



CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Tuesday, May 02, 2017 8:30 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	J	J	A+	A	O	N+	D+	J	F	M	A	M	APPOINTED BY:
	16	16	16	16	16	16	16	17	17	17	17	17	
Claudio Pastor	E	-	P	P	E	P	A	P	P	P	P	P	Mayor Jim Cason
Geannina A. Burgos	P	-	P	P	P	P	P	P	P	E	P	P	Vice-Mayor Frank C. Quesada
Alfonso Perez	P	-	P	E	P	P	P	P	P	E	P	P	Commissioner Jeannett Slesnick
Betty Horwitz*				P	P	P	P	P	P	P	P	E	Commissioner Pat Keon
Dr. Fernando Alvarez-Perez	P	-	P	E	E	P	P	P	P	E	P	E	Commissioner Vince Lago
Dr. Bernice Roth	P	-	P	P	P	P	P	E	P	P	P	P	City Manager Cathy Swanson-Rivenbark
Dr. Rosa Maria Mayorga	P	-	E	P	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 and Cultural Arts Director, Historical Resources and Cultural Arts
 Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts

GUESTS IN ATTENDANCE:

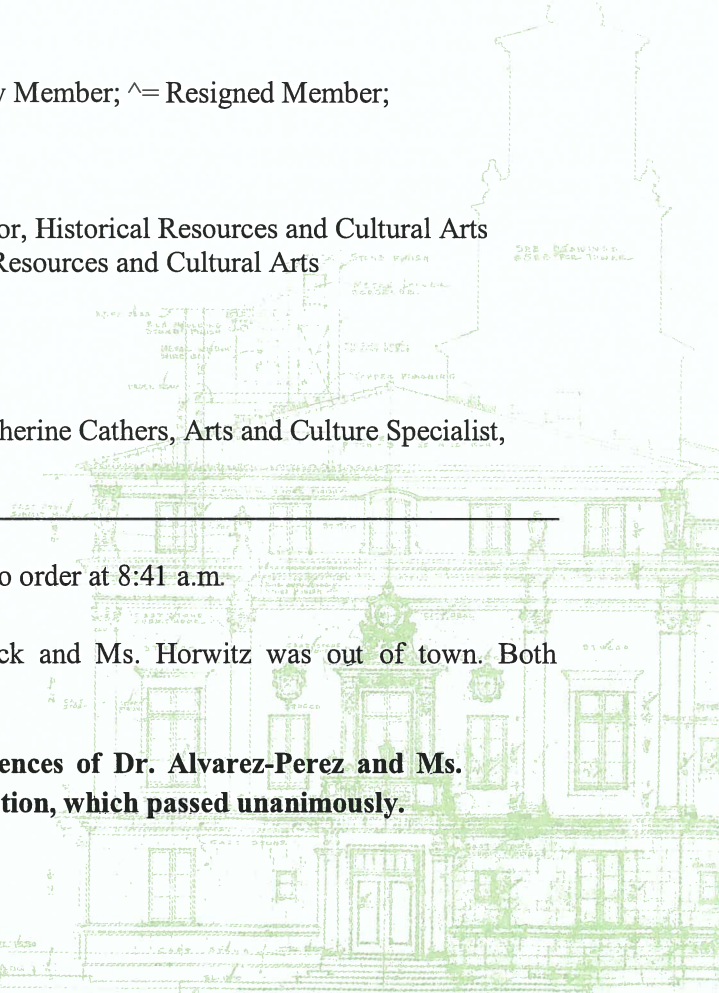
None

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 8:41 a.m.

The Board was advised that Dr. Alvarez-Perez was sick and Ms. Horwitz was out of town. Both respectfully asked to be excused.

Ms. Burgos made a motion to accept the absences of Dr. Alvarez-Perez and Ms. Horwitz as excused. Mr. Perez seconded the motion, which passed unanimously.



REVIEW OF MINUTES FROM APRIL 04, 2017:

Mr. Perez made a motion to approve the minutes of April 04, 2017. Ms. Burgos seconded the motion, which passed unanimously.

CORAL GABLES CULTURAL GRANT:

Dr. Roth led a discussion of the Cultural Grant funding for the City's FY2017-2018 annual budget. She shared that she met with the City Manager and suggested that the Board make a recommendation regarding the funding amount for this year, along with a recommended percent increase per year.

Mr. Pastor stated that the grant amount has primarily remained at (an average of) \$150,000 for the past fifteen years, noting that the cost of presenting high-quality programs has continued to rise.

The Board briefly discussed and made the following motion:

Ms. Burgos made motion to recommend \$200,000 for FY2017-2018 Cultural Grant funding with a recommendation to increase the allocated amount by 10% every year thereafter. Mr. Perez seconded the motion, which passed unanimously.

Dr. Roth continued the discussion of grant funding, suggesting that the Board lead an initiative to supplement cultural grant funds through an annual fundraiser. She introduced the idea of working with a sub-committee of volunteers experienced with holding such events. The Board brainstormed different ideas that would lead to a signature event in keeping with the City's commitment to quality and agreed that if more than \$50,000 can be raised, it's worth pursuing. Board members also acknowledged the amount of time and resources required to plan and produce such an event.

Dr. Mayorga asked if individual donors could be approached to attain the same result. It was agreed that it may work for a specific project or an annual event such as honoring a distinctive individual.

The Board also discussed the possibility of committing anything raised over \$50,000 into an endowment. Ms. Spain referenced the existing Trust funds handled through the department for the Historic Preservation Board and the Pinewood Cemetery Board. Ms. Spain stated that in order to have an interest bearing account, it would need to be coordinated through an outside foundation or other suitable institution.

Mr. Pastor left the meeting at 9:06 a.m.

Discussion continued about the best time of year to plan for an event. The Board as a whole felt the winter months would be best suited and offer the possibility of using an outdoor location.

The Board agreed to continue discussion of ideas at future meetings.

Dr. Roth introduced the discussion of updates to the current grant application and support forms. The Board received a list from staff of compiled comments previously submitted by Board members. Each comment was discussed with the following agreed upon updates:

- Due to a cross-over of the City's fiscal year with scheduled events requesting funds, grant Applicants are required to include approved City logo in marketing and publicity materials for programs/projects taking place in Coral Gables regardless of whether a grant award will be made.
- Attach letter(s) of commitment from partnering organizations.
- Adjust Coral Gables Based Organizations' maximum award to \$10,000.

- New applicants are required to meet with staff for a review of their draft application, understanding that this requirement does not guarantee a funding award.
- Require minimum 30% cash or in-kind match by the applicant.
- Include title and date for attendance at Arts & Business Council programs, regardless of whether attending as a scholarship recipient or not.
- Post PowerPoint of the grant process, including evaluation, on the Website.
- Include Evaluation point value on the application.
- Utilize laptops for Board members to view applications during the scoring meeting.
- Include two (2) hard copy sets of applications at the scoring meeting.
- Board members assigned to present/introduce each application for a general overview and opening comments.

Board members agreed that the application should include all necessary information for the Board's review and that Board members should not contact organizations directly for clarification. All questions may go through staff, which will contact the organization and report back to the Board-as-a-Whole.

Mr. Perez asked if the Board through the Commission could establish a process to recognize people who support the cultural organizations presenting in Coral Gables. The Board unanimously supported the idea and asked for the following:

- Add language to the Grant Agreement for grantees to list names of individuals they would like to see recognized in a collective annual City proclamation thanking supporters of the arts.

With no further discussion, the following motion was made:

Mr. Perez made motion to accept the updates to the FY2017-2018 Cultural Grant application and process as stated. Ms. Burgos seconded the motion, which passed unanimously.

CORAL GABLES CULTURAL GRANTEE REQUESTS, UPDATES, & REVIEWS:

Ms. Cathers stated that no modification requests have been received.

Dr. Mayorga asked how the Board can best fulfill the expectation of attending as many events as possible. The Board acknowledged that the goal is to visit at least one event per grantee throughout the year, while understanding that with varying schedules, it may not be possible. Dr. Roth stated that it's especially important to attend new grantee events.

Board members and staff gave updates on cultural programs they've attended. Dr. Roth and Dr. Mayorga attended a performance by Seraphic Fire; Ms. Cathers attended a performance by the Florida Guitar Foundation; Dr. Roth attended a play at GableStage; and the Board-as-a-Whole visited Montgomery Botanical Center. Ms. Cathers noted that the various cultural events have been very well attended and cultural organizations continue to request space that can accommodate more people.

ART IN PUBLIC PLACES, PROJECT UPDATES:

Jean Ward

Ms. Cathers reported on the neighborhood meeting held April 19th at the Youth Center to discuss the design of the park located at Granada Ave. and Majorca Avenue. She reported that staff presented a recommendation to place the three Jean Ward sculptures previously located at the library within the new park design. Ms. Spain stated that residents in attendance did not have questions or comments about including the artworks in the park. Dr. Roth, also at the meeting, added that no opposition was raised.

Ms. Cathers informed the Board of the successful re-installation of the sculpture *Tuxedo* to Pittman Park.

Miracle Mile

Ms. Cathers reported that the Arts Advisory Panel met to review the proposed Miracle Mile public artists' initial concept sketches, adding that the artists will submit revisions for review at the next Arts Advisory Panel meeting.

DISCUSSION:

Mr. Perez commented on the excellent job being done on the Fountain & Plaza restorations and shared that he sent a letter to Public Works commending them for their work on the project.

BOARD ITEMS / CITY COMMISSION UPDATE / CITY PROJECT UPDATES:

Ms. Spain stated that while no Board members have met their eight (8) year term limit, each should reach out to the City Clerk and/or appointing official to express their interest in serving for an additional term.

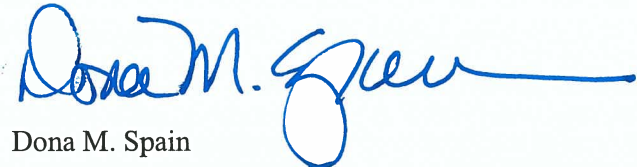
ITEMS FROM THE SECRETARY:

There were no additional items.

A motion was called by Dr. Mayorga to adjourn the meeting and seconded by Ms. Perez. The motion was unanimously approved.

There being no further business to come before the Board, the meeting was adjourned at 10:16 a.m.

Respectfully submitted,



Dona M. Spain
Historical Resources and Cultural Arts Director