



DRAFT

**CITY OF CORAL GABLES  
CULTURAL DEVELOPMENT BOARD MEETING  
Tuesday, February 06, 2018 8:30 a.m.  
Historical Resources & Cultural Arts Department  
2327 Salzedo St., Coral Gables, Florida 33134**

*Historical Resources &  
Cultural Arts*

2327 SALZEDO STREET  
CORAL GABLES  
FLORIDA 33134

☎ 305.460.5093  
✉ hist@coralgables.com

MEMBERS	M	A	M	J	J	A	S	O	N+	D+	J	F	APPOINTED BY:
	17	17	17	17	17	17	17	17	17	17	18	18	
Leslie Pantin *								P	P	P	-	P	Mayor Raul Valdes-Fauli
Betty Horwitz	P	P	E	P	-	P	P	P	P	P	-	P	Vice-Mayor Pat Keon
Dr. Fernando Alvarez-Perez	E	P	E	P	-	P	P	E	P	P	-	E	Commissioner Vince Lago
Alfonso Perez	E	P	P	P	-	E	P	P	P	P	-	P	Commissioner Michael Mena
Geannina A. Burgos	E	P	P	P	-	P	P	P	E	P	-	P	Commissioner Frank C. Quesada
Dr. Bernice Roth Chair	P	P	P	P	-	E	P	P	P	P	-	P	City Manager Cathy Swanson-Rivenbark
Dr. Rosa Maria Mayorga	P	P	P	E	-	P	P	P	P	P	-	P	Board Appointee

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

**STAFF:**

Dona Spain, Director, Historical Resources and Cultural Arts  
Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts  
Maria Rosa Higgins-Fallon, Public Affairs Manager  
Rayza Collazo, IT Specialist

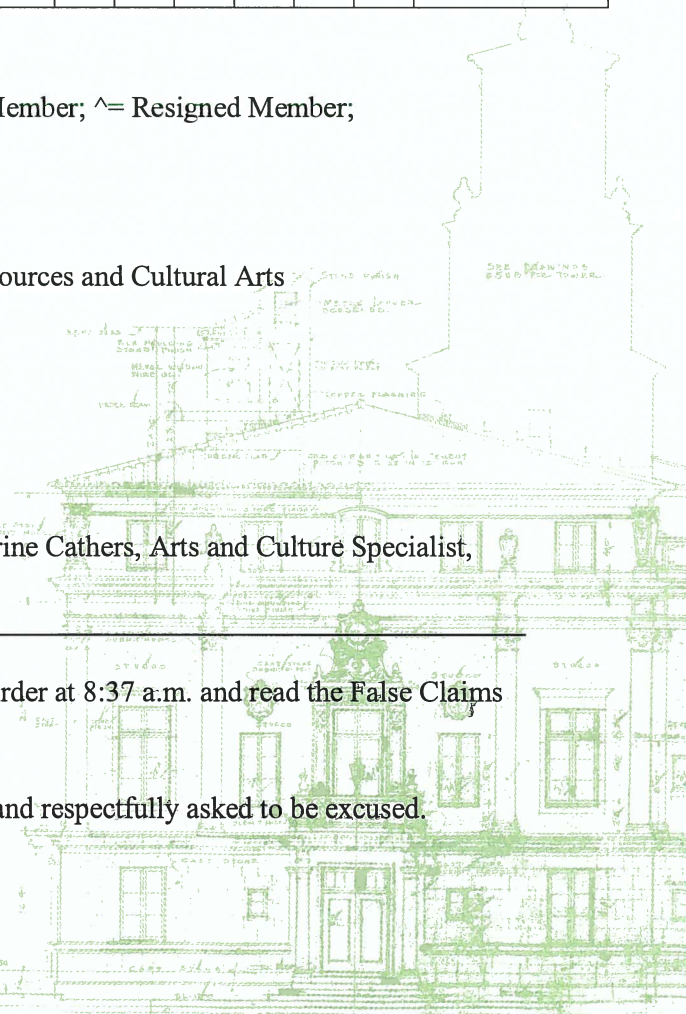
**GUESTS:**

Barbara Stein, Actors' Playhouse  
Laura Bruney, Arts & Business Council of Miami

**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 8:37 a.m. and read the False Claims ordinance statement.

The Board was advised that Dr. Alvarez-Perez called in sick and respectfully asked to be excused.



**Ms. Burgos made a motion to accept the absences of Dr. Alvarez-Perez. Mr. Perez seconded the motion, which passed unanimously.**

REVIEW OF MINUTES FROM DECEMBER 05, 2017:

**Mr. Perez made a motion to approve the minutes of December 05, 2017. Ms. Burgos seconded the motion, which passed unanimously.**

PERSONAL APPEARANCES:

Barbara Stein, executive director of Actors' Playhouse, introduced herself and expressed her gratitude for the Board's support. Ms. Stein shared her concern that the last couple of years the Board has held the belief that large organizations may not have as much need for grant funding as smaller organizations, and referred to the eligible amount of funds for large Coral Gables based organizations being reduced from fifteen thousand (\$15,000) to ten thousand (\$10,000). She explained in detail the expenses organizations such as Actors' Playhouse have to produce high quality productions and questioned whether it was a good idea to reduce funding for organizations that do so well. Ms. Stein further expressed the struggle to keep quality productions and still grow the organization. The Playhouse just celebrated thirty years, she said, and continues to bring many people to Coral Gables to see productions that are done better than anywhere else.

Dr. Roth asked about the theater's programs for school-age children. Ms. Stein responded that over 60,000 children visit the theater throughout the year and mentioned study guides provided and the importance of the content in developing critical thinking skills. She also provided information about the Young Talent, Big Dreams program giving young people access to professional opportunities.

Ms. Stein provided a brief history of the theater, including the ongoing partnership with the City and extensive collaboration to build the three-stage theater to help develop the downtown area. The Board-as-a-whole expressed the importance large organizations have on the development of Coral Gables.

The Board thanked Ms. Stein for speaking. Ms. Stein thanked the Board and left the meeting. Board members commented on the benefit of having grantees address the Board and encouraged other organizations to do the same.

Mr. Pantin asked how the cultural grant budget is determined each year. Dr. Roth stated that over the years the amount has gone up and down. She went on to state that raising funds toward the program on a yearly basis would not be a dependable funding source. Mr. Pantin asked staff to prepare a history tracking the past funding amounts. Staff stated they would do so. The Board discussed speaking with their appointing officials and commented on the amount of time and numerous hours required to review and score the grant applications. Staff thanked the Board for their hard work.

ARTS & BUSINESS COUNCIL:

Laura Bruney, president and CEO of the Arts & Business Council, introduced herself and responded to the previous comments regarding cultural grant funding, stating that as members of Americans for the Arts, the Council has arts advocacy talking points that can be used when speaking with others, including facts such as arts programming in Miami-Dade County generating 1.4 million in economic impact and 44,000 jobs in the arts. Ms. Cathers stated that while data specific to Coral Gables can't be separated, the numbers speak to the County as a whole and overwhelmingly demonstrate the benefit that support of the arts has in Miami-Dade County.

Ms. Bruney then reported on the Council's partnership with Coral Gables. She shared the year to date programs, starting with the recent Miami Arts Marketing Project (MAMP) conference. She noted that part of the Coral Gables sponsorship includes five scholarships to MAMP programs and this year it was one of

the best with over 150 arts groups represented. Ms. Bruney went on to say three (3) MAMP labs would be held in February, March, and April (at CGM), concluding with a special maximizing MAMP workshop for smaller groups and a marketing masters program for larger groups with the director of Patron Mail.

The Board was provided with a report for 2016-2017 programs and Ms. Bruney commented on successes, such as the social media campaign using #CoralGablesArts. The campaign, she stated, is focused on getting people to go to arts events and restaurants.

Ms. Bruney continued with further details of the programming for 2017-2018, including an updated social media toolkit sent to cultural grantees; two Coral Gables Facebook ads to boost Coral Gables arts happenings; Breakfast for the Arts and Hospitality; a Creative Happy Hour hosted in partnership with the Coral Gables Chamber or BID; presentation of Patent Pro Bono for entrepreneurs and inventors with the director of Innovation Crush; and coaching assistance for legal, marketing, and financial direction.

Ms. Cathers shared her experience of attending the MAMP conference and commented on the impressive professional experience, success, and engagement of the speakers and presenters. She stated that all Coral Gables' scholarship recipients reached out to her following the conference, thanking the City and sharing how much they gained from the experience.

Dr. Mayorga shared her experience at another Arts & Business Council event, echoing the positive impact of the City's partnership.

The Board thanked Ms. Bruney for her presentation. Ms. Bruney thanked the Board and left the meeting.

Staff stated that the City currently pays \$3,500 for the partnership with the Arts & Business Council. The Board agreed that the amount is minimal compared to the benefit cultural grantees receive from the partnership.

#### CITY WEBSITE DESIGN:

Maria Rosa Higgins-Fallon, public affairs manager, and Rayza Collazo, IT specialist, greeted the Board to discuss and present an updated City website design. Ms. Higgins-Fallon stated that IT and the office of communications have been working with a professional website design company to create a site that is beautiful, applies state of the art technology, and is ADA compliant. Now, she said, they are making presentations to all the Boards and departments for their feedback.

Ms. Higgins-Fallon and Ms. Collazo demonstrated the new website on a large format monitor. Ms. Higgins-Fallon said the functionality of the site was determined based on what areas are accessed and used the most. She noted the photo centric aesthetic and the Board responded enthusiastically to the new look.

Dr. Roth asked Ms. Higgins-Fallon to pull up the cultural section of the website and asked that it be easy to find. The section was not found and there was a lot of discussion about the best place to put it. All agreed that the Cultural programs of the City are too hidden in this version.

The Board expressed concern that cultural activities may be missed and Dr. Roth emphasized a desire to use the word "culture." She added the importance of including cultural activities as they are also offer great economic benefit to the City.

The Board discussed use of the word "visitor", unanimously agreeing that a resident may not think to look under "visitor" if seeking information about cultural programs. Dr. Mayorga suggested changing the word "visiting" to "events."

Ms. Higgins-Fallon advised the Board that the cultural events may be included in the community calendar.

The Board continued discussion, suggesting a variety of wording choices including: Community and Cultural Calendar, Events, Community and Cultural Events, What to Do, What's Happening, Coral Gables Attractions, etc.

Mr. Perez asked where information about Public Art will be found, stating that developers are often unaware of the incentives to include public art in their projects. Ms. Higgins-Fallon responded that not all the current information has been transferred yet.

Ms. Cathers stated that the main areas of this Board include the cultural grant program, cultural events, and the art in public places program. In summary, the Board asked for a greater presence for culture on the website and requested a dedicated button.

Ms. Higgins-Fallon agreed that culture is an important part of the City and that the Board's suggestions will be taken into consideration. She also asked for photographs that can be used to link with the cultural theme.

The Board thanked Ms. Higgins-Fallon and Ms. Collazo, who then left the meeting.

#### CORAL GABLES CULTURAL GRANTEE REQUESTS, UPDATES & REVIEWS:

##### **a. The Opera Atelier, FY2016-2017 Final Report**

Staff reported that the Opera Atelier has submitted their Final Report for FY2016-2017 as requested. Ms. Horwitz, the assigned reviewer of the report stated that she will review and report back to the Board at the next meeting.

##### **b. Cuatrogatos Foundation, Program change request**

Board members were presented with a program change request from Cuatrogatos Foundation, eliminating the puppet show from the presentation on March 11<sup>th</sup> and replacing it with the addition of musician Hector Eduardo Herrera. A revised budget was presented along with the change request. A representative of the organization was unable to attend. The Board discussed the content of the program, location, and funding sources. With no further discussion, the following motion was made:

**Mr. Pantin made a motion to approve the requested change as presented. Mr. Perez seconded the motion, which passed unanimously.**

##### **c. South Florida Chamber Ensemble, Program dates**

Ms. Cathers updated the Board on the reconfiguration of the programs and dates presented by the South Florida Chamber Ensemble. She noted that dates and programs are not changing, rather what is being presented when, and that a new schedule will be forwarded to the Board. She also encouraged Board members to check the organization's online calendars or call to confirm dates and locations before attending an event.

##### **d. Florida Opera Prima**

Ms. Cathers stated that Florida Opera Prima requested funding toward one event to be held at the Coral Gables Museum last Sunday, February 4<sup>th</sup>. She stated that she went to the Museum and there was no event. Ms. Cathers contacted the Museum representative in charge of events who said the venue contract was not signed and the event did not happen. Ms. Cathers also reached out to Florida Opera Prima and did not receive a response; however, she noted that the same performance took place at another venue in Miami a couple of days earlier.

Dr. Roth asked if the funds could be reallocated to the Arts & Business Council. Ms. Spain responded that the funds are from different accounts. Ms. Burgos asked if funding could increase to the Arts & Business Council regardless. The Board agreed that the Arts & Business Council is doing much more than what they're being funded for and would like additional funding allocated for the program.

With no further discussion, the Board agreed that Florida Opera Prima defaulted on their agreement and the following motion was made:

**Ms. Burgos made a motion to withdraw funding from Florida Opera Prima. Ms. Horwitz seconded the motion, which passed unanimously.**

Ms. Cathers stated that the Miami Bach Society is no longer active and their funding recommendation has been rescinded.

CORAL GABLES CULTURAL GRANT FY2017-2018:  
Deferred

ARTS ADVISORY PANEL NOMINATIONS:

Board members were provided with two nominations received by the City for vacancies on the Arts Advisory Panel, Herbert Brito and Linda Chapin. Ms. Cathers advised that Mr. Brito's background is in design and architecture with Ms. Chapin having a background in Art History. The Board reviewed the nominee's CVs, discussed, and agreed that the Panel is in need of a member with architecture and design experience. The Board asked that Ms. Chapin's information be kept for future consideration. With no further discussion, the following motion was made:

**Mr. Perez made a motion recommending Herbert Brito as a member of the Arts Advisory Panel. Mr. Pantin seconded the motion, which passed unanimously.**

NEW BUSINESS:

There was no new business.

OLD BUSINESS:

There was no old business.

DISCUSSION ITEMS:

Mr. Pantin asked for an update regarding the Cruz-Diez crosswalks. Staff advised the Board that a proposal to make the crosswalks permanent was submitted and presented to the Arts Advisory Panel, who fully supported the design. However, due to the high cost of the design and maintenance, they moved to deny the proposal as presented.

ITEMS FROM THE SECRETARY:

There were no items.

**A motion was called by Ms. Burgos to adjourn the meeting and seconded by Mr. Perez. The motion was unanimously approved.**

There being no further business, the meeting was adjourned at 9:59 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Dona M. Spain" followed by a long, sweeping horizontal flourish.

Dona M. Spain  
Historical Resources and Cultural Arts Director