ms. Burgos asked about the budget for FY23 Cultural Grant funding. Ms. Cathers responded that in 2017 the Board presented a Resolution to the Commission for an incremental increase each year of 10% for Cultural Grant funding. The Commission agreed at that time, she said, to a 3% increase (to be revisited each year). The increase was frozen, she continued, because of the pandemic. Ms. Cathers reported that in response to the most recent request to the Commission, it was advised to address it through the budget process. She said staff will submit it as a new needs budget request with a 3% increase request. Board members discussed briefly, and made the following motion:

Ms. Burgos made a motion recommending an increase to Cultural Grant funding by 5%. Mr. Rodriguez seconded the motion, which passed unanimously.

Dr. Roth encouraged Board members to review the scoring rubric provided by staff for the Cultural Grant review and scoring process.

Board members were reminded of the review and scoring date of May 24, 2022.

CITY COMMISSION ITEMS:

The Board was informed that the City Commission approved the Zilia Sanchez artwork for installation at 427 Biltmore Way.

DISCUSSION ITEMS:

Mr. Rodriguez asked for clarity regarding use of the Art in Public Places fees, asking about the importance of how it is used when related to a developer's project. Mr. Valdes-Fauli responded that in essence, it is the City's money, otherwise the developer would be paying the fee to the City. Mr. Rodriguez followed up, questioning why then, is the developer allowed to select the artwork? Dr. Roth said the Ordinance gives the developer that option.

Mr. Valdes-Fauli expressed concern about the involvement of a gallery, and the gallery making money, saying the County does not allow works to be purchased (from a gallery). Ms. Burgos pointed out that the City's program does. Ms. Cathers reviewed the City's code, saying the City requires developers to pay into the fund and if they want to request a waiver, it is in exchange for paying into the fund and using those monies toward the purchase or commissioning of public art. She went on to state that most of the time the waiver request is for artwork placed on the developer's property, which stays with the property, and is not owned by the City. If the property

is sold or the property is demolished, then the (property owner) must pay the fee back to the City and the City retains the (AiPP) monetary value originally associated with the project.

Mr. Rodriguez spoke about developer's motivations, and said he prefers a process where the developer says they will donate artwork and the City comes up with a piece that is best for the City rather than the developer doing so.

Ms. Burgos asked for the percentage of developers paying the fee rather than requesting a waiver. Ms. Cathers responded that it is a very small percentage of the large developments paying the fee, adding that the purpose of (the program) is to enhance the property (with public art).

Board members agreed this is something they want to continue discussing.

Mr. Pantin asked if the Arte Facto building is in the Coral Gables or the City of Miami and if in Coral Gables, if they have paid into the Art Fund. Ms. Cathers said she will check.

Mr. Pantin asked about the status of the Sanctuary of the Arts across from City Hall. Ms. Cathers reported that the organization recently constructed a new performance stage in the building and has started programming the space. She stated that she was there a couple of weeks ago observing a Master Class with Joshua Bell and it was wonderful. Ms. Cathers said the organization did not apply for grant funding this year; however, they are welcoming other non-profit arts organizations into the space.

Mr. Pantin also asked about Area Stage and was told they are continuing to seek a permanent location for the theater. Ms. Cathers said they would prefer to be in Coral Gables. Ms. Burgos enthusiastically spoke about the quality of their productions.

Board members asked for an update on the Fink building. They were told it will be opening soon as the location of the Economic Development department.

There were no further discussion items.

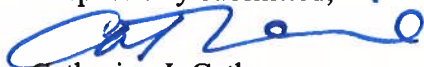
ITEMS FROM THE SECRETARY:

There were no further items from the Secretary.

ADJOURNMENT:

There being no further business, the Cultural Development Board meeting adjourned at 10:32 a.m.

Respectfully submitted,



Catherine J. Cathers

Arts & Culture Specialist