



# The City of Coral Gables

Historical Resources Department

## CORAL GABLES MERRICK HOUSE GOVERNING BOARD MEETING

Meeting Minutes of August 20, 2014, 8:30 a.m.

Coral Gables Merrick House

907 Coral Way, Coral Gables, Florida 33134

MEMBERS	S	O	N	D	J	F	M	M*	A	M	J	J	A	APPOINTED BY:
	13	13	13	13	14	14	14	14	14	14	14	13	13	
Amy Kutell^												-	P	Mayor Jim Cason
Daisy Baez	P	E	P	P	E	E	P	E	A	P	P	-	P	Vice-Mayor William H. Kerdyk, Jr.
Marlin Ebbert	P	P	P	P	E	P	P	P	E	P	E	-	E	Commissioner Pat Keon
Ana Lam	P	P	E	P	P	P	P	P	P	P	P	-	P	Commissioner Vince Lago
Laura Yusko	P	P	P	E	P	P	P	P	P	P	P	-	P	Commissioner Frank C. Quesada
Joanne Meagher	P	P	P	P	P	P	P	A	A	P	E	-	E	Board Appointee
Susan Rodriguez	P	P	P	P	P	P	P	P	P	P	P	-	P	City Manager

### STAFF IN ATTENDANCE:

Dona M. Spain, Historic Preservation Officer  
Kara N. Kautz, Assistant Historic Preservation Officer

A = Absent

P = Present

- = No Meeting

+ = Resigned Member

E = Excused

\* = Special Meeting

^ = New Member

GUEST: Mary Snow, Executive Director, Coral Gables Community Foundation; Quentin Derryberry, Assistant Vice President of Alumni Relations, University of Miami Office of Alumni Relations

MEETING RECORD / MINUTES PREPARATION: Nancy C. Morgan, Coral Gables Services, Inc.

Ms. Yusko called the meeting to order at 8:36 a.m. and stated attendance for the record.

### MEETING ATTENDANCE:

Ms. Baez made a motion, seconded by Ms. Rodriguez and unanimously approved, to excuse the absence of Ms. Ebbert and Ms. Meagher.

### PERSONAL APPEARANCE: Mary Snow, Executive Director, Coral Gables Community Foundation (CGCF)

Ms. Snow was present to discuss options regarding the desire of the Merrick House Governing Board to establish a fiscal sponsorship fund within the CGCF that would allow the Board to fundraise. Options and guidelines were presented:

- Enable using the CGCF's fundraising status with the State of Florida's Department of Consumer Services and also allow the Board to utilize the CGCF's 501c3 status so all donations would be tax exempt.
- CGCF would manage all check disbursements from a Board-named fund, i.e., Merrick House Fund (MHF). Checks received would be payable to the CGCF with a notation specifying application to the MHF.
- Staff would receive regularly-issued fund balance, disbursement and contribution reports.
- Donations by check and credit card are accepted. Donations may be made on CGCF's website as well using Paypal.
- The Paypal button can be sent via email to staff to facilitate spontaneous donations at events and other functions.
- A fiscal sponsorship fund allows for reimbursement of expenses for sponsored events.
- Having a proprietary fiscal sponsorship fund allows for donations for any reason, such as campaigns for specific purposes other than events and functions.
- Funds from last year's SOTPWG events, initially intended to defray costs of 2014/2015 SOTPWG events, can be used as deemed appropriate if a fiscal sponsorship fund is established.

- An annual 5% fee is charged for the fiscal sponsorship fund, and is used to defray costs of administration, thank you letters to donors on behalf of MHF, credit card fees, marketing for each fund on website and in newsletters, and an annual audit – anything that directly relates to the fund's receipts and disbursements.
- With the City now allowing the Board to actively seek sponsorships, distinction is needed to determine how CGCF funds (501c3) and House trust funds would be used.
- The Board was advised to maintain a broad perspective (historic preservation, culture, enhancing quality of life in Coral Gables, etc.) in terms of identifying Merrick House special projects for the fiscal sponsorship fund.
- CGCF generally requests an initial \$10,000 deposit to open a fund, but will work with the Board if that amount is not available. Ms. Snow will send information about the minimum deposit requirements.
- Staff will research to determine if people can donate to the City and receive tax deduction benefits.
- Staff will forward the Merrick House 2014/2015 budget allocation to Board members via email.

Staff will send copies of documents about past fundraising events and galas to Ms. Kutell to study as Board background information. Ms. Lam arrived at the meeting at 8:50 a.m.

HOUSE RENTAL REQUEST: Quentin Derryberry, UM Assistant Vice President of Alumni Relations

Ms. Kautz advised that Mr. Derryberry requested a House rental for the President's Council receptions on Friday, November 14, 2014 from Noon to 9:00 p.m. (setup and take down included; actual event from 5:30 to 7:30 p.m.) with an estimated attendance of 100 people. The event would be held on the outside terrace with catering services, music, rental tabletops, valet parking and Arva Parks as featured speaker. Mr. Derryberry explained that the caterer would need access to the kitchen, and the University would provide outside lighting. Ms. Kautz advised that a generator may be needed for outside lighting; that valet parking required approval by the City's Special Events Committee; and that a rental fee of \$200 covered the first three hours plus \$30 per hour thereafter. Ms. Baez and Ms. Kutell volunteered to help during the event, and to promote House fundraising.

Ms. Lam made a motion to approve the rental request subject to approval by the Special Events Committee. The motion was seconded by Ms. Baez and unanimously approved.

APPROVAL OF MINUTES OF MEETING HELD JUNE 9, 2014:

A motion was made by Ms. Baez, seconded by Ms. Kutell and unanimously passed, to approve the June 9, 2014 minutes as written.

COMMITTEE REPORTS:

Events Committee: Ms. Rodriguez reported results of the July 9, 2014 SOTPWG Events Committee meeting:

- October 26, 2014: Halloween Hoedown (Ms. Lam, Chair)
- November 23, 2014: Althea's Garden Party (Ms. Rodriguez, Chair)
- December 14, 2014: Annual Holiday Event
- February 15, 2015: Reduce/recycle "green" event (Ms. Ebbert and Ms. Meagher, Co-chairs)
- April 12, 2015: The Merrick Arts Festival (Ms. Kutell, Chair)

Ms. Rodriguez made a motion, seconded by Ms. Lam and passed unanimously, to approve the schedule of SOTPWG events as presented.

Detail highlights:

- Events will be from 1:00 to 4:00 p.m. on Sundays.
- Tables need to be provided by event participants (versus City rental).
- All fundraising methods, event letters, flyers and raffles must be approved by the City Manager.
- Ms. Kutell will organize youth volunteers for each event.
- The Board members need to apply to the City's Special Events Committee for approval of the series.
- A budget for each event should be given to staff by the next Board meeting, including fundraising.
- Sponsor benefits need to be determined. Suggestions: recognition of company name and logo as the event sponsor on all collateral material for the event; programs; media releases; signage at the event; welcoming speech at the event;

recognition on City's website; free passes to the House; tax deductibility; engraved bricks or sponsorship area that could become permanent; sponsorship levels at \$1,000, \$500 and \$250.

Ms. Lam left the meeting at 9:45 a.m.

OLD BUSINESS:

Ms. Baez presented proposals for fundraising, discussing concepts to raise significant amounts of money and/or a capital campaign for a specific purpose to accompany House restoration efforts, such as the restoration of Richard Merrick's paintings and other House paintings. When the specific restoration is completed, a ribbon-cutting event can be scheduled to showcase the successful project.

In conjunction with the previously mentioned proposals, Ms. Baez presented a proposal for "The Walk of Merrick House" or "1000 Brick Pavers," a fundraising project to invite the purchase of memorial brick pavers to be installed around the perimeter of the House to showcase individuals and companies. Staff raised concerns about the appropriateness of brick pavers on the property.

The written proposals were distributed for study and consideration at the next Board meeting. Ms. Baez requested a list of businesses that conduct business with the City.

Ms. Kautz will bring to the next meeting an inventory of the donated Richard Merrick paintings and Rusty Levinson's review of restoration needs for those paintings and the artwork in the House.

Ms. Baez agreed to create a more comprehensive proposal focused on restoring the House collection of artwork and artifacts.

NEXT SCHEDULED MEETING: Monday, September 8, 2014, 8:30 a.m., Merrick House.

ADJOURNMENT:

There being no further business, the meeting adjourned at 9:57 a.m.

Respectfully submitted,



Dona M. Spain  
Historic Preservation Officer