



DRAFT

**CITY OF CORAL GABLES**  
**CULTURAL DEVELOPMENT BOARD MEETING**  
**Wednesday, January 18, 2022, 9:00 a.m.**  
**Historical Resources & Cultural Arts Department**  
**Hybrid Meeting & Virtual via Zoom**

*Historical Resources &  
Cultural Arts*

2327 SALZEDO STREET  
CORAL GABLES  
FLORIDA 33134

☎ 305-460-5093  
✉ hist@coralgables.com

MEMBERS	F	M	A	M	J	J	J	S	O	N	D	J	APPOINTED BY:
	21	21	21	21	21	21	21	21	21	21	21	22	
Leslie Pantin	P	P	P	P	P	P	P	P	P	P	P	P	Mayor Vince Lago
Frank Martinez	P	P	E	E	P	P	P	P	P	P	P	P	Vice-Mayor Michael Mena
Frank Rodriguez*						P	P	A	P	P	P	P	Commissioner Rhonda Anderson
Ray Corral*						P	P	P	E	P	P	P	Commissioner Jorge L. Fors Jr.
Jose Valdes-Fauli*						P	P	P	P	P	P	P	Commissioner Kirk R. Menendez
Dr. Bernice Roth Chair	V	P	P	P	P	P	P	P	P	E	P	E	City Manager Peter Iglesias
Geannina Burgos							P	P	E	P	P	P	Board Appointee

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

**STAFF:**

Warren Adams, Historical Resources and Cultural Arts Director  
 Catherine Cathers, Arts and Culture Specialist

**MEETING RECORD / MINUTES PREPARATION:** Catherine Cathers, Arts and Culture Specialist,  
 Historical Resources and Cultural Arts

Ms. Burgos called the Cultural Development Board meeting to order at 9:07 a.m.

The Board was advised that Dr. Roth asked respectfully to be excused.

**Mr. Martinez made a motion to accept Dr. Roth’s absence as excused. Mr. Rodriguez seconded the motion, which passed unanimously.**

**APPROVAL OF MINUTES, DECEMBER 14, 2021:**

**Mr. Pantin made a motion to approve the minutes of December 14, 2021. Mr. Valdes-Fauli seconded the motion, which passed unanimously.**

PERSONAL APPEARANCES:

a. ARTS & BUSINESS COUNCIL – ANNUAL REPORT

Ms. Cathers introduced Laura Bruney, who joined the meeting via Zoom to speak with the Board about the City’s partnership with the Arts & Business Council. She stated that the partnership has been ongoing for years, and annually Ms. Bruney summarizes programs from the past year and presents proposed programs for the current year. Board members were provided with copies of the Final Report from 2020-2021, including a social media campaign report, and the proposed programs for 2021-2022.

Ms. Bruney stated that the Arts & Business Council celebrated its 35<sup>th</sup> anniversary in 2020 and is a local affiliate of Americans for the Arts, the largest arts advocacy program for the country. She said they work with local arts groups and with businesses to create meaningful partnerships. During the pandemic, she said, everything switched to virtual, and the workshops did well as webinars with arts groups liking the efficiency and accessibility to groups from all over Florida.

Continuing, Ms. Bruney reported additional programs including “Building a Better Board” and online legal clinics through Volunteer Lawyers for the Arts, allowing organization leaders to meet with entertainment attorneys.

Listing highlights from the 2020-2021 partnership, Ms. Bruney stated what she considered the most prominent one, the #CoralGablesArts initiative. This January, she said, a new social media editor was hired and is amplifying what is being done and making it more impressive.

Ms. Bruney noted the monthly email newsletter, Arts Connection, that goes to 20,000 Arts and Business Council subscribers each month. She said Coral Gables arts groups have been featured in 41 articles, reaching over 225,000 people over the course of last year’s partnership. Arts and Business also produces Art Burst Miami, she said, which is the area’s media hub for the arts and has top arts journalists. Art Burst features reviews, previews, and blogs, with 21 articles last year featuring Coral Gables arts groups.

Circling back to Building a Better Board, Ms. Bruney noted that during the pandemic, strong boards were crucial to groups and are even more essential. She said the program is about how to maximize and leverage boards to help organizations succeed. It teaches groups about the importance of having a diverse board, she said, multiple industries represented, and having a strategic board plan beyond fundraising. Ms. Bruney shared that there is an arts group board match available online and that 12 Coral Gables arts organization have participated in this program.

Ms. Bruney reviewed the social media report from last year, noting over 1.25 million impressions related to the #CoralGablesArts. She pointed out organizations such as Actors’ Playhouse, the Coral Gables Art Cinema, GableStage, and the Museum as well as the Murals on the Mile project.

The Board was informed that Coral Gables grant applicants are provided with a social media tool kit advising them to use the hashtag so the Council can promote their innovative programs and cross promote. Ms. Bruney gave examples of successful programs throughout the year.

This year, Ms. Bruney stated, the Council initiated a social media campaign to feature the different arts organizations as they are reopening. She shared that a significant article in the Miami Herald called the Arts and Business Council “the art survival experts” and she applauded the City for being a strong partner.

The new Arts Calendar was discussed, which features programs and events throughout the County, and where Coral Gables posts will lead people to the City to connect with arts groups.

Ms. Bruney reported that the annual Breakfast with the Arts and Hospitality is hoping to return in person this March and includes Coral Gables as a partner. She stated that Bill Talbert, the outgoing CEO of the Greater Miami Convention and Visitors Bureau (GMCVB) will be honored.

Ms. Bruney shared the Council’s [website](#) and invited the Board to learn more about what the Council is doing, how Coral Gables arts groups are featured, and generic posts about the arts to get people thinking about going to Coral Gables for the arts.

Ms. Cathers asked if she is receiving enough information from arts groups presenting in Coral Gables. Ms. Bruney responded that most of the major groups are forwarding information, and it would be good to remind all organizations to send information to the Council.

Ms. Bruney pointed out that the City has not been able to renew the partnership this year and once it does, the programs for this year can kick in, including the Miami Arts Marketing Project labs, going on 22 years with a return to the live conference in May and webinars starting in January. Last year, she said, five scholarships were available to Coral Gables grantees.

Ms. Burgos asked staff for more information about the partnership with the City. Ms. Cathers responded that due to the pandemic, all departments were asked to take a percentage off from their budgets, which affected the available funds for this year’s partnership with the Council. Mr. Adams stated that he will be speaking with the City Manager about getting the funds released and would include comments from the Board. Ms. Burgos asked what the funding level has been; Ms. Cathers responded that it was \$5,000. The Board discussed whether a motion from the Board would be helpful. Mr. Rodriguez asked if it would limit resources elsewhere; staff responded that the funds would come from the general fund. Board members agreed overall that it was a worthwhile partnership. Ms. Cathers noted that Ms. Bruney attends the annual grants workshop and lets applicants know about the programs offered. Ms. Bruney also discussed her interactions and cross-promotion of art activations initiated from the economic development department and Business Improvement District (BID) With no further discussion, the following motion was made:

**Mr. Rodriguez made a motion recommending funding for the continued partnership with the Arts & Business Council of Miami. Mr. Martinez seconded the motion, which passed unanimously.**

Ms. Bruney thanked the Board and left the meeting.

The Board continued discussing. Mr. Corral stated that the number of social media followers of the Arts and Business Council seems small and questioned the Council's role in facilitating workshops for marketing when the promotion of their own organization is minimal. Staff responded that the Council's audience and market is the arts organizations. Mr. Valdes-Fauli asked where their funding comes from. Staff did not have this information and noted their support by the County and GMCVB.

CULTURAL GRANT UPDATES:

a. CENTER FOR THE ADVANCEMENT OF JEWISH EDUCATION / MIAMI JEWISH FILM FESTIVAL

The Board was presented with a change request from the Miami Jewish Film Festival. Ms. Cathers stated that due to the pandemic, the festival decided not to have indoor screenings and shifted to free online screenings and outdoor film presentations. This year, she said, they will not be presenting at the Coral Gables Art Cinema and will instead present an outdoor screening at the University of Miami January 23<sup>rd</sup> at 7:00 p.m., in addition to a series of free online films. After a brief discussion, the following motion was made:

**Mr. Martinez made a motion accepting the change request of the Miami Jewish Film Festival. Mr. Pantin seconded the motion, which passed unanimously.**

b. STRENGTH IN NUMBERS, POWER IN CONNECTION

The Board received a change of date request from the organization Strength in Numbers, Power in Connection. They were reminded that the program was originally scheduled for October, was moved to January due to pandemic closures, and is now proposed for Sunday, May 1<sup>st</sup>.

Mr. Pantin asked how organizations are doing overall. Ms. Cathers stated that organizations are continuing to be flexible and modify schedules due to pandemic related venue closures, noting that many are no longer holding indoor events and are continuing to be cautious. After a brief discussion, the following motion was made:

**Mr. Rodriguez made a motion accepting the change request of Strength in Numbers, Power in Connection. Mr. Pantin seconded the motion, which passed unanimously.**

c. CORAL GABLES MUSEUM – DIRECTOR SEARCH

Ms. Cathers stated that the Coral Gables Museum is seeking a new Director and asked Mr. Valdes-Fauli to update the Board about the search.

Mr. Valdes-Fauli stated that the director resigned and as the Museum's Chair, he is taking the role of acting director until a new director is appointed. Board members received a copy of the announcement and Mr. Valdes-Fauli invited Board members to share the information and make recommendations. He stated that the Museum is doing well, has an incredible staff, and is looking for someone to take the Museum to a new level. He mentioned that the Museum received a significant grant from the Knight Foundation to produce a history of Miami-Dade County film and expressed gratitude for the support of the City. He continued, saying they need someone that can help secure more funding, grants, and is knowledgeable about marketing etc. Mr. Valdes-Fauli spoke about the current Julio Larraz exhibition, noting that the artist has exhibited all over the world and this is the first retrospective of his work.

d. FY2020-2021 FINAL REPORTS

Board members received a data report for the FY20-21 Final Reports. They discussed the overall review process and staff stated that previously final reports were scored by the Board; however, there was no determination from the Board's past discussions whether to continue scoring or not. Ms. Burgos summarized her understanding that determining accountability, if an organization did what they stated they would do, was the most important function of the report.

The Board discussed whether it is beneficial to hold a public meeting to discuss Final Reports or have the results and comments addressed during the grant application process. The Board was advised that staff feedback to grantees is technical in nature, while the Board provides content feedback. Ms. Burgos commented that a public meeting would give grantees the opportunity to respond to questions from the Board. Mr. Martinez stated that an evaluation training session for Board members would be helpful

Ms. Cathers reported missing FY20-21 final reports from the Miami International Film Festival, Orchestra Miami, South Florida Composers Alliance. She stated that these organizations did not apply for FY21-22 funding and some were granted extensions due to venue closures resulting from the pandemic. It was further noted that Fairchild Tropical Botanic Gardens and Momentum Dance Company have not submitted their FY18-19 Final Reports.

The Board overall agreed not to hold a Final Report public meeting at this time and asked staff to modify the data report to include the awarded funding. Ms. Burgos asked if Board members could access the final reports through the online grant platform. Ms. Cathers responded yes and said she will set up access for all Board members. She suggested that the narrative content of the reports may be easier to read online.

Ms. Burgos reminded Board members to take the opportunity to see events of grantees and report back to the Board.

Board members discussed how best to access changes to the calendar of grantee programs and projects. Ms. Cathers suggested contacting organizations prior to attending an event and offered to look at different electronic calendar options to share with the Board.

NEW BUSINESS:

There was no new business.

ART IN PUBLIC PLACES UPDATES:

The Board was updated on the following Art in Public Places projects:

a. Art on! Storefronts

Board members were advised of the Commission Resolution approving the Art on! Storefronts program. Ms. Cathers asked for a member of the Cultural Development Board to sit on the selection committee for the program. She reviewed the process, stating that a Request for Qualifications (RFQ) will be released, and the selected artists designs will also be reviewed by the committee. She stated that the committee will include representatives from the Arts Advisor Panel, the BID, and economic development department. With no further discussion, the following motion was made:

**Mr. Rodriguez made a motion nominating Mr. Valdes-Fauli to sit on the Art on! Storefronts program selection committee. Mr. Pantin seconded the motion, which passed unanimously.**

b. 427 Biltmore Way / Zilia Sanchez update

Board members were advised of the Commission Resolution approving the concept of having artwork at 427 Biltmore Way. Staff updated the Board on responses to questions the Board and Arts Advisory Panel had regarding the proposed artwork by Zilia Sanchez. Details about the material and construction were provided and also reported to the Arts Advisory Panel. Ms. Cathers discussed the necessity of revising the landscaping to accept the artwork. She also updated the Board regarding their request for an appraisal of the artwork, saying that it is in process.

Mr. Valdes-Fauli expressed concern about the City proposing purchase of art through galleries, referencing that it is not an allowable option through the County's Art in Public Places program and should be an RFP (competitive) process. Mr. Rodriguez asked about reasons not to purchase through a gallery. Mr. Valdes-Fauli stated that it is his understanding that even with a discount, the gallery is making a profit from art that may otherwise go to the artist. Ms. Cathers noted that under the City's current Art in Public Places Guidelines, the City has the option to purchase artwork through an artist or gallery and read out loud the section regarding the process for acquiring artwork. Mr. Rodriguez noted that if the City is conducting an independent appraisal, it is doing due diligence (regarding the value of the artwork). He suggested the Board look at the

appraisal and consider the limitations, weigh the options, and determine whether to go forward or not. As a separate matter, he suggested the Board discuss whether to recommend in the future that the City not deal with galleries. The Board agreed.

c. Mobility Hub

Staff reported on the City Commission's Resolution approving the Art in Public Places fees to stay with the mobility hub and have artwork at the Mobility Hub site.

d. Coral Carpet at Balboa Plaza

Ms. Cathers reported that the Coral Carpet artwork at Balboa Plaza is complete.

e. Alan Sonfist temporary sculpture installation.

The Board was informed that Ms. Cathers viewed the proposed artworks and will be looking at potential sites for their temporary installation.

f. Le Jeune Road Bridge

Mr. Pantin reported that he had a discussion with County Mayor Levine-Cava regarding the LeJeune Road Bridge and possibility of incorporating artwork in the project. He stated that they said it is being passed to Michael Spring's department and acknowledged City staff's work in meeting with the project managers and County team.

CITY COMMISSION ITEMS:

There were no further Commission items to discuss.

DISCUSSION ITEMS:

Mr. Pantin suggested taking the lead on putting together a forum to discuss the lasting effects on the arts community resulting from the interruptions caused by the pandemic. Mr. Martinez proposed taking an aggressive stance to address ways to get people back to (in-person) art events and asked about the resources necessary to make this happen, perhaps designing it in partnership with the Arts & Business Council and the Economic Development department.

ITEMS FROM THE SECRETARY:

There were no further items from the Secretary.

ADJOURNMENT:

There being no further business, the Cultural Development Board meeting adjourned at 10:50 a.m.

Respectfully submitted,



Catherine J. Cathers

Arts & Culture Specialist