

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Monday, January 22, 2014, 8:00 a.m.
Economic Sustainability Department
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134**

MINUTES

MEMBERS	A#	S	O*	N^	D	J	F	M	A	M	J	J	COMMISSIONERS
	'13	'13	'13	'13	'13	'14	'14	'14	'14	'14	'14	'14	
Meg Daly (Chair)	P	P	P	P	P	P							Mayor Jim Cason
Erica Guzman	P	P	P	P	P	E							Vice Mayor William Kerdyk, Jr.
Nedra Kalish	E	P	P	E	A	P							Commissioner Patricia Keon
Nan Markowitz	P	P	P	P	P	P							Commissioner Vince Lago
Andrea Cole (Vice-Chair)	P	P	P	P	P	P							Commissioner Frank Quesada
Karla Ferguson-Soimaud	P	P	P	P	E	P							City Manager
Rosa Maria Mayorga	~	~	P	P	P	E							Board-As-A-Whole

Regular Meeting + FY2013-2014 Grants Workshop
 *Regular Meeting + FY12-13 Grants Final Report Review
 ^Regular Meeting + FY13-14 Grants Scoring Review

A = Absent
P = Present
- = No Meeting
~ = Prior to appointment

Additional Attendees:

Cindy Birdsill, Director, Economic Sustainability
 Megan Cross Schmitt, Special Projects & Cultural Coord., Economic Sustainability

Motion Summary:

A motion to approve the minutes from the December 16, 2013, meeting was passed unanimously.

A motion that the language, "Scores and recommended allocations are preliminary and pending final review," be made clear on the appropriate grant materials passed unanimously.

Ms. Daly called the meeting to order at 8:08 a.m.

1. Review of Minutes from December 16, 2013.

Mrs. Cole made a motion to approve the minutes. Ms. Markowitz seconded the motion, which passed unanimously.

2. Discussion of Grants Process and Board Vision

Ms. Daly reported that she met with Mayor Cason a few weeks prior to inform him of the Board's activities as well as to explain the scoring process for the grant applications. The Mayor asked why the Coral Gables Museum was not funded, and Ms. Daly explained that their application did not receive the minimum score of 80 so they were therefore disqualified. They discussed how the CDB could increase the grants budget. The Mayor was supportive of finding out how additional grant funds might benefit organizations. The Mayor added that he thinks that the application is too long, and asked if it could be shortened, to which Ms. Daly responded that she would discuss with the other CDB members. The Mayor also asked whether the Board could give bonus points to organizations that held the majority of their programming within the City of Coral Gables.

Ms. Daly read her draft questions for the proposed survey to the Board members. Ms. Birdsill said a survey of the grant applicants was not the best idea because it could get their hopes up to create new visions for their organizations for increased funding that was theoretical and it was doubtful that any of the answers would be helpful. Ms. Daly will meet with the City Manager closer to when the budget is being prepared. Ms. Markowitz suggested that the Board gather all of the necessary information to be able to make the case in the future, not necessarily for the next budget cycle. Mrs. Cole suggested finding out how much venues outside of Coral Gables charge for rentals to see if local performance space was significantly more expensive.

Ms. Markowitz stated that Board members can always approach their Commissioner to express their concern about future funding for cultural activities.

The conversation turned to the application form itself, with some Board members commenting that there was a lot of repetition of information. Mrs. Cole suggested that applicants include the capacity of all venues in which they will perform, as well as the official mission statement of each organization. Ms. Daly raised the idea that perhaps the application is not always asking the right questions. Ms. Daly also commented that she finds evaluating the quality of the staff or talent on the basis of a bio to be challenging. Board members generally agreed that the process needs to be simplified. The Board requested that the forms be circulated so that they could each review and provide suggested changes at the next meeting.

The scoring meeting was brought up, and Ms. Markowitz suggested that perhaps they should consider taking a break when it is time actually assign scores, the way the County does, so that staff has sufficient time to do the detailed work without rushing. Ms. Birdsill reminded Board members that on the evening of the scoring meeting, there were several members with time constraints that needed to leave by a certain time. Board members agreed that it was incumbent upon them to be available for the duration of the meeting. Ms. Daly raised a point that she said Ms. Markowitz had originally suggested, which was saying something like, "This is our recommendation for funding pending final review," at the end of the meeting so that it gives the Board and staff a bit of a buffer. Ms. Markowitz suggested the idea of printing out stickers that say "Recuse" and "Disqualified" prior to the scoring meeting so that Board members could affix them to their score sheets to make it abundantly clear to staff.

Mrs. Cole moved that the language, "Scores and recommended allocations are preliminary and pending final review," be made clear on the appropriate grant materials. Ms. Markowitz seconded the motion, which passed unanimously.

Discussion returned to the application form, and the Board agreed to decide whether to make changes to the form once they knew how many applicants applied to Miami-Dade County for funding as well, since the Coral Gables form was based heavily on the County's. Ms. Schmitt was to make that determination to report to the Board.

Ms. Daly asked Ms. Birdsill how the Commissioners voted on the 2013-14 recommended grant allocations, and Ms. Birdsill said that the Board's recommendations were approved.

Board members agreed that having a well-defined vision and mission would help in allocating funds. Ms. Ferguson-Soimaud raised the question to the Board whether their goal was to fund all of the organizations. Ms. Ferguson-Soimaud and Ms. Markowitz said that they were more concerned about making the biggest impact possible rather than with funding everyone who applied for funding. Ms. Kalish said that in reviewing the applications that she had been trying to award funding to all of the organizations. Ms. Daly asked which constituencies Board members think they are serving through the awarding of the cultural grants. Mrs. Cole and Ms. Kalish said it was the business community. Tourists and tax-payers were also mentioned as benefitting from all of the cultural events that happen in Coral Gables. Ms. Daly repeated that what she heard was that the Board wants the cultural grants to positively impact the local economy and the quality of life in the City. Ms. Daly asked Board members if they thought that the amounts awarded to the organizations were always meaningful. Ms. Markowitz and Ms. Ferguson-Soimaud both said no, and that they wanted to award more money to the best applicants rather than giving smaller awards to all qualifying organizations.

The discussion turned to performance space and how there seemed to be a lack of it available to organizations and also that some major ones had recently raised rates. The board discussed whether creation of venues should be a major issue for the board, and then returned to discuss the priority goal of having an economic impact on the business community and a positive influence on the City's quality of life.

The discussion returned to the challenges of how to gauge quality, and the importance of balancing that with opportunities that will appeal to a wide variety of ages and tastes. Because it was agreed that the interpretation of quality is subjective, Ms. Daly asked if the Board wanted to therefore leave it undefined in the guidelines. Ms. Birdsill suggested that Board members ask whether an event enhances the community when evaluating the quality of a production. Ms. Markowitz said for Board members to ask themselves would they go back to the event as a way of judging quality. Ms. Ferguson-Soimaud mentioned that in terms of programming, it would be better if there were more offerings geared towards adults.

Ms. Daly noted the breadth of the programming funded by the grants and asked Board members what they *do not* support. Ms. Birdsill said that based on the guidelines, funding cannot be used for master classes or fundraising, and that they try to support programming and events more than overhead (except for Cultural Development Grants). It was debated whether to move overhead into the category of expenses not eligible for grant funding, and the Board decided to table that decision until the next meeting after they had a chance to review all of the grant documents.

Ms. Daly expressed concern about really being able to know how many attendees were at an event, and the Board agreed that most often in the final reports, organizations simply put down the same number that they wrote in their grant application when asked for expected audience size. Ms. Birdsill suggested adding a question about the methodology used to count audiences, as well as one about explaining any decreases in expected attendance, to the final report.

Board members discussed the different ways they become aware of events. Many agreed that looking at websites and receiving emails was how they typically learned about what was going on in the City, however Ms. Daly and Ms. Kalish commented that they read the weekend section of the Miami Herald. Ms. Ferguson-Soimaud said that the banners on U.S. 1 were particularly helpful in informing her about local events. Mrs. Cole said that she often receives mailings from local organizations which notify her of programs she may want to attend.

3. Additional Board business

a) Other Board business

Mrs. Cole reported back to the Board that she had attended an Orchestra Miami event

held at the Museum's Family Day. She said that by her estimation there were about 250 adults and children in attendance. Despite the poor acoustics, Mrs. Cole said the children enjoyed the performance and were engaged by the educational component of the programming.

Ms. Daly reported that she had seen two movies at the Coral Gables Cinemateque, both of which were excellent, however poorly attended. Ms. Cole also saw a movie there that she enjoyed and said that it was very well attended. She also remarked that the screenings of the National Theater of London performances are always extremely well attended. Ms. Birdsill said that, overall, the Cinemateque is doing very well. Ms. Daly reminded everyone of how important it is to have at least one Board member attend at least one performance by each grantee.

Ms. Ferguson-Soimaud asked whether Board members are allowed to accept offers for complimentary tickets from grantees. Ms. Birdsill noted that they could accept tickets, but reminded Board members of Miami-Dade County's reporting requirement, which says that if board members accept gifts valued at more than \$100 per quarter, they must report it.

b) General City Update

Ms. Birdsill told the Board that Jazz in the Gables was underway every Wednesday at lunchtime at the Coral Gables Museum plaza. She also informed them that this year's Gallery Exhibition opening would take place on March 6th.

Respectfully submitted by,
Megan Schmitt, Special Projects & Cultural Coordinator