

**CITY OF CORAL GABLES
INTERNATIONAL AFFAIRS COORDINATING COUNCIL**

Minutes of the Meeting of August 17, 2010

MEMBERS:	J	J	M	A	M	F	J	D	N	O	S	A	COMMISSIONERS:
Allan Rosenbaum	E	P	X	E	E	P	X	E	P	P	X	P	Comm. Maria Anderson
Nancy Sanabria	P	E	X	P	-	-	-	-	-	-	X	P	Comm. Rafael "Ralph" Cabrera, Jr.
Steve Edelstein	P	P	X	P	P	E	X	P	P	P	X	P	Vice-Mayor William H. Kerdyk, Jr.
Carolina Rendeiro	P	E	X	E	P	P	X	P	P	P	X	P	Mayor Don Slesnick
Luba DeWitt	E	P	X	P	P	P	X	P	E	P	X	P	Comm. Wayne "Chip" Withers
Art DeNunzio	P	P	X	P	P	P	X	P	P	P	X	P	Patrick Salerno, City Manager
Paul Posnak	P	P	X	P	P	P	X	-	P	-	X	P	Council-at-Large Appointment

Deirdre Nero, Coral Gables Chamber of Commerce/Vice Chair, Int'l Division Committee

Valentino Macor, Member Board of Director/French - American, Chamber of Commerce, FL

A = Absent
P = Present
E = Excused
X = No Meeting

Staff in Attendance:

Evelyn Paz, Secretary, IACC

Guests:

Mark Trowbridge, President of the Coral Gables Chamber of Commerce
 Caroline Parker, Director of Programs, Coral Gables Museum
 Ashley Montano, Intern, Coral Gables Museum

Meeting was called to order at 9:19 a.m. A quorum was present.

APPROVAL OF MINUTES:

Motion was made by Steve Edelstein to approve the minutes of the meeting of July 20, 2010.
 Paul Posnak seconded the motion. Motion was passed unanimously

FLAGS ON PONCE:

Mr. Mark Trowbridge introduces the Flags on Ponce Program. He mentions the Chamber has been the main steward since 1993 and has worked closely with the various cities and until four years ago the City of Coral Gables was also heavily involved in the project. However, legislation changed to put the program back into the hands of the Chamber to handle and finance the program. He mentions the past year was a bit difficult because of the cost of flying the flags (appx. \$8,000-9,000 per year). He said that the Chambers board has teamed up with the City Manager's office to make the program more manageable and representative of the various

countries by scaling back the program to 30-40 flags from 126 flags. Commissioner Cabrera asked him to consult the IACC and ask for support for the program in helping the program.

The corpus of the Chamber was built around a variety of activities and the Flags on Ponce program is a bit different from what they normally do. However, he mentions that they initiated this program as a way to thank the local business community as well as the various multi-national organizations that contribute to the local economy.

He therefore is asking for support from the IACC to help promote this program in terms of seeking funding and sponsorships. He talks about the length of the stay of the flags, the wear and tear on the flags due to the weather, vandalism and other types of damage. He mentions that in cases where the flags have to be ordered or re-ordered, the order is placed in the end of October or beginning of November. He also mentions that individual sponsorships are \$150, corporate sponsorships are \$300. The price depends on the flag or the sponsor can put up their own flag. The challenge is that the flags have to be a uniform size (3x5) and two-sided. The money apparently goes into one large "pot" to purchase flags, marketing, and other necessary items. If someone wanted to sponsor a flag that was not there, it would be considered.

He mentions sponsors can specifically adopt a flag and that we don't fly the Cuban flag for obvious trade reasons. He says the City attempts to fly the sponsored flag near the company's business if it is on Ponce.

The flags cost between \$50 and \$150 and the poles are already in place. He mentions he hopes to have a small dedication event with the raising of the flags each year and stresses the need for sponsorships.

Motion was made by Allan Rosenbaum to move that the IACC show support and drafted a letter to local business with hopes of support for the Flags on Ponce program. Motion was seconded by Steve Edelstein. Motion was passed unanimously.

Merrick Festival:

Carolina Rendeiro expressed her concerns with respects to the Merrick Festival and have the festival be named the "International Festival of The Arts". Paul Posnak suggests focusing on 2011 and focusing on 1-2 cities and doing something on a smaller scale. Paul Posnak brings up fundraising and planning takes time and that 2011 seems to close and suggests moving it to 2012. Paul Posnak mentions something regarding the French facility director which he would speak with regarding bringing a couple of first rate musicians. He also mentions a cultural liaison of Aix-en-Provence. Steve Edelstein reinstates having one of the Sister Cities involved in each bi-annual festival or one from Europe and one from Central America then suggests that they make a motion that the Festival takes place November 2011. No one opposed.

Carolina Rendeiro mentions the grants would be available but take a while (approximately 1 year). She stated you have to apply for them now and they get approved in April. Allan Rosenbaum suggests a degree of partnerships with the Sister Cities to make the funding possible. He says that apart from providing the artists, they have to somehow support the festival

financially. Paul Posnak stated to approach the basics and foundation of the festival (i.e. the funding) and then get into the specifics of the matter. Carolina Rendeiro suggests contacting the Chambers of Commerce, the Consular Corps, and those types of such organizations to assist in the matter. ***difficulty hearing*** Paul Posnak suggests local Coral Gables artists to travel to the Sister Cities for similar performance exhibitions as a sort of cultural interchange between the cities. Carolina Rendeiro suggests creating a 3-5 year plan to organize all aspects of the festival. ***difficulty hearing***

MACEDONIA DELEGATION:

The Macedonia Delegation would like to visit this October. Carolina Rendeiro mentions that Dana Klein was supposed to come to the meeting to provide more information but was unable to attend. The delegation was interested in doing a Sister Cities with Macedonia, and Carolina Rendeiro spoke with the Mayor about it and the feeling was to welcome the delegation. ***difficulty hearing*** Steve Edelstein brings up the subject of making Macedonia a Sister City and goes on to say the matter is a bit premature, but that later down the road it's a possibility. Steve Edelstein suggests setting up an event to represent the visiting city (i.e. Macedonia), perhaps some sort of reception to meet and greet everyone.

DIGITAL RECORDER

Evelyn Paz informed the committee on the digital recorder for the IACC and that she will be scheduled for training and that the digital recorder will be available for September's meeting.

There being no further discussion, the meeting adjourned at 10:11am.

ANNOUNCEMENTS:

Members converse and make minimal announcements.

Respectfully submitted,

Evelyn Paz

Secretary, International Affairs Coordinating Council