

CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Monday, March 16, 2009, 8:00 a.m.
Development Department Conference Room
95 Merrick Way, Suite 450, Coral Gables, Florida 33134

MEMBERS	A	M	J	J#	A	S	O*	O**	N	D	J	F	M	COMMISSIONERS
José R. Garrigó	P	P	P	P	-	P	P	E	P	-	P	P	P	Mayor Donald D. Slesnick II
Bobbi Litt	P	E	P	E	-	P	P	P	P	-	P	P	P	Vice Mayor William Kerdyk, Jr.
Dr. Bernice Matalon-Roth	P	E	E	P	-	E	P	P	P	-	P	P	P	Commissioner Maria Anderson
Dr. Carol Damian	P	P	P	P	-	P	P	P	P	-	P	P	P	Commissioner Rafael "Ralph" Cabrera, Jr.
Beatriz Pereira	P	P	P	P	-	P	P	P	P	-	P	P	E	Commissioner Wayne "Chip" Withers
Andrea Cole	P	P	P	P	-	P	P	P	P	-	A	P	P	Board Appointee
Miguel Diaz de la Portilla	P	P	P	E	-	P	P	P	P	-	P	P	E	City Manager

A = Absent
P = Present
E = Excused
- = No Meeting

* FY2007-2008 Final Reports

Regular Meeting + FY2008-09 Grants Workshop

** FY2008-2009 Cultural Grant Applications Review & Scoring

Staff In Attendance:

Catherine Cathers, Arts and Culture Specialist

Recording Secretary:

Nancy C. Morgan, Coral Gables Services, Inc.

Motion Summary:

Minutes of the February 2, 2009 Cultural Development Board meeting were unanimously approved.

Mr. Diaz de la Portilla and Ms. Pereira were excused from meeting attendance by unanimous approval.

Use of the graphic, CORAL GABLES The City Beautiful as shown on the dark green Farmers Market shopping bags was unanimously approved as appropriate for use by cultural arts grantees in their marketing materials starting FY 2009-10.

Chair Carol Damian called the meeting to order at 8:05 a.m.

I. Meeting Attendance:

Dr. Matalon-Roth made a motion to excuse meeting absences of Mr. Diaz de la Portilla and Ms. Pereira. Ms. Cole seconded the motion, which passed unanimously.

II. Review/Approval of February 2, 2009 Board Meeting Minutes:

Mr. Garrigó made a motion to approve the February 2, 2009 meeting minutes as presented. Dr. Matalon-Roth seconded the motion, which passed unanimously.

III. Update on resolution to the City Commission encouraging Commission to commit to at least current cultural arts grant funding for FY2009-10:

Ms. Cathers reported that the Commission, at its March 10 meeting, suggested hearing the Board's resolution regarding cultural arts grant funding for FY 2009-10 when Board members could attend to present and support the resolution. She recommended that the Board make its presentation at the April 28 Commission meeting after the RFQ for the public art

master plan is presented. She added that the Interim City Manager recommended that action regarding the funding be postponed until the FY2009-10 budget process is underway.

IV. Discussion of Arts &Business Council workshop proposal:

Ms. Cathers reported that Laura Bruney offered an Arts & Business Council workshop for innovative brainstorming with cultural grantees. Laura requested that the Board develop a goal or starting point for the workshop to generate a focused discussion. Ms. Bruney will be asked to provide additional input about her vision of the Board's contribution and how it relates to the grants process. Ideas and options were discussed, though more information from Ms. Bruney is needed.

V. Discussion regarding cultural arts branding:

As an update to previous Board discussions about creating a new visual identity for grantees to use in marketing materials as a requirement acknowledging support of the City of Coral Gables, Ms. Cathers presented various ideas for consideration. After discussion, it was agreed that the design should be extremely simple and consistent with established branding. The graphic as it appears on the dark green Farmers Market shopping bags was favored.

Ms. Cole made a motion to approve the established graphic, CORAL GABLES The City Beautiful, without design modification, as appropriate for use by grantees as a requirement acknowledging support of the City of Coral Gables in their marketing materials. Mr. Garrigó seconded the motion, which passed unanimously.

VI. Review of Program/Event Evaluation form:

A form to be used by Board members to evaluate personally-attended grantee programs/events was distributed and reviewed. Board members will also receive the form electronically and send suggestions for modification to Ms. Cathers. The Board requested a schedule of programs, events and performances, and discussed the importance of knowing each others plans for attendance to avoid duplication of effort. Dr. Damian suggested that each Board member be assigned specific performances. In any event, Board members will list the programs/events they plan to attend, and will complete and submit the evaluation form for each event they attend.

VII. Miami-Dade Department of Cultural Affairs Capital Development Grant:

Ms. Cathers reported that another capital development grant was applied for to benefit the Art Cinema, whose 501C3 status is pending. The grant is being written for \$24,425 in ADA improvements including a wheelchair lift, signage and a portable stage, among other accommodations.

VIII. Status Reports:

Cultural Grant Updates:

- a. Bascomb Memorial Broadcasting Foundation contacted staff regarding their FY2007/2008 grant, stating they were unable to conduct the festival as anticipated. Their \$1,485 grant check was returned, and they may apply for grant funding next year.
- b. Merrick Festival sent a DVD of the caroling competition performances.
- c. Ms. Cathers spoke with Dean Berg at the U.M. Frost School of Music regarding their schedule for presenting groups. However, scheduling is not confirmed, so communication with Dean Berg will continue. Discussion ensued about the effects of the current financial climate on cultural groups and their inability to commit to specific scheduling several months in advance of a programming year. It was noted that grant funding cannot be awarded without a program schedule, which needs to be clearly communicated to Dean Berg and any others in the same circumstances. Ms. Cathers will ensure that Dean Berg is aware that funding is contingent upon a finalized schedule.
- d. Regarding larger institutions, Ms. Cathers asked the Board if one grant only would be accepted from a larger institution, along with a list of programs, or should each program apply for individual grants. One option discussed was that one application could be accepted from a large institution with each program shown under the organizational umbrella. It was decided, however, that programs should apply separately, with an endorsement

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indicated for each program by the sponsoring organization's appropriate development department. Ms. Cathers advised that she would communicate with larger organizations, ensuring they realize that their cumulative request could not exceed \$15,000, and that each applying program would need a signed endorsement stating the program was authorized to apply for grant funds. In addition, it will be requested that the umbrella organization submit individual grant applications, including all copies and attachments, at the same time to ensure accurate tracking of the \$15,000 request limit.

- e. Art Cinema: In addition to grant funding discussed earlier, Ms. Cathers reported that other groups would have an opportunity to rent the facility as part of the lease agreement.

IX. City Update:

Ms. Cathers reported that a new City Manager was hired.

There being no further business to come before the Board, the meeting adjourned at 9:20 a.m.

Next Meeting: Monday, April 20, 2009, 8:00 a.m.: Development Department Conference Room.

Respectfully submitted,

Prepared by: Nancy C. Morgan, President
Coral Gables Services, Inc.

Reviewed by: Catherine Cathers, Arts & Culture Specialist
City of Coral Gables