

CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Monday, February 2, 2009, 8:00 a.m.
Development Department Conference Room
95 Merrick Way, Suite 450, Coral Gables, Florida 33134

MEMBERS	M	A	M	J	J#	A	S	O*	O**	N	D	J	F	COMMISSIONERS
José R. Garrigó	P	P	P	P	P	-	P	P	E	P	-	P	P	Mayor Donald D. Slesnick II
Bobbi Litt	P	P	E	P	E	-	P	P	P	P	-	P	P	Vice Mayor William Kerdyk, Jr.
Dr. Bernice Matalon-Roth	P	P	E	E	P	-	E	P	P	P	-	P	P	Commissioner Maria Anderson
Dr. Carol Damian	P	P	P	P	P	-	P	P	P	P	-	P	P	Commissioner Rafael "Ralph" Cabrera, Jr.
Beatriz Pereira	P	P	P	P	P	-	P	P	P	P	-	P	P	Commissioner Wayne "Chip" Withers
Andrea Cole	P	P	P	P	P	-	P	P	P	P	-	A	P	Board Appointee
Miguel Diaz de la Portilla	P	P	P	E	-	P	P	P	P	P	-	P	P	City Manager

A = Absent

P = Present

E = Excused

- = No Meeting

* FY2007-2008 Final Reports

Regular Meeting + FY2008-09 Grants Workshop

** FY2008-2009 Cultural Grant Applications Review & Scoring

Staff In Attendance:

Cathy Swanson-Rivenbark, Development Director
Catherine Cathers, Arts and Culture Specialist

Recording Secretary:

Nancy C. Morgan, Coral Gables Services, Inc.

Motion Summary:

Minutes of the January 12, 2009 Cultural Development Board meeting, with one revision, were unanimously approved.

A motion was passed to approve revised grants documents as submitted, subject to ratification of changes made by Ms. Cathers.

A motion was passed to refer the proposed gift of a welded steel butterfly sculpture to the Landscape Beautification Committee to determine a recommendation to the City Commission about accepting the gift.

A motion was passed to approve the Dance Now! request to modify its performances from two to one, and its grant funding from \$5,000 to \$2,500.

Chair Carol Damian called the meeting to order at 8:05 a.m.

I. Review/Approval of January 12, 2009 Board Meeting Minutes:

Mr. Garrigó commented that the last sentence in the first paragraph of page two ("Additionally, the guidelines will properly state that any one entity may not apply for more than a cumulative \$15,000 in a grant cycle.") should be revised to more properly reflect the Board's decision of the meaning of "entity" in this application. The sentence will be revised to state: "Additionally, the guidelines will properly state that any one organization (including any subsidiaries, affiliates, departments, entities, or related for-profit or not-for-profit corporations) may not apply for more than a cumulative \$15,000 in a grant cycle."

Mr. Diaz de la Portilla made a motion to approve the January 12, 2009 meeting minutes as revised. Dr. Matalon-Roth seconded the motion, which passed unanimously.

II. Review of proposed revisions to cultural grant guidelines and application forms:

Dr. Damian stated that all revisions suggested during extensive discussion at the January Board meeting were incorporated into the grant documents by Ms. Cathers and forwarded to Board members prior to this meeting. Additional suggestions were as follows:

- A clear definition of “entity” throughout relevant documents should be added.
- Terms used in text needed to match those in the heading of the section containing the text, i.e., “special cultural events” versus “special events.”
- A deadline needs to be specified for receipt of final reports for fourth quarter events.
- New organizations that haven’t yet earned a reputation might need site visits by Board members. A paragraph to address emerging organizations should be added to the guidelines (to be modeled after the Miami-Dade County guideline terminology).

It was agreed that other suggestions would be forwarded to Ms. Cathers.

Mr. Garrigó made a motion to approve the revised grants documents as submitted, subject to ratification of changes made by Ms. Cathers at the next Board meeting. Dr. Matalon-Roth seconded the motion.

Discussion followed, during which time, Ms. Cole indicated that she hadn’t yet completed her review comments, and would decline voting on the motion at this time.

The motion passed.

III. Explore additional ways the City is able to assist cultural arts organizations:

Ms. Cathers relayed that the Interim City Manager requested creative Board input about ways the City could help cultural arts organizations as they are either struggling or closing due to severe economic hardship. During brainstorming, the following suggestions were made (the first three offered as suggestions that could be considered by Ms. Rivenbark):

- Waive occupational fees for non-profit groups;
- Nighttime meter parking passes for seasonal ticket holders or parking discounts during special cultural events;
- Allow non-profit cultural groups to display banners at their location;
- Run PSAs on the City’s television channel;
- Offer marketing seminars to help cultural groups with preparation of PSAs;
- “Get the word out,” i.e., e-mail blasts using Constant Contact; featuring cultural arts on the City’s home page; educate and re-educate personnel at hotels, tourism companies and related appropriate venues; establish a television channel site in hotel rooms on the hotel’s proprietary channel that lists current Coral Gables cultural events (City staff could create copy); feature cultural events on the City’s published e-newsletter; establish a dedicated web site as an offshoot to the City’s home page.
- Introduce Constant Contact email marketing and its use to cultural groups;
- Ensure full maintenance of effort on the funding, meaning that as a budget item, the City Commission could agree to maintain a level of cultural grants funding at not lower than a specified amount, to be adjusted at the least for cost of living.

It was unanimously agreed that the Board would formulate and submit a resolution to the City Commission to encourage them to commit to at least current cultural funding during these very difficult financial times. It was also agreed to refer to Michael Spring’s (Miami-Dade County Cultural Affairs Director) report on the impact of the arts economic development and growth. Prior to submitting the resolution, it was suggested to send a copy of Mr. Spring’s report to members of the Commission. Mr. Diaz de la Portilla suggested including the salient facts from the report in the body of

the resolution. Ms. Rivenbark stated that a resolution would be drafted, in accordance with the Board's recommendations, and circulated to each Board member for individual approval voting prior to forwarding the resolution for the Commission agenda

IV. Donation policy:

Referencing the City's donation policy, Ms. Cathers said current provisions state that all donations must be reviewed by the Cultural Development Board, though some donated items would not be appropriate for Board review (i.e., a police dog). Updated policy provisions will address ways to manage multiple donation options, and will establish provisions to eliminate the Board from the general donation process. She advised that current policy is being reworked to more accurately reflect donation issues and procedures. After distributing copies of current policy, Ms. Cathers said she is researching policies in other municipalities and will have a draft prepared for Board review at the next meeting.

There followed a discussion about ownership of donated items, particularly pertaining to the City and the Coral Gables Museum. Ms. Rivenbark will study the management agreement between the City and the Coral Gables Museum to identify donation policies, including loan agreements and accessioning/de-accessioning of items. Dr. Damian recommended that the Museum be involved in the policy.

V. Butterfly donation proposal:

Ms. Cathers reported that the City received a proposal to gift to the City a welded steel butterfly sculpture, which the Coral Gables Garden Club would like to display (encased) in the Coral Gables Library's interior. After discussion about maintenance, installation, insurance and related expenses, it was suggested that the Landscape Beautification Committee determine its recommendation to the City Commission about accepting the gift.

Mr. Diaz de la Portilla made a motion to refer the proposed gift of a welded steel butterfly sculpture to the Landscape Beautification Committee to determine a recommendation to the City Commission about accepting the gift. Ms. Litt seconded the motion, which passed unanimously.

VI. Status Reports:

Art Cinema: Ms. Rivenbark reported that the dedication of Perrin Plaza will be held Tuesday, February 10 at 5:00 p.m., after which participants will be invited to "sneak preview" the cinema. The Coral Gables Community Foundation will present a check for \$250,000 for the project at the City Commission meeting that morning. The opening of the cinema will occur in Fall 2009.

Cultural grant updates: Ms. Cathers reported that five grantees have not yet picked up their agreements and checks. Four grantees still owe final reports for FY2007/2008, and Ms. Cathers is following up even though they didn't apply for funding for FY2008/2009. Seven grantees are taking advantage of the Arts and Business Council's national arts marketing workshops, which Ms. Cathers will also attend.

Dance Now! submitted a letter requesting an adjustment to the performance schedule of their FY2008/2009 grant from two performances to one, also modifying their funding request to \$2,500 (instead of \$5,000). In addition, the Coral Gables Library, the performance venue, requested a date change for the performance.

Mr. Diaz de la Portilla made a motion to approve the Dance Now! request to modify its performances from two to one, reflecting the grant request of \$5,000 to the actual grant reward of \$2,500. Ms. Cole seconded the motion, which passed unanimously.

The Bach Society had to change the specific performers listed in their application, and will send a letter requesting approval of the change. The Bach Society also extended an invitation to Board members to attend any of the performances.

Ms. Cathers reported receiving passes for Board member use from Fairchild Tropical Botanic Garden and the Lowe Art Museum, along with thank you notes, which were also received from Sunday Afternoons of Music and Actors Playhouse. Ms. Cathers will encourage them to also send their thank you notes to the City Commission.

VII. Additional Board business:

Meeting date change: It was decided that the Board will meet the third Monday of the month due to a meeting time conflict. The Board will meet the third Monday of the month at 8:00 a.m.

FIU Frost Art Museum tour: Dr. Damian offered to lead a tour of the new museum. Monday, February 16, 2009 at 10:00 a.m. was selected.

There being no further business to come before the Board, the meeting adjourned at 9:25 a.m.

Next Meeting: Monday, March 16, 2009, 8:00 a.m.: Development Department Conference Room.

Respectfully submitted,

Prepared by: Nancy C. Morgan, President
Coral Gables Services, Inc.

Reviewed by: Catherine Cathers, Arts & Culture Specialist
City of Coral Gables