



**CITY OF CORAL GABLES  
CULTURAL DEVELOPMENT BOARD MEETING  
Tuesday, February 07, 2017 8:15 a.m.  
Historical Resources and Cultural Arts Department  
2327 Salzedo Street, 2nd Floor, Coral Gables, Florida 33134**

*Historical Resources &  
Cultural Arts*

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MEMBERS	M	A	M	J	J	A+	A	O	N+	D+	J	F	APPOINTED BY:
	16	16	16	16	16	16	16	16	16	16	17	17	
Claudio Pastor	-	P	P	E	-	P	P	E	P	A	P	P	Mayor Jim Cason
Geannina A. Burgos	-	P	P	P	-	P	P	P	P	P	P	P	Vice-Mayor Frank C. Quesada
Alfonso Perez	-	P	P	P	-	P	E	P	P	P	P	P	Commissioner Jeannett Slesnick
Betty Horwitz*							P	P	P	P	P	P	Commissioner Pat Keon
Dr. Fernando Alvarez-Perez	-	P	P	P	-	P	E	E	P	P	P	P	Commissioner Vince Lago
Dr. Bernice Roth	-	P	P	P	-	P	P	P	P	P	E	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, Historical Resources and Cultural Arts Director, Historical Resources and Cultural Arts  
Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts  
Miriam Ramos, Deputy City Attorney, City Attorney's Office

**GUESTS IN ATTENDANCE:**

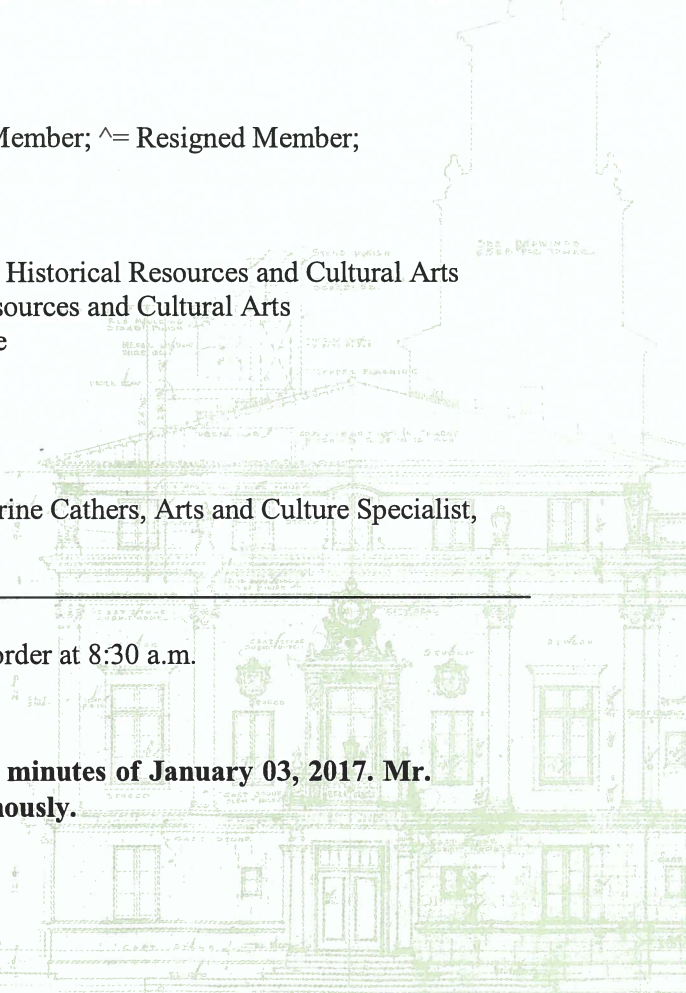
None

**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 8:30 a.m.

**REVIEW OF MINUTES FROM JANUARY 03, 2017:**

**Dr. Alvarez-Perez made a motion to approve the minutes of January 03, 2017. Mr. Pastor seconded the motion, which passed unanimously.**



CORAL GABLES CULTURAL GRANT (DISCUSSION):

Dr. Roth led a discussion about the recent FY2016-17 Cultural Grant process. Discussion focused on items of interest expressed by the City Commission, including the evaluation and scoring process, impact of events as they relate to quality and quantity, and established organizations vs. emerging and new applicant organizations.

Dr. Roth expressed the importance of quality and the responsibility to recommend funding for as many organizations as possible while ensuring quality programming. Ms. Spain expressed her impression that the City Commission appreciated the Board's gesture to recommend a limited number of organizations whose scores fell below the established threshold.

Dr. Roth encouraged Board members to speak to their appointing officials to express the importance of the (grant review) process. She mentioned the increase in many small, newer organizations receiving lower review scores and the intent not to dilute the quality (of funded programs). Dr. Roth commented on the diversity of the Cultural Development Board, noting that Board members have different perspectives, (leading to scores) that work to fund organizations the City can be proud of.

Ms. Burgos stated that she met with Vice-Mayor Quesada days after the Commission meeting and explained the evaluation/scoring process and desire to fund as many quality programs as possible. Dr. Mayorga followed, stating that questions were asked by the Commission regarding the items currently being discussed: evaluation and scoring methods, quality and impact, established vs. start-ups or new applicants.

Dr. Alvarez-Perez expressed how start-ups would benefit significantly and be encouraged by a grant award; whereas well-established organizations may not have a great need. Dr. Mayorga suggested the possibility of a separate category for start-ups. Ms. Cathers stated that funding at all levels has a significant impact in the recognized value of City support, including leverage toward fundraising efforts, in addition to the direct support of programming, paid positions, materials, etc. Dr. Alvarez-Perez suggested lowering the CGB award amount and Dr. Roth expressed concern that these organizations would stop applying, adding that the award has already been lowered from a previous ceiling of \$15,000. She went on to commend the high quality of the City's CBB core organizations as unique, reaching beyond Coral Gables, and elevating the reputation of the City in their respective fields.

Board members discussed the suggestion of establishing a separate category and how best to define the criteria, such as: emerging (start-up) organization vs. emerging program; amount of operating budget; how many times the organization has previously applied; first time applicant; number of years in existence; first event, etc. The question was raised whether additional funds would be needed to implement an additional category.

The Board also discussed how much of the budget Coral Gables grant funds should support. Dr. Roth shared her concern of instances where the City is noted as the only funder of a program. Ms. Burgos concurred, stating that currently the grant is not a matching grant and most grants make this a requirement. She added the possibility of waiving this requirement, if implemented, for emerging programs or organizations.

In response to a concern about poorly written applications or conceived programs, Ms. Spain referenced the workshop and guidelines where organizations are given the opportunity and encouraged to review their application in advance with staff. In addition, she encouraged Board members to include specific comments during their review process.

The Board-as-a-whole expressed a need for greater clarification from the Commission regarding these areas. Dr. Roth thanked the Board members who were able to attend the most recent Commission meeting and conveyed the Board's responsibility to understand what the intent of the Commission is. Dr. Roth added that the conversations with each Commissioner would help meet this goal.

Ms. Spain expressed appreciation for the Board and the input given from the Commission.

Dr. Roth asked who would be available to attend the Commission meeting February 14<sup>th</sup>. Mr. Pastor and Ms. Burgos stated they would be available to attend.

The Board was given a summary report of the Cultural Grant applicants, including event dates, number of events, number of free events, attendance, ticket prices, etc. to help further future discussion.

Ms. Cathers asked Board members to email their detailed comments to her regarding the Cultural Grant process, guidelines, application and evaluation.

CULTURAL GRANTEE PROGRAM/PROJECT ASSESSMENTS (DISCUSSION WITH MIRIAM RAMOS, DEPUTY CITY ATTORNEY):

Ms. Ramos arrived to the meeting at 9:00 a.m. and was introduced by Ms. Spain, stating that Ms. Ramos was asked to speak with the Board about attending cultural events and the acceptance of tickets.

Ms. Ramos reported that at their last meeting, the Commission made it clear they would like Cultural Development Board members to attend cultural events in their official capacity in order to evaluate the granted programs. She stated that it was determined that it's not a gift and is within Board members' official capacity to attend events as a part of their role as a Board member. Ms. Ramos clarified that tickets may be sent to the department, with staff dispersing the tickets to Board members on a rotating basis. She stated that a resolution is being written to memorialize the intent of the Commission regarding this topic as a responsibility of this Board and will be an item at the next Commission meeting.

Dr. Roth shared that Board members currently attend events on their own behalf and report back to the Board. It was also mentioned that some organizations offer tickets directly to Board members. Ms. Ramos conveyed that as part of the grant process, organizations may forward tickets to the department instead.

Discussion continued about whether the City should purchase tickets when complimentary tickets are not offered, or have organizations provide a minimum of two tickets as part of the application process. Ms. Ramos stated that the details of how the tickets are procured can be addressed as a separate issue.

Dr. Mayorga brought up the question of applying the new policy to granted organizations only or all organizations seeking funding. The Board-as-a-Whole acknowledged the value of attending programs that aren't yet funded. Ms. Ramos responded that the language may be broadened to support the use of tickets for Board and staff members for verification (accountability) purposes as well as assessment for future consideration.

The Board thanked Ms. Ramos, who left the meeting.

CORAL GABLES CULTURAL GRANTEE REQUESTS, UPDATES, & REVIEWS (DISCUSSION):

There were no grantee requests presented. Dr. Roth asked for Board members to report on cultural events they've attended. Board members attended Carousel, noting the high quality of the performance. Dr. Roth mentioned the upcoming Friends of Chamber Music concert and encouraged Board members to attend.

ART IN PUBLIC PLACES, PROJECT UPDATES (DISCUSSION & ACTION):

**Alice Aycock**

The Board expressed their gratitude to Mayor Cason and the City Commission for their consideration and decision regarding the Alice Aycock sculptures. Discussion continued about the benefits of responding directly to the press, thanking the Commission. Dr. Alvarez-Perez stated that he has reached out to Elisa Turner, art critic with the Miami-Herald as well.

**Miracle Mile Streetscape**

Ms. Cathers reminded Board members of the on-line survey and to complete it if they haven't done so already. Board members were encouraged to share it with others, stating that the survey will be closed soon in order to forward to the artists in a timely manner.

**Jean Ward**

Ms. Cathers reported that the base has been poured for the Jean Ward sculpture, *Tuxedo*, in Pittman Park and should be fully installed within the next couple of months. There was no information to share regarding the siting of the remaining three restored sculptures.

DISCUSSION:

Ms. Cathers reported that staff is looking into the request by this Board for Consulate involvement.

BOARD ITEMS / CITY COMMISSION UPDATE / CITY PROJECT UPDATE:

Ms. Spain informed the Board that plans are moving forward for the streetscape development of Biltmore Way between Segovia Street and Balboa Plaza.

Ms. Cathers announced that Ms. Spain was the recipient of the quarterly leadership award through the City's morale committee. Department staff nominated her for her role within the department and citywide. Ms. Spain was duly surprised and grateful.

Dr. Roth shared that she is meeting next week with the City Manager to discuss the placement of Cultural items within the new City website, making special note of a cultural calendar and evening event listings.

ITEMS FROM THE SECRETARY:

There were no additional items.

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

There being no further business to come before the Board, the meeting was adjourned at 9:29 a.m.

Respectfully submitted,



Dona M. Spain  
Historical Resources and Cultural Arts Director

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