

CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Wednesday, March 26, 2014, 8:00 a.m.
Economic Sustainability Department
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134

MINUTES

| MEMBERS | A# | S | O* | N^ | D | J | F | M | A | M | J | J | COMMISSIONERS |
|--------------------------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|--------------------------------|
| | '13 | '13 | '13 | '13 | '13 | '14 | '14 | '14 | '14 | '14 | '14 | '14 | |
| Meg Daly (Chair) | P | P | P | P | P | P | P | P | | | | | Mayor Jim Cason |
| Erica Guzman | P | P | P | P | P | E | P | P | | | | | Vice Mayor William Kerdyk, Jr. |
| Nedra Kalish | E | P | P | E | A | P | P | P | | | | | Commissioner Patricia Keon |
| Nan Markowitz | P | P | P | P | P | P | P | P | | | | | Commissioner Vince Lago |
| Andrea Cole (Vice-Chair) | P | P | P | P | P | P | P | P | | | | | Commissioner Frank Quesada |
| Karla Ferguson-Soimaud | P | P | P | P | E | P | A | A | | | | | City Manager |
| Rosa Maria Mayorga | ~ | ~ | P | P | P | E | E | 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

Additional Attendees:

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

Motion Summary:

A motion to approve the minutes from the February 26, 2014, meeting was passed unanimously.

Ms. Daly called the meeting to order at 8:10 a.m.

1. Review of Minutes from February 26, 2014.

Ms. Markowitz made a motion to approve the minutes with two amendments:

It was Ms. Daly, not Ms. Markowitz, who suggested asking the applicants direct questions about issues such as programming, funding and marketing. Ms. Cole clarified her comments about contributions made by an applicant's board, saying it should include both contributing financially and with skills.

Ms. Cole seconded the motion, which passed unanimously.

2. Update from Laura Bruney, Executive Director of the Arts & Business Council of Greater Miami

Ms. Bruney provided an overview of what the Arts & Business Council is doing to help promote the arts in the City of Coral Gables. Coral Gables Grant recipients have been given scholarships to attend the Miami Arts Marketing Project, which includes six workshops and two roundtables from January through June. Ms. Bruney said that 12 Coral Gables arts organization have each been given a \$165 scholarship by the City to participate in the events.

Ms. Bruney also discussed the Council's Arts Board Match Program that allows arts organizations to be matched with prospective board members on a website set up by the Council. So far, 212 have signed up for the program, 80 have requested to be matched with boards and 21 matches have been made. Bruney informed the Board that in the summer, the Council will hold a Meet the Media event that will feature a panel of arts writers, media reps and non-traditional media outlets. The Council also will hold a Marketing Roundtable at Fairchild Garden that will feature an interactive discussion about how artists and arts groups can connect with potential sponsors, donors and patrons at business networking events. She said that the next event on April 17 will be a breakfast with the Arts and Hospitality Industries that will gather arts executives and general managers and marketing directors from hotels, restaurants, cruise lines and airlines to explore opportunities for partnerships and profitable alliances. Coral Gables will be included as a sponsor of the event on promotional materials and signage.

3. Discussion of Grants Process and Board Vision Continued from Previous Meeting

Ms. Markowitz said she spoke to Miami-Dade County Cultural Affairs about the information required from applicants. She suggested that the Board use some of the same criteria. They include a copy of the organization's 501-(c)(3), a copy of the operating budget showing revenues and expenditures, and specific information about the matching grant. Ms. Birdsill noted that the current application requires a letter showing the organization's non-profit status and a copy of the budget. Board members agreed to ask both what percentage of the budget the Coral Gables grant represents and where a matching grant comes from. Ms. Daly passed out a list of suggested questions about marketing, including what existing social media platforms an organization uses and who the target audience is. She said it is important

to know who an organization reaches out to and who attends the performances. The board agreed that organizations should be asked how many tickets they sell and how many they give away. Ms. Cole emphasized that it is important for the City to have a mission that clearly states what the cultural grants are expected to accomplish. The Board agreed to continue the discussion at the next meeting.

4. Other Board business

- a.) Ms. Markowitz attended one of the final concerts of the “Sunday Afternoons of Music” series at University of Miami’s Gusman Concert Hall, which is in its final season and that her mother would attend the Jazz in the Gables concert that afternoon.
- b.) Ms. Cole attended a Chopin Foundation concert at the Granada Congregational Church. She noted the City should not dismiss venues because they are places of worship.

The meeting was adjourned at 9:14 a.m.

Respectfully submitted by,
Jorge Casuso, Business Development Analyst