

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Wednesday, January 28, 2015, 8:00 a.m.
Economic & Cultural Development Department
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134**

MINUTES

MEMBERS	A#	S	O	O*	N^	D	J	F	M	A	M	J	J	COMMISSIONERS
	'14	'14	'14	'14	'14	'14	'15	'14	'14	'14	'14	'14	'14	
Meg Daly (Chair)	E	-	P	E	P	-	E	P	P	P	P	P	E	Mayor Jim Cason
Erica Guzman	P	-	A	P	P	-	A	P	P	P	P	P	P	Vice Mayor William Kerdyk, Jr.
Bruce B. Litwer	P	-	P	P	P	-	P	~	~	~	~	~	~	Commissioner Patricia Keon
Nan Markowitz	P	-	P	P	P	-	P	P	P	E	P	P	P	Commissioner Vince Lago
Andrea Cole (Vice-Chair)	P	-	E	P	P	-	P	P	P	P	P	P	P	Commissioner Frank Quesada
Irene Tapanes	P	-	P	P	E	-	P	~	~	~	~	~	~	City Manager
Rosa Maria Mayorga	P	-	P	P	P	-	P	E	P	P	P	A	P	Board-As-A-Whole

Regular Meeting + FY2013-2014 Grants Workshop
*Regular Meeting + FY12-13 Grants Final Report Review
^Regular Meeting + FY13-14 Grants Scoring Review

A = Absent
P = Present
- = No Meeting
~ = Prior to appointment
E = Excused

Additional Attendees:

Cindy Birdsill, Director, Economic & Cultural Development Department
Jorge Casuso, Business Development Analyst, Economic & Cultural Development Department
Laura Bruney, Executive Director, Arts & Business Council of Greater Miami

In Chair Meg Daly's excused absence, the meeting was conducted by Vice Chair Andrea Cole.

Motion Summary:

A motion to approve the minutes from the November 14, 2014 meeting was passed unanimously.

A motion to approve the FY 2013-2014 Annual Report for the Cultural Development Board and Arts Advisory Panel was passed unanimously.

A motion to approve the art works for the 2015 ARTcycle in Public Places was passed unanimously.

A motion to accept the donation by Leonel Matheu of his marble sculpture; funding of the pedestal to be created, using Art in Public Places funds, and provision of appropriate signage for the piece was passed unanimously.

A motion to congratulate Dr. Richard and Bobbi Litt and Doreen Marx and Byron Krulewitsch for being recognized with this year's Dr. Sanford & Beatrice Ziff Honors for Outstanding Contributions to the Arts and to acknowledge them for their contributions to the arts and culture of Coral Gables and the region was passed unanimously.

A motion to reduce the number of performances by Fantasy Theatre Factory covered by a Cultural Grant from ten to five was passed unanimously.

Ms. Cole called the meeting to order at 8:08 a.m.

1. Review of Minutes from November 14, 2014.

Ms. Markowitz made a motion to approve the minutes of the November 14, 2014 meeting. Mr. Litwer seconded the motion, which passed unanimously.

2. Approval of Annual Report

Ms. Markowitz made a motion to approve the FY 2013-2014 Annual Report for the Cultural Development Board and Arts Advisory Panel. Mr. Litwer seconded the motion, which passed unanimously.

3. Proposed art works for the 2015 ARTcycle in Public Places (Action)

Ms. Birdsill informed the Board that the Coral Gables Museum had chosen the artists who would participate in the third annual ARTcycle from March 5 through May 24, 2015. The exhibit includes installing art works, which are constructed using recycled bicycle parts, in prominent public places, including the Coral Gables Museum, the War Memorial Youth Center, Merrick Park across from City Hall, the Village at Merrick Park, Ponce Circle Park and the Biltmore Hotel. She handed out pictures of the selected art works, adding that they were “witty and fun.” The proposed works were well received by the Board, which said it would help to promote awareness of bicycle safety.

Ms. Markowitz made a motion to approve the art works for the 2015 ARTcycle in Public Places to be located at the Coral Gables Museum, the War Memorial Youth Center, Merrick Park across from City Hall, the Village at Merrick Park, Ponce Circle Park and the Biltmore Hotel. Ms. Mayorga seconded the motion, which passed unanimously.

4. Presentation by Laura Bruney concerning Coral Gables Partnership Program Ideas for 2014/15

Ms. Bruney told the Board that she was a new resident of Coral Gables. She reported that the Arts & Business Council of Miami had received \$3,500 funding from the City of Coral Gables that would be used to support arts programming in the City by helping cultural organizations that received Cultural Grants from the City with marketing and board development. Ms. Bruney reviewed a number of programs offered by the Council. They include the Building a Better Board coaching workshops for non-profit officials that helps them set realistic expectations and provide solutions and resources to address shortcomings. Ten scholarships are available to mid-sized groups in Coral Gables that wish to take part in a \$250, two-hour session. Ms. Birdsill suggested that the information be emailed to all Cultural Grants recipients. Ms. Bruney said the Council was also offering the Miami Arts Marketing workshops and roundtables from January through June to help mid-sized groups develop their audiences. Coral Gables grants recipients will be offered scholarships to attend the sessions. Other programs offered by the Council include panel discussions on declining arts coverage by the media, the connection between the creative and tech communities and the need for the boards of non-profit organizations to set priorities. An ongoing workshop explains annual tax filing requirements for non-profits, she said. Ms. Bruney also informed the Board about a forum that would be held in the winter to explore how copyright and trademark laws apply to public art, a topic she said is becoming increasingly important. In addition, Ms. Bruney reported that the Council had revamped its artsbizmiami.org website and was continuing to promote the #CoralGablesArts hashtag and Arts Biz Blog. She also announced that scholarships would be provided for as many as 20 Coral Gables Grants recipients to attend the Breakfast with the Arts & Hospitality Industries this spring.

5. Donation by Leonel Matheu of his marble sculpture; funding of the pedestal to be created, using Art in Public Places funds, and provision of appropriate signage for the piece.

Ms. Birdsill informed the Board that Cuban artist Leonel Matheu, who was the subject of a recent retrospective at the Frost Art Museum, offered to donate a marble sculpture depicting a paper sail boat that represented the precarious journey taken by Cuban refugees fleeing the island. The sculpture would be placed on a concrete base at Fewell Park at Coral Way and Granada Boulevard. Ms. Birdsill said that the Arts Advisory Board, the Landscape Beautification Advisory Board and the Parks and Recreation Advisory Board had recommended the project. Mr. Litwer and Ms. Cole said they worried about children climbing the sculpture. Ms. Birdsill noted that the 57-inch wide by 57-inch tall sculpture would be placed on a two-foot pedestal with an appropriate plaque. Ms. Tapanes asked about the monetary value of the work, and Ms. Birdsill said the City would have the work appraised before it is insured. Ms. Birdsill noted the cost to provide a pedestal and install the sculpture would be between \$2,000 and \$3,000 and would come from the City's \$1.2 million Public Arts Fund. She said the Fund also would fund the restoration of the Jean Ward sculptures on the grounds of the Coral Gables Public Library. Ms. Birdsill added that the majority of the funds would be used for art works for the Miracle Mile and Giralda Avenue Streetscape projects.

Ms. Markowitz made a motion to accept the donation of a sculpture by Leonel Matheu and to ensure the use of Art in Public Places funds to install the work in Fewell Park, create a pedestal, and provide proper signage and maintenance. Mr. Litwer seconded the motion, which passed unanimously.

6. Congratulate Dr. Richard and Bobbi Litt and Doreen Marx and Byron Krulewitch for being recognized with this year's Dr. Sanford & Beatrice Ziff Honors for Outstanding Contributions to the Arts. (Action)

Ms. Birdsill informed the Board that Coral Gables Mayor Jim Cason would be writing a letter congratulating Dr. and Ms. Litt and Ms. Marx and Mr. Krulewitch for being recognized with this year's Dr. Sanford & Beatrice Ziff Honors for Outstanding Contributions to the Arts presented by Classical South Florida. The letter also would thank Ms. Litt for her ten years of public service as a member of the City's Cultural Review Board and Ms. Marx and Mr. Krulewitch for their 33 years organizing the Sunday Afternoons of Music series at the University of Miami's Gusman Hall. Ms. Cole said she would like to review the text of the Mayor's letter before it was sent.

Ms. Markowitz made a motion to congratulate Dr. Richard and Bobbi Litt and Doreen Marx and Byron Krulewitch for being recognized with this year's Dr. Sanford & Beatrice Ziff Honors for Outstanding Contributions to the Arts and to acknowledge them for their contributions to the arts and culture of Coral Gables and the region. Ms. Tapanes seconded the motion, which passed unanimously.

7. Grant Agreement for the Fantasy Theatre Factory Attached Email (Action)

Ms. Birdsill informed the Board that Larry Fields, producing artistic director for the Fantasy Theatre Factory, had sent an email requesting that the number of performances be reduced from ten to five because the shows in schools that were part of the application did not qualify for a grant, since they were not open to the public.

Mr. Litwer made a motion to reduce the number of performances by Fantasy Theatre Factory covered by a Cultural Grant from ten to five. Ms. Markowitz seconded the motion, which passed unanimously.

8. Grant Review -- Scoring Applications (Discussion)

Ms. Birdsill said there was much positive feedback to the new streamlined grants application form. Ms. Markowitz said the grants application process went smoothly. Ms. Cole suggested providing pencils at the grant scoring sessions to make it easier to make changes and using keywords in boldface and all caps positioned at the center of each section that deals with the various areas of a project so they are not covered by the staple. Mr. Litwer said he was very pleased with the process. Ms. Markowitz noted that there is some subjectivity in scoring grant applications. Ms. Birdsill asked Board members to email their suggestions to staff.

9. Friends of Chamber Music Subscription Tickets and attached schedule (Discussion)

Ms. Cole said she had received the schedule of upcoming events by Cultural Grants recipients and would attend the Hugo Wolf Quartet performance at Gusman Hall on February 7. She said she had attended the Chopin for All free concert series at the Granada Presbyterian Church in Coral Gables and that it was a full house. This project reaches many who cannot pay to attend classical concerts, including young children. Mrs. Cole also said she attended the Symphonic Band concert at Gusman, featuring Santiago Rodriguez. She said the audience was about 350 and that it would have been larger, except for parking issues which made finding a space impossible for many to park. Ms. Tapanes said she had attended the Jazz in the Gables Concert Series and the Beaux Arts Festival at UM and enjoyed both. Ms. Mayorga said she attended a private Tropical Baroque fundraiser. Ms. Cole said she thought the recent Coral Gables Festival of the Arts unfairly competed with local galleries, which were not represented at the event. Ms. Birdsill said the City was evaluating the event, which was held for the first time.

10. Other Tops (Discussion)

a.) Steering Committee Rep for Branding

Ms. Birdsill informed the Board that the City had hired the branding firm, We Are Charette, to help create brand guidelines and that the Board should choose a member to sit on the Branding Steering Committee. Irene Tapanes said she would be interested in representing the Board, and the other Board members unanimously agreed.

Ms. Birdsill announced that representative from Cooper Robertson and Partners, the firm chosen by the City to help design the Miracle Mile and Giralda Streetscape projects, would hold a meeting Thursday, February 5 from 6 to 8 p.m. at the Coral Gables War Memorial Youth Center. She encouraged Board members to attend.

There being no further business to come before the Board, the meeting was adjourned at 9:02 a.m.

Respectfully submitted by,

Jorge Casuso, Business Development Analyst, Economic and Cultural Development Department