

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Wednesday, April 23, 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	P				Mayor Jim Cason
Erica Guzman	P	P	P	P	P	E	P	P	P				Vice Mayor William Kerdyk, Jr.
Nedra Kalish	E	P	P	E	A	P	P	P	A				Commissioner Patricia Keon
Nan Markowitz	P	P	P	P	P	P	P	P	E				Commissioner Vince Lago
Andrea Cole (Vice-Chair)	P	P	P	P	P	P	P	P	P				Commissioner Frank Quesada
Karla Ferguson-Soimaud	P	P	P	P	E	P	A	E	E				City Manager
Rosa Maria Mayorga	~	~	P	P	P	E	E	P	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:

Cindy Birdsill, Director, Economic Sustainability Department
 Jeanmarie Gonzalez, Administrative Assistant, Economic Sustainability Department

Motion Summary:

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

Ms. Daly called the meeting to order at 8:07 a.m.

1. Review of Minutes from March 26, 2014.

Ms. Guzman made a motion to approve the minutes.

Dr. Mayorga seconded the motion, which passed unanimously.

2. Continued Discussion about Cultural Grants Application Form

Ms. Daly mentioned that she had followed up with the Mayor as to their prior discussion about grants. He was still supportive of moving to a shorter grant application.

The Board then discussed some other concerns raised by the Mayor. First, he wanted the board to consider whether preferential treatment should be given for Coral Gables organizations. Ms. Daly noted a concern that organizations may not be in Coral Gables because real estate costs are high, but still might provide quality performances within the City, which the Board wants to encourage. The Mayor also mentioned a scoring methodology of eliminating the high and low votes in creating the average score for each organization. Ms. Cole stated that she thought it was not proper to eliminate a score by a board member.

Ms. Daly reported that the Mayor also asked that the Board consider the impact on funding on various grantees. For example, a grant to a large organization with a large budget might not be as impactful. Ms. Cole noted that the City of Coral Gables is known nationally and internationally mainly because of Montgomery Botanical Center and Fairchild Tropical Botanic Garden, and that acknowledgement of the City on their marketing materials was desirable.

Ms. Cole questioned whether the City should provide funding to both an organization presenting at a venue, as well as the venue. For example, some organizations do programming at Actor's Playhouse, the Library and the Museum. Ms. Birdsill mentioned that many venues charge rent, and do not otherwise control the presentation at the venue.

Ms. Cole presented her thoughts on the goals of the grant funding. Her handout noted that the Board wants cultural programs that enhance the reputation of the City in order to attract visitors and corporations. She also noted that per the Knight Foundation's Soul of the City report, it was important to have year-round cultural offerings, as this bonds the community. Ms. Daly agreed that we need to clarify the mission of the grants, and that Ms. Cole's handout was a good starting point.

Ms. Cole noted that there are few venues in the Gables with excellent acoustics, and that we should not penalize any venue because it is within a religious facility. Ms. Birdsill will distribute the list of venues and seating capacities to the Board.

Ms. Cole also stated that it was important that the Guidelines clearly state what is required of proposals so that Board members do not interpret the rules differently.

Ms. Daly recommended that the Board have a break between the scoring and the allocation of funds. In particular, there needs to be more time to make sure the scoring is calculated correctly. Ms. Birdsill noted that this past year was rushed because two board members had

to leave at 5 p.m. Ms. Birdsill stated that the board members need to commit to enough time to participate in the meeting, without being rushed. Ms. Daly suggested that it would be less stressful to meet on a Saturday in November from 9:00 until 12:00 and all the other board members present agreed. Ms. Birdsill agreed to find out if the youth center was available Saturday, November 15.

Ms. Daly and Ms. Birdsill agreed to meet to shorten the grants application form and to refine the guidelines. They will present their work to the Board at a future meeting.

3. Additional Board Business

None.

4. Follow-up business

Ms. Daly and Ms. Birdsill will make an appointment to meet and discuss the items addressed above.

Ms. Birdsill will distribute the list of venues and seating capacities to the Board.

Ms. Gonzalez will call Parks and Recreation and inquire about availability of the auditorium or classroom at the Youth Center for our November meeting.

The meeting was adjourned at 8:47 a.m.

Respectfully submitted by,
Jeanmarie Gonzalez, Administrative Assistant