



DRAFT

CITY OF CORAL GABLES CULTURAL DEVELOPMENT BOARD MEETING

Tuesday, January 7, 2020, 8:15 a.m.

Coral Gables Museum

285 Aragon Ave., Coral Gables, Florida 33134

Historical Resources &
Cultural Arts

2327 SALZEDO STREET
CORAL GABLES
FLORIDA 33134

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MEMBERS	F	M	M +	A	A	J	J	A	S	O	N +	D +	J	APPOINTED BY:
	19	19	19	19	19	19	19	19	19	19	19	19	20	
Leslie Pantin	P	E	E	P	P	P	-	P	P	P	P	P	P	Mayor Raul Valdes-Fauli
Dr. Fernando Alvarez- Perez	P	P	P	P	E	P	-	E	E	P	E	P	P	Vice-Mayor Vince Lago
Betty Horwitz	P	P	P	P	P	P	-	P	P	E	P	P	P	Commissioner Pat Keon
Frank Martinez*	P	P	E	P	P	E	-	P	P	P	A	P	P	Commissioner Michael Mena
June Morris* Vice Chair						P	-	P	P	P	P	E	P	Commissioner Jorge Fors
Dr. Bernice Roth Chair	P	P	P	P	P	P	-	E	P	P	P	P	P	City Manager Peter Iglesias
Dr. Rosa Maria	E	P	E	P	P	P	-	P	P	P	P	P	P	Board Appointee

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

STAFF:

Kara Kautz, Historical Resources & Cultural Arts Interim Director

Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts Dept.

GUESTS:

Laura Bruney, Arts & Business Council; Beatrice Rangel, The Innovation Council

RECORDING AND PREPARATION OF MINUTES: Catherine Cathers, Arts and Culture Specialist,
Historical Resources and Cultural Arts

Dr. Roth called the Cultural Development Board meeting to order at 8:15 a.m. and read aloud the False Claims Ordinance.

REVIEW OF MINUTES FROM DECEMBER 3, 2019:

Dr. Mayorga made a motion to approve the minutes of December 3, 2019. Ms. Morris seconded the motion, which passed unanimously.

Dr. Roth asked for a follow-up regarding the request for a tour of the University of Miami Public Art tour. Ms. Cathers responded that UM agreed to send dates for a 9am or 4pm tour time.

PERSONAL APPEARANCE & NEW BUSINESS:

a. ARTS & BUSINESS COUNCIL – FY2018-2019 FINAL REPORT & FY2019-2020 PROPOSAL

Ms. Bruney greeted the Board and referenced the Arts & Business Council's Final Report provided to the Board. She gave a comprehensive overview of the programs presented in partnership with the City to Cultural Development Grantees and reported that over 1.7 million impressions on social media using the #coralgablesarts campaign. Ms. Bruney added that every Thursday is focused on Coral Gables cultural events. She reported 18 arts organizations with programs in Coral Gables attended the Miami Arts Marketing Project (MAMP) workshops with 4 receiving Coral Gables scholarships. This year, she said, that number will expand to 5. In addition, there will be a legal workshop in Coral Gables and the annual Breakfast with the Arts focusing on business, arts, and hospitality partnerships.

Ms. Bruney provided an overview of new initiatives for FY2019-2020 including an update to the Social Media Took Kit provided to all Coral Gables Cultural Grant applicants; an Arts for the Holidays campaign focusing on the Coral Gables Museum and running through Mathers Day, Spring, and Winter Holidays; a GMCVB & Brightline "Culture Seekers" campaign to bring arts enthusiasts from Broward County for an arts weekend or arts day with discounts to those with Brightline tickets; expanded MAMP programs; and continuation of the Arts Board Match program. Ms. Bruney stated that the Arts & Business Council could prepare a Building a Better Board Workshop specifically for Coral Gables grantees.

Dr. Roth responded that help is needed for grantees to find board members. Ms. Bruney elaborated on the Board programs, saying the Board Match is good for mid-size organizations and the workshop is better for smaller groups. She said one was done for the County and letters of attendance were submitted by A&B Council, which were implemented into the grant scoring process. Mr. Pantin added that Leadership Miami is an organization with young people seeking opportunities for Board involvement.

With no further comments, Ms. Bruney thanked the Board and left the meeting.

Ms. Cathers stated that the City is allocating \$5,000 dollars in the annual budget for the partnership with the A&B Council. The Board agreed that it's a valuable resource for grantees.

b. THE INNOVATION COUNCIL

Ms. Rangel introduced herself, gave an overview of The Innovation Council, and presented the Board with The Innovation Council Strategic and Operational Plan. She gave a description of innovation hubs around the country and the goal of the Council to attract people and businesses to Coral Gables. She stated the support of the IT department and Sister City program. Ms. Rangel discussed the value of innovation as it relates to cultural initiatives, including the Sister City program.

The Board acknowledged the value of the Sister City connection. Ms. Morris mentioned the many cities and universities creating innovation communities. Dr. Alvarez-Perez recommended addressing the Coral Gables Chamber of Commerce. Dr. Roth asked Ms. Rangel to consider how the Board can help and forward specific requests through staff.

With no further discussion, Ms. Rangel thanked the Board and left.

CULTURAL GRANTS – REQUESTS, UPDATES, REVIEWS:

a. FY2020-2021 UPDATES: PROCESS, SCORING, TIMELINE

Due to the time needed to thoroughly discuss grant updates, Dr. Roth recommended setting a separate meeting dedicated to this item. She asked Board members to meet with their Commissioner or appointing official and ask what they want in terms of the cultural grant, how to address new applicants, and matters related to the existing timeline.

New applicant suggestions from the Board included requiring 2 City staff meetings and providing a timeline.

Regarding the timeline, Dr. Roth stated that many programs have already occurred or are in process by the time funding is decided and released. Staff recommended completing the review and scoring by June. The Board briefly discussed recommending a new timeline and how it would align with the fiscal year and guaranteed funds. Dr. Roth stated that anticipated funding would be in the budget request and staff confirmed, saying the funds would not be guaranteed or released until after October 1st.

The Board received a copy of the State of Florida's cultural grant scoring rubric. Dr. Roth asked the Board to review it before the dedicated meeting and consider how using something similar would provide an explanation of the scoring range.

Board members discussed dates for the dedicated Cultural Grant discussion meeting and agreed to meet on Wednesday, January 29 at 5:00 p.m. Dr. Roth asked that Board members forward comments to staff prior to the meeting.

The Board was advised that the recommended grant funding for FY2019-2020 will go before the City Commission on Tuesday. The Board discussed briefly and agreed to appoint a member to speak on behalf of the Board.

Dr. Alvarez-Perez made a motion appointing Mr. Pantin to appear before the City Commission and speak on behalf of the Board regarding FY2019-2020 Cultural Grant funding. Ms. Horwitz seconded the motion, which passed unanimously.

Mr. Pantin asked staff to prepare a report documenting the City's history of funding regarding the cultural grant program. Staff confirmed.

b. BOARD MEMBER REVIEWS

Board members shared cultural programs they've attended, including: Seraphic Fire and the Coral Gables Art Cinema. Dr. Roth requested a calendar of cultural grantee programs.

OLD BUSINESS:

Mr. Pantin requested an update regarding Area Stage Theater and asked if they've spoken with The Sanctuary of the Arts. Ms. Cathers responded that the theater has a temporary space in South Miami and may be holding classes at the Sanctuary of the Arts, although nothing is confirmed. She added that the space requires extensive buildout prior to having full company performances. Dr. Roth suggested they reach out to the Chamber of Commerce and see if they can present at Good Morning Coral Gables or submit an article

to the Chamber's newsletter. Ms. Kautz mentioned that the church on Red Road has recently been purchased by the University of Miami and has no programming plans in place.

ART IN PUBLIC PLACES UPDATES:

Staff reported that the Museum invited the City to move and extend the Rafael Barrios exhibition to mid-March and that a community meeting will be scheduled to propose permanent location of the sculpture *Pause* along the north Ponce corridor at Ponce de Leon Park. Mr. Pantin recommended placing the artwork on a pedestal. Staff confirmed that a pedestal will be included, and the sculpture will be lit.

Ms. Cathers reported that an online platform for public art review is currently in procurement through the IT department. Once it's in place, an RFQ may be issued for the Public Safety & Fire Station projects. She said it is like the online grant portal, but specifically developed for this purpose.

Dr. Roth stated she will attend the next Arts Advisory Panel meeting to observe the Panel's process.

DISCUSSION ITEMS:

Ms. Cathers reported meeting with Michael Spring, Marialaura Leslie, and Gilda Mooney-Battle with the Miami-Dade County Department of Cultural Affairs. Ms. Cathers updated the County on Coral Gables cultural initiatives including the status of the Cultural Development Grant program, the development of a Cultural Arts Master Plan, proposed initiatives to further develop cultural venues through municipal and private development and Illuminate Coral Gables. Ms. Cathers discussed the City's Art in Public Places (AiPP) program and confirmed that municipal projects may apply the required County Art in Public Places fees toward works of art that are on and/or off-site from the generating location. Staff stated a preference for art at the site; however, it doesn't need to use the complete AiPP allocation and allows for greater flexibility in planning artworks and placement.

ITEMS FROM THE SECRETARY:

There being no further business, the Cultural Development Board meeting adjourned briefly at 9:33 a.m.

Respectfully submitted,



Catherine J. Cathers
Arts & Culture Specialist