

CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING AND CULTURAL WORKSHOP
Monday, September 21, 2009, 8:00 a.m.
Coral Gables Commission Chambers
City Hall, 405 Biltmore Way, First Floor Conference Room

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

A = Absent

P = Present

E = Excused

- = No Meeting

^ = Resigned Member

> = New Member

'' = Arrived at 3:30 p.m.

* FY2007-2008 Final Reports

Regular Meeting + FY2009-2010 Grants Workshop

** FY2008-2009 Cultural Grant Applications Review & Scoring

Guests: Laura Bruney with the Arts & Business Council of Miami

Staff In Attendance:

Catherine Cathers, Arts and Culture Specialist

Motion Summary:

Minutes of the August 19, 2009 Cultural Development Board meeting were unanimously approved.

Dr. Damian's absence was excused.

Arts & Business Council FY2009-2010 proposed programs were accepted.

GOB Art in Public Places projects at Coral Bay Park and Riviera Park were confirmed with the Arts Advisory Panel called upon for artwork selection.

José Garrigó called the Board meeting to order at 8:10 a.m.

I. Review/Approval of August 19, 2009 Board Meeting Minutes:

Ms. Cole made a motion to approve the August 19, 2009 meeting minutes as presented. Ms. Jochem seconded the motion, which passed.

II. Meeting Attendance:

Ms. Cole made a motion to excuse meeting attendance of Dr. Damian. Ms. Jochem seconded the motion, which passed.

III. FY2009-2010 Cultural Grant application questions and updates:

Ms. Cathers requested feedback from the Board regarding questions received from Cultural Grant applicants. Questions were as follows:

- 1) *When the organization is presenting at a university venue and paying a fee (such as with Gusman Hall), is a letter required from the School or Dean?*

The Board unanimously responded “no.” Dr. Matalon-Roth expressed the distinction regarding places where access is limited, such as in the case of closed campuses and private schools, not universities.

- 2) *May grant applicants attach letters of support?*

The Board unanimously agreed not to accept letters of support as attachments.

- 3) *May grant applicants include signed contracts and letters of commitment as attachments?*

During discussion, Ms. Cathers clarified that this is not currently a requirement of the grant. However, the Board had previously agreed that funds would only be released to a grantee upon evidence of commitment from contracted artists. The Board decided to acknowledge the grant language as is and not accept the additional attachments. In consideration that the Board favors confirmed programs and that some organizations have these documents prepared, Dr. Matalon-Roth suggested that it be considered to include in next year’s revisions.

- 4) *What are the determining factors (for Cultural Development grants), in addition to those specified in the guidelines, which constitute whether an organization is “Coral Gables based.” For example, if an organization has rehearsal space, artistic offices, and performances in Coral Gables but their business office/address is outside the Gables, do they qualify as “Coral Gables based?”*

The Board discussed and compared current Cultural Development grantees and how they fit within the definition. The guidelines addressing this point were read aloud by Ms. Jochem. In the discussion, the Board verified that Cultural Development grantees’ primary programming and operations must take place in the Gables, while enthusiastically supporting outreach programs beyond the Gables. Ms. Cole suggested clarifying the criteria in next year’s grant guidelines and application.

- 5) *When an organization has a large series that includes performances outside of the Gables, should the Coral Gables portion of the budget be listed as a percentage of the whole, or should it more realistically take into account travel costs, etc. if the performance were only held in the Gables (and not elsewhere).*

The Board came to an agreement that it’s reasonable for the Coral Gables portion of the budget to be based on a corresponding percentage (for example, if there are 4 performances throughout the County and one is in the Gables, the budget should reflect ¼ of the expenses). The Board further expressed that if an organization chooses to address this differently; it should be clearly stated as to how the expenses are proportioned.

Ms. Cathers advised the Board of the overwhelming positive response from workshop attendees, who expressed their sincere gratitude and appreciation. The Board thanked Dr. Matalon-Roth for her leadership of the workshop.

IV. Arts & Business Council FY2008-2009 partnership and proposed FY2009-2010 programs:

Ms. Bruney, Director of the Arts & Business Council of Miami presented a report of the FY2008-2009 partnership between the Cultural Development Board and the Arts & Business Council and gave program highlights. Ms. Bruney announced new programs including BRAVO (Boomers and Retired Arts Volunteers) and the administration of a new website: www.artsmanagermiami.org.

Ms. Bruney then presented an overview of programs planned for the FY2009-2010 partnership with the Cultural Development Board to assist Coral Gables cultural groups, including offering scholarships to the exceptional National Arts Marketing Project (NAMP) series. The Arts & Business Council polled local arts groups about what assistance they need most. She received an overwhelming request for audience development support and tools. In response to this, Ms. Bruney is developing a workshop, presented twice to accommodate schedules, on how to market more effectively in Coral Gables. The workshop will include a marketing tool kit, including a customized Coral Gables media list, that can be shared with all grantees whether they’re able to attend the workshop or not.

Ms. Bruney discussed the success of last year's roundtables and proposed continuing them as discipline specific (theatre, dance, and music) opportunities for participants to share their most effective marketing methods.

The Board confirmed with staff that funding remains in place to continue the positive, long-time collaboration with the Arts & Business Council.

Ms. Litt made a motion to accept the Arts & Business Council FY2009-2010 proposed programs as presented. Ms. Cole seconded the motion, which passed unanimously.

Ms. Bruney thanked the Board and invited them to attend any of the upcoming Arts & Business Council programs and to forward any resource articles that the Board feels would benefit the development of cultural groups in Coral Gables. Ms. Cathers expressed that Ms. Bruney does an excellent job and consistently provides beneficial resources for Coral Gables cultural groups.

There was a break in the agenda when Mr. Garrigó advised the Board that Nancy Morgan will no longer be providing secretarial services for regular CDB meetings, but will continue to be available for large meetings (such as grant and final report review meetings). Mr. Garrigó acknowledged appreciation for the work Ms. Morgan has provided and offered to send a Thank You note on behalf of the Board. The Board unanimously agreed.

V. Art in Public Places - Update:

Mr. Garrigó advised the Board that discussion regarding the Art in Public Places Ordinance will be postponed until the next meeting when Dr. Damian is in attendance.

Ms. Cathers reported on two Government (GOB) construction projects which have an Art in Public Places requirement through Miami-Dade County. The two projects are Coral Bay Park, with \$2,535 toward public art and Riviera Park, with \$1,050 toward public art. The County allows municipalities to administer GOB projects if they so choose. If the County administers the projects, 15% of the art budget will go to the County. The City Manager's office supports the City administering the projects. The Board was asked for direction and if they want to call upon the Arts Advisory Panel to proceed with the selection process.

Ms. Litt made a motion to move forward with the GOB Art in Public Places projects as required and to call upon the Arts Advisory Panel for the artwork selection. Dr. Matalon-Roth seconded the motion, which passed unanimously.

VI. Miami-Dade County Department of Cultural Affairs – Budget Update:

Ms. Cathers updated the Board on the Miami-Dade Department of Cultural Affairs recent budget hearings and passed on Dr. Damian's request for Board Members to send letters of thanks to County and City Commissioners for their support of the arts.

VII. Status Reports:

a. Art Cinema Project: The Art Cinema construction is on schedule with a new opening date scheduled for December. They are continuing fundraising efforts, including efforts to match a generous grant of \$25,000 offered by the Mayor. The project remains on budget. The Board discussed the Cinema memberships and requested that the Cinemateque forward information to all Board members.

b. Cultural Grant Updates:

Approximately half of the FY08/09 Final Reports have been received to date. The Board agreed that they should

receive the Final Reports as soon as possible.

The Board discussed the day and time of the Final Report review meeting and agreed to meet on Monday, October 26 at 4:00p.m. The Board further agreed to move the October regularly scheduled Board meeting to the same day, October 26 at 3:00p.m., immediately preceding the Final Report review meeting.

VIII. Additional Board Business:

- a. Ms. Litt spoke of the importance and benefit of attending Board funded events and commented on her recent experience at a grantee's program. Mr. Garrigó reminded Board members to complete and return evaluation forms after attending events.

A list of all grantees was distributed for Board members to mark programs they've attended. Ms. Cathers will review the marked lists and get back to the Board with a revised list of organizations and programs that are yet to be visited.

- b. The Economic Sustainability Department will move its offices on Saturday, September 26 to 1 Alhambra Plaza.
- c. The Boards and Committees Ethics Meeting will be held Friday, October 2 at 9:00 a.m. Ms. Jochem, Ms. Litt, and Ms. Cole will attend.

There being no further business to come before the Board, the Board meeting adjourned at 9:15 a.m.

Next Meeting: Wednesday, November 18, 2009, 3:00 p.m. immediately followed by the FY2009-2010 Cultural Grants review and scoring meeting at 4:00 p.m.

Respectfully submitted,

Catherine Cathers
Arts & Culture Specialist and Secretary to the Board
City of Coral Gables