

CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Tuesday, April 5, 2016 8:00 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	J	J	A	S	O	O	N	D	J	F	M	A	APPOINTED BY:
	15	15	15	15	15	15	+	+	15	16	16	16	16	
Claudio Pastor*						P	P	E	-	P	P	-	P	Mayor Jim Cason
Geannina A. Burgos*							P	P	-	E	P	-	P	Vice-Mayor Frank C. Quesada
Alfonso Perez*				P	-	P	P	P	-	P	P	-	P	Commissioner Jeannett Slesnick
Bruce B. Litwer	P	-	-	E	-	P	E	P	-	P	E	-	P	Commissioner Pat Keon
Dr. Fernando Alvarez-Perez*										-	P	E	-	Commissioner Vince Lago
Dr. Bernice Roth*				P	-	P	P	P	-	P	P	-	P	City Manager Cathy Swanson-Rivenbark
Dr. Rosa Maria Mayorga	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:
 Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts

GUESTS:
 No guests attended

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 8:09 a.m.

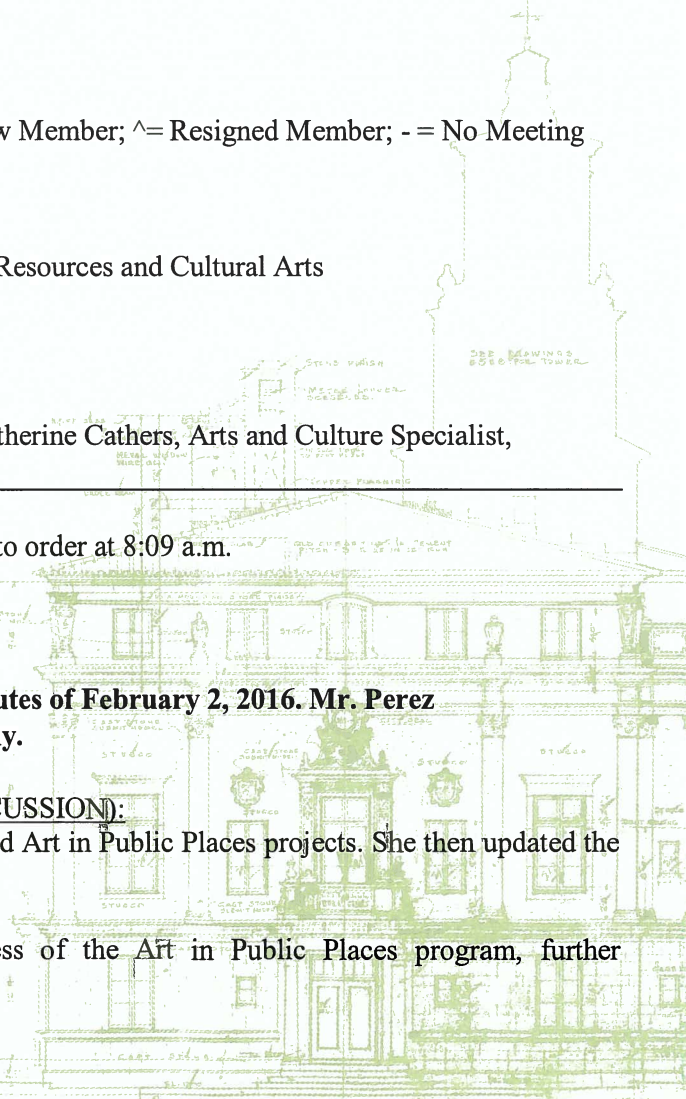
REVIEW OF MINUTES FROM FEBRUARY 2, 2016:

Ms. Burgos made a motion to approve the minutes of February 2, 2016. Mr. Perez seconded the motion, which passed unanimously.

ART IN PUBLIC PLACES, PROJECT UPDATES (DISCUSSION):

Ms. Cathers distributed a packet with current and proposed Art in Public Places projects. She then updated the Board on the status of each project.

The Board discussed the funding and decision process of the Art in Public Places program, further familiarizing new Board members with the program.



Alice Aycock

Ms. Cathers advised the Board of the completion date being moved forward. She further stated that Ms. Aycock will be visiting the fabricator and project sites on April 13; after assessing the progress, Ms. Aycock will present a new estimated completion date.

Miracle Mile and Giralda Avenue Streetscape

A report was given on the results of the Arts Advisory Panel meeting of February 12th. Board members were informed that the Panel asked the artist team of Cao + Perrot to return to the Panel with a new proposal at a major intersection along Miracle Mile for the Miracle Mile Streetscape and that artist Sibylle Pasche was asked to present a fully developed proposal for the Giralda Avenue Streetscape. The next proposal review meeting is scheduled for April 22.

Ms. Cathers stated that the Panel is requesting a signature artwork for Miracle Mile and draws people to the area. She further explained that originally the Panel considered a series of artworks (that would integrate throughout the Mile); however, once the Panel reviewed the concept proposals, they realized this approach didn't have the desired impact and chose to focus instead on seeking a singular, iconic artwork.

The concept proposed by Sibylle Pasche, Ms. Cathers said, was one large piece or a grouping of smaller, organic forms with a coral motif sculpted from Carrera marble. The work(s) would be placed toward the East end of Giralda Avenue.

Jean Ward Sculptures

The Board was informed that the Jean Ward sculptures at the library and the one in Pittman Park are scheduled for removal on April 28 and April 29. The sculptures will be taken off site for restoration before being re-installed in Young Park.

Public Art Annual Maintenance

The Board received a list of artworks being proposed by staff for general maintenance as part of the FY2015-2016 budget, including: Old Shoes, Cartagena Plaza; George Merrick, City Hall; Althea Merrick, Merrick House; Pomegranate, Flowering Tree Park; Jose Marti, Freedom Plaza; Fountain of Youth, Ponce de Leon Park; Juan Ponce de Leon, Ponce de Leon Park.

Vessel

The Board discussed the sculpture and was told that a bid for construction of the base is complete with installation of the piece scheduled for this summer at Cartagena Plaza, in-between LeJeune Rd. and Sunset Rd.

Spinnaker

Ms. Cathers informed the Board that installation is moving forward for placement of the artwork within a small traffic circle at Red Rd. and Lugo Ave.; the City is assisting with the permitting process.

Dr. Mayorga asked that once the mentioned artworks are in place, if the Board could schedule a tour of the pieces, perhaps during a weekend. The Board-as-a-Whole enthusiastically supported this idea. She went on to suggest the possibility of a map highlighting the City's public art collection, to which Ms. Cathers responded is in the works. Dr. Roth further suggested that the Museum may want to add a public art tour as part of their program offerings.

The Board was updated on pending developer Art in Public Places fee-waiver requests at 4311 Ponce de Leon Blvd, Balboa Plaza, and Gables Waterway and was informed that each has passed the Arts Advisory Panel approval process and are pending additional information before formal presentation to this Board.

FY 2016-17 CULTURAL GRANT UPDATES (DISCUSSION & ACTION)
Cultural Grantee Requests, Updates, & Reviews

1. Coral Gables Congregational Church

Board members were given a copy of a letter from the Coral Gables Congregational Church in response to the Board's request regarding their FY2015-2016 cultural grant application. The Board was satisfied with the letter and expressed their appreciation for the timely response.

2. Community Television Foundation of South FL – WPBT2

Board members received a letter of request from the Community Television Foundation of South Florida to modify their proposed programming to one episode of the Curator's Collection and four original segments highlighting the following Coral Gables cultural programs: Lowe Art Museum, Fairchild Tropical Botanic Garden, First Friday Gallery Night, Actors' Playhouse, GableStage.

After discussion, the following motion was made:

Ms. Burgos made a motion to approve the request as presented. Dr. Alvarez-Perez seconded the motion, which passed unanimously.

3. Cuban Classical Ballet

Ms. Cathers advised the Board that she received an email the previous evening apologizing that a representative would not be able to attend the meeting due to illness and the director being out of town. The email was read aloud to the Board, including new proposed performance dates. Ms. Cathers noted their previous communication stated performance dates other than the ones currently being proposed.

The Board discussed and unanimously agreed that the organization was not in compliance and is requesting the City follow-up with a request to return the funds.

Ms. Burgos asked for clarification on penalties for non-compliance. The Board agreed that the penalty should follow the guidelines and agreement.

Mr. Litwer made a motion to recommend that the City request return of FY2014-2015 cultural grant funds from the Cuban Classical Ballet in the amount of \$2,500. Mr. Perez seconded the motion, which passed unanimously.

FY 2016-17 Cultural Grant Updates

Dr. Roth reviewed updates put forward by the Board at the previous meeting including: a \$500,000 minimum operating budget for the category of Cultural Development; Community category programs to occur one day, free to the public; and mandatory attendance by all applicant organizations at the annual grant workshop. Dr. Roth asked Board members if anyone had additional comments or recommendations. No additional updates were recommended at this time.

Due to the Cultural Development category having the same name as the Cultural Development Grant program, Board members discussed changing the category title to reflect the criteria of this category. The Board unanimously agreed to use the following category titles for the annual Cultural Development Grant:

- CORAL GABLES BASED CULTURAL ORGANIZATIONS
- CULTURAL SERIES, FESTIVALS, AND SPECIAL EVENTS
- COMMUNITY

Ms. Cathers advised the Board that for administrative consistency, the FY2015-2016 Final Report will use the same on-line system that was used for the FY2015-2016 grant application. She went on to update the Board on the research progress for implementing a new grant management system in the coming year.

The board discussed funding for next year, with Dr. Roth asking Board members to meet with their appointing officials to discuss. Board members agreed to advocate for increased funding.

Following up on the Board's previous question about how to formally address the City Commission, Ms. Cathers responded that the Board may appoint a member of the Board to speak on behalf of the Board-as-a-Whole. In addition, members of the Board may speak as a resident on their own behalf.

Discussion continued with the Board agreeing to recommend FY2016-2017 Cultural Grant funding at \$250,000. The Board discussed the following items to support recommendation of an increase in the cultural grant funding allocation for FY2016-2017:

- Funding has remained at or below the past ten-plus years of cultural grant funding
- Existing level of funding has not kept pace with the rising cost of producing and offering cultural events
- Existing level of funding is not realistic for drawing increased cultural programs and events to the City
- Greater funding will attract a greater number of Cultural programs and, therefore, increase the City's cultural profile
- Funding levels must match or exceed the resources needed to apply for and administer grant funds
- An increase in the minimum grant award would encourage greater participation in the cultural grant program and encourage higher profile organizations to consider offering programs in Coral Gables
- Greater quality and quantity of cultural programs and events will support City development initiatives, such as the new Miracle Mile/Giralda Avenue Streetscape

Ms. Cathers reported back to the Board regarding their request for an assessment of economic impact of the arts in Coral Gables. Ms. Cathers stated that she spoke extensively with Miami Dade County and their involvement with Americans for the Arts (AFTA) Arts & Economic Prosperity V report, a survey conducted every five years. She shared the previous AFTA Arts & Economic Prosperity IV report with the Board. Discussions concluded that time and financial investment for participating directly may not be worth the expense; however, raw data could be forwarded from the County on completion of the study as well as raw data captured directly from the Cultural Grant final reports. Additionally, it was noted that the high level of qualitative experience that is more in keeping with Coral Gables identity would be difficult to capture. The Board expressed their interest in exploring this further.

NEW BUSINESS:

There was no new business.

DISCUSSION:

Board members received copies of the Arts & Business Council's "Coral Gables Arts 2016 Social Media Tool Kit, introducing the #CoralGablesArts campaign. Ms. Cathers noted that some organizations are not currently using social media and that the Arts & Business Council is planning a workshop to address this issue. In response to the Board's request to further support Coral Gables grantee's success, Ms. Cathers encouraged greater participation in Arts & Business Council workshops and forwarded additional grant opportunities to grantees to encourage diversifying their funding sources.

Ms. Cathers distributed an updated calendar of grantee programs and events to Board members and asked that Board members check any dates with the organization directly prior to attending any events.

Board members reported on the St. Patrick's Day Festival with two Board members stating that they had attended the festival and felt it lacked authentic cultural programming. Staff stated that emphasis on quality cultural programming could be emphasized at the grant workshop and that it would be helpful for Board members to share their comments as part of the Final Report review.

Ms. Burgos and Dr. Mayorga attended the Miami International Film Festival and commented on the high quality of the programs and significant attendance.

Dr. Mayorga gave a report on the Arts & Business Council Breakfast for the Arts that she attended, stating that it was informative, well presented and well attended.

Dr. Roth attended a production at the Actors' Playhouse and Orchid Festival at Fairchild Tropical Botanic Garden, noting the quality of each.

BOARD ITEMS / CITY COMMISSION UPDATE / CITY PROJECT UPDATE:

Ms. Cathers asked for permission to forward Board Member's emails to Grantees for inclusion on email notifications. All agreed.

Board members were informed of the City Commission's approval of the Arts Advisory Panel member recommendations.

ITEMS FROM THE SECRETARY:

There were no additional items.

A motion was called by Mr. Litwer to adjourn the meeting and seconded by Mr. Perz. The motion was unanimously approved.

There being no further business to come before the Board, the meeting was adjourned at 9:33 a.m.

Respectfully submitted,



Dona M. Spain
Historical Resources and Cultural Arts Director