



DRAFT

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Tuesday, April 03, 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	J	J	A	S	O	N+	D+	J	F	M	A	APPOINTED BY:
	17	17	17	17	17	17	17	17	18	18	18	18	
Leslie Pantin *						P	P	P	-	P	E	P	Mayor Raul Valdes-Fauli
Betty Horwitz	E	P	-	P	P	P	P	P	-	P	P	P	Vice-Mayor Pat Keon
Dr. Fernando Alvarez-Perez	E	P	-	P	P	E	P	P	-	E	P	P	Commissioner Vince Lago
Alfonso Perez	P	P	-	E	P	P	P	P	-	P	P	P	Commissioner Michael Mena
Geannina A. Burgos	P	P	-	P	P	P	E	P	-	P	E	P	Commissioner Frank C. Quesada
Dr. Bernice Roth Chair	P	P	-	E	P	P	P	P	-	P	P	P	City Manager Cathy Swanson-Rivenbark
Dr. Rosa Maria Mayorga	P	E	-	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:

Dona Spain, Historical Resources & Cultural Arts Director
Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts

GUESTS:

Laura Russo, Esq.; Sandra Cardona and Robert Hazard with Hersha Hospitality; Jorge Navarro, Greenberg Traurig; Zaba Castro, Greenberg Traurig; Jerad Graham, NP International

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

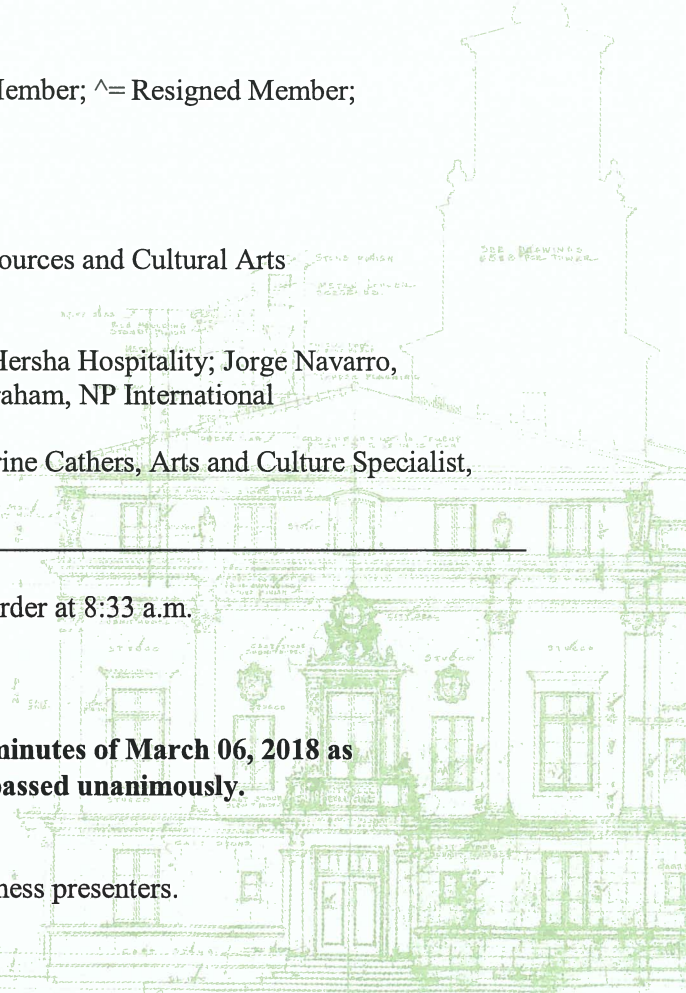
Dr. Roth called the Cultural Development Board meeting to order at 8:33 a.m.

REVIEW OF MINUTES FROM MARCH 06, 2018:

Dr. Alvarez-Perez made a motion to approve the minutes of March 06, 2018 as amended. Mr. Perez seconded the motion, which passed unanimously.

PERSONAL APPEARANCES:

There were no personal appearances separate from New Business presenters.



CORAL GABLES CULTURAL GRANTEE REQUESTS, UPDATES & REVIEWS:

a. City Theatre, program change request

The Board was presented with a request from City Theatre to change program dates due to scheduling conflicts from earlier in the season to April 9, May 7, and dates in August and September to be determined. Dr. Roth wants to make sure that their programs are completed by September 30th. Mr. Perez asked if the organization has received grants in the past. Ms. Cathers stated they have, but not recently. With no further discussion, the following motion was made:

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

b. Dave and Mary Alper JCC, Program change request

The Board received a letter from the Dave and Mary Alper JCC requesting a change of programming to reflect a different speaker than what was presented in the application due to an author cancelling. Dr. Roth noted that the program has already occurred. A brief discussion took place and the Board expressed concern that the money appeared to be re-allocated in addition to the request coming after the fact. The Board felt it was unclear exactly what happened and requested more detail. The Board asked staff to reach out to the organization for further information and a reminder of the process regarding changes. With no further discussion, the following motion was made:

Ms. Bugos made a motion to approve the requested change. Mr. Perez seconded the motion, which passed unanimously.

The Board continued discussion about the problem of changes requested once the original program date is past and after the Board has expected that the program occurred. The Board agreed that outside of emergencies this is not acceptable and felt the request for letters of commitment should have helped. The Board asked that the same information be conveyed to City Theater. Ms. Burgos asked if this could be a topic to include in the grant discussion. The Board agreed.

c. Cuban Classical Ballet, update

Staff reported that the City received a settlement check from the Cuban Classical Ballet of \$1,500. It was noted that the original amount requested was \$2,500. Staff stated the intention to allocate the \$1,500 to the Arts & Business Council. The Board enthusiastically agreed and supported this decision. Mr. Pantin asked about the status of the Ballet itself (which recently lost its director). There was no further information available at this time.

d. Updates

Board members discussed cultural and grantee events they had attended. Dr. Mayorga attended Seraphic Fire's St. Matthew and commented on the quality and good attendance. Dr. Roth reminded Board members to complete evaluation forms and return them to Ms. Cathers

CORAL GABLES CULTURAL GRANT FY2018-2019:

Dr. Roth asked if the Board could meet on a separate date to solely discuss the grants when there are no personal appearances. She reflected on the difficulty to have this sort of meeting during the regularly scheduled time. The Board concurred and agreed to meet on Tuesday, May 15th at 4:00 p.m.

In preparation, Dr. Roth asked Board members to look at the grant guidelines, application, and consider what recommendations the Board wants to make to the City Commission.

Mr. Pantin asked that the conversation include an incentive of free tickets offered for residents to attend programs.

NEW BUSINESS:

a. MERRICK PARK HOTEL

Laura Russo introduced herself and the developers of the Merrick Park Hotel, Sandra Cardona and Robert Hazard with Hersha Hospitality, which is proposing to incorporate public art within the development. Ms. Cathers reported that the proposal has gone before the Arts Advisory Panel, which made a recommendation to the Cultural Development Board to accept the proposal presented by the developer for artwork by artist Michele Oka Doner.

The Board was provided with proposal materials and Ms. Cardona began the presentation stating that they felt lucky to collaborate with an artist on this project and selected Michele Oka Doner, who is from this community and has four decades of art in a wide spectrum. Early on, she said, the artist worked with the developers on a piece that would be integrated into the building and would be a lasting architectural element – to take the entryway and treat it as a portal. Ms. Cardona went on to state the location as the most public transitional moment, the entryway to the property

Ms. Cardona described the site of the artwork as a prominent entryway with an old-world marquee and grand drop off zone. The art, she said, developed a strong conceptual base of fusing art with the portal of the hotel. Much of Ms. Oka Doner's work, she said, is rooted in nature and so she took the concept of extracting the cellular structure of a tree and created a geometric pattern; her original concept was to make a gilded metal screen (with this pattern) and attach it to the entire entryway. Ms. Cardona stated that the artist started with this, and then considered the attachments and physical interaction and durability; she wanted to make sure it would be lasting. Then, she said, Ms. Oka Doner took the concept of the screen and instead, embedded it. She asked the Board to imagine a fusing of the material into the glazing to get this pattern; the art then becomes one with the entire entryway and has different looks during the day and night. A rendered image of the building and artwork at night was shown.

Ms. Cathers showed a sample of the work. Technically, Ms. Cardona stated, the doors are a portion of the entire entryway and within the doorway it become operable, but is really one piece.

Ms. Cardona spoke about the door pulls (handles) as seed pods, which draws references to the natural aspects of Coral Gables and is a more literal moment. She asked to imagine over time, as in Europe, the pulls becoming connected with the use and activity of the doorway.

Now, Ms. Cardona said, the project is at the schematic stage. The studio worked with a manufacturing company to vet the compliance with hurricane codes and they feel very comfortable with the execution and that it will look exactly like it is proposed.

Ms. Cardona completed her presentation and Dr. Roth asked the Board if there were any questions.

Mr. Pantin asked what stage the development is in. Ms. Russo responded that plans are in the review

process and the hotel has gone to final BOA with construction drawings in process. Mr. Pantin then asked when the project is breaking ground. Mr. Hazard answered that after breaking ground it will be about an eighteen (18) month process.

Dr. Alvarez-Perez asked if there is protection from any changes to the artwork, since it is a piece of the building, and asked what happens if something happens to the building, what happens to the artwork. Ms. Cathers stated that per code, the piece remains with the building. She went on to detail that the property owner is the owner of the piece and the piece transfers with the property owner. Dr. Alvarez-Perez asked for confirmation that the piece does not belong to the City. Ms. Cathers responded it does not belong to the City and fulfills the requirement for Art in Public Places. Dr. Roth explained that if a developer wants to incorporate artwork into their project, it's brought before the Arts Advisory Panel and then this Board, which makes a recommendation to the City Commission.

Mr. Perez asked the approximate cost to the developer. Ms. Russo responded that the cost is between \$400,000 and \$450,000 and that the cost is still developing with the cost being estimated between the studio fabricator and door manufacturer. She clarified that the project has been coordinating the assemblage of the two. Ms. Cathers noted that the fabricator of the glass is Franz Mayer out of Germany, a prominent, well-respected art glass fabricator, which works on public art projects all over the world.

Mr. Perez asked about the percent for art fee. Ms. Cathers stated that the developer will be completing an affidavit verifying the cost of construction. The one percent will be determined based on that affidavit and instead of paying the one percent into the Art Acquisition fund; they are requesting a waiver to commission and place art.

Dr. Alvarez-Perez wondered why the City doesn't own the work, commenting that it is owned by the developer and if waiving a fee, the City doesn't have anything of permanence. Dr. Roth explained that it's in compliance with the code and this is one of the options for developers per the ordinance. Ms. Spain noted that it's unique and most art in public places fees are typically only linked to municipal projects. She went on to say that this is a way to have art that benefits the public and the developer's project. Ms. Cathers stated that the work needs to be accessible 24/7 and the cost toward the doorway and surround will need to be deducted from the fee waiver request. Ms. Cardona confirmed that they are aware of this and will follow up with a more definitive budget.

Dr. Alvarez-Perez asked that more funds be allocated to the artist. The Arts Advisory Panel, Ms. Cathers stated, requested the same thing. Ms. Cardona said she understood.

With no further discussion, the following motion was made:

Mr. Pantin made a motion recommending approval of the Art in Public Places waiver request by the Merrick Plaza Hotel development project to incorporate artwork by artist Michele Oka Doner into the Merrick Plaza Hotel plans as presented and as recommended by the Arts Advisory Panel. Mr. Perez seconded the motion, which was unanimously approved.

Discussion continued and Dr. Alvarez-Perez asked if the Ordinance can address the City maintaining ownership of artworks acquired through the Art in Public Places process. Dr. Roth discussed the benefits

of incorporating artwork into development projects and Ms. Spain noted that it allows the opportunity to integrate artwork and if they start early enough, they can get an artist to work closely with the developer. She went on to state that the ordinance requires approval of the artist and design prior to the building permit being issued. Ms. Cathers added that if the cost of the artwork is below the percentage, the balance is deposited into the art acquisition fund.

Dr. Roth shared that prior to the ordinance going into effect, and the Arts Advisory Panel being established, works presented were of lower quality and once artwork is an integral part of the building, it's difficult to ask the City to own it. The Board discussed the maintenance required to keep artworks looking their best and Ms. Spain replied that the City can enforce property owners to maintain the work. The Board agreed that it's a fabulous piece.

Mr. Pantin brought up the example of the Arsht Center and how nice it is for people to see artwork as part of the building rather than free standing artworks that may otherwise get less notice.

b. PASEO DE LA RIVIERA

Ms. Cathers gave a brief introduction of the Paso de la Riviera development project. She stated that the developer is requesting a waiver of the Art in Public Places fee through purchase and installation of artwork within the project. She stated that the proposal has gone to the Arts Advisory Panel, which is recommending acceptance of the proposal.

Jorge Navarro introduced himself, Zaba Castro, and Jerad Graham. Mr. Navarro expressed his excitement about the artwork and discussed changes the proposal went through some after the first presentation to the Arts Advisory Panel. He stated that the development team worked with an art consultant and selected the artist Jaume Plensa because of his experience with public spaces.

Mr. Navarro described the site of the artwork, in the middle of the Paseo, as an open space between two buildings, about the size of a football field. It's a very large open space, he said, and would be a center piece attracting the public to the space and be a gathering area. One of the concerns of the Arts Advisory Panel, he said, was creating a buffer to prevent people from walking up to it, touching it, and having kids climb on it; they did not want to rope it off either. Mr. Navarro described the solution to elevate it in on a coral stone (plinth), creating a boundary with river rocks. In addition, he added, they will include discreet signage to discourage touching the artwork.

The Board discussed the visual elements of the piece, commenting on the different symbols and letters.

Mr. Pantin asked if it can be seen from South Dixie Highway. Mr. Navarro replied that they located it in the center for safety concerns and protection of the piece; including incorporating a distance from the noise of South Dixie and creating the ability to create a tranquil, inviting environment.

Mr. Pantin then asked what will border the work on either side. Mr. Graham responded that arcades are place around, with twenty feet tall entryways in front of the hotel on the hotel side and twelve foot wide arcades all around with string lights across the plaza and palm trees. The development team described the hotel, residential building, covered walkway on both sides and the intention for restaurants, outdoor dining, and retail within the space.

Ms. Horwitz and Dr. Alvarez-Perez asked about maintenance of the piece. Mr. Graham stated the intention is to spot clean the artwork once a month with soap and water, and likely, the area will be cleaned daily.

Dr. Roth asked about how it will withstand strong winds. Mr. Navarro stated that the sculpture is very heavy and will be secured to the plinth. Staff replied that it will have to go through structural approval. The developer also stated that the artwork will be lit from the outside.

The Board discussed the budget and felt the artwork itself was being offered at a good price. With no further discussion, the following motion was made:

Ms. Burgos made a motion recommending approval of the Art in Public Places waiver request by the Paseo de la Riviera development project to incorporate artwork by artist Jaume Plensa into the Paseo de la Riviera plaza as presented and as recommended by the Arts Advisory Panel. Dr. Alvarez-Perez seconded the motion, which was unanimously approved.

The Board commented on how great it will be to have an artist of this caliber in Coral Gables.

OLD BUSINESS:

a. Giralda Plaza

Ms. Cathers updated the Board on the decision not to use Art Acquisition Funds toward the completion of the Giralda Plaza. Ms. Spain explained that it did not move forward as the City Manager did not feel it was an appropriate use of the funds and said other funds are currently being sought to complete the project. The Board was overwhelmingly pleased with this decision. Dr. Roth asked that staff call Arts Advisory Panel members to let them know as well. Staff reported that this had been done.

b. Venice in the Gables

Staff advised the Board that artists and sponsors are still being sought for the Venice in the Gables project and that the deadline has been extended. Ms. Cathers provided the webpage for the Call for Art and sponsorship.

Dr. Mayorga asked how many designs are needed. Staff responded that as many as fifty (50) posts are the goal and right now there is only a handful. Dr. Alvarez-Perez asked how the City could engage more established artists and expressed that an established artist will not want to do a work that is valued far less than what their work sells for. Ms. Spain explained that posts that are sponsored and not purchased will be auctioned at the end of the exhibition where the work would go for a much higher cost. Ms. Cathers agreed that having established artists and emerging artists is the goal for this civic project.

The Board discussed the short time frame and the different challenges between established artists not wanting to take on the project and emerging artists not having the time to fully showcase their best work.

c. Balboa Plaza

Staff reported that work has started on the sofa at Balboa Plaza by R&R Studios. The Board was very pleased to hear the news.

d. Aycock Sculpture

Ms. Cathers reported that the rim of the water basin surrounding the Aycock sculpture is being resurfaced and tall grass will replace the previous plantings. She said the misting is also being addressed and enhanced lighting is being discussed.

DISCUSSION ITEMS:

Dr. Alvarez-Perez stated that former Panel member Silvia Cubina has offered to participate on decision making art panels as needed; however, she doesn't have time to attend regular meetings. Ms. Cathers mentioned the option of the Arts Advisory Panel to appoint ad hoc committees and will let the Panel know of Ms. Cubina's offer.

Mr. Pantin asked if there is a plan in place to publicize culture in Coral Gables. He referenced a recent letter to the editor in the Miami Herald that spoke about the art at the Marlin's stadium that included a reference to Coral Gables.

ITEMS FROM THE SECRETARY:

There were no items.

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

There being no further business, the meeting was adjourned at 9:36 a.m.

Respectfully submitted,



Dona M. Spain
Historical Resources and Cultural Arts Director