



**CITY OF CORAL GABLES**  
**CULTURAL DEVELOPMENT BOARD MEETING**  
**Tuesday, April 04, 2017 8:15 a.m.**  
**Historical Resources and Cultural Arts Department**  
**2327 Salzedo Street, 2nd Floor, Coral Gables, Florida 33134**

*Historical Resources &  
Cultural Arts*

2327 SALZEDO STREET  
CORAL GABLES  
FLORIDA 33134

☎ 305.460.5093

✉ hist@coralgables.com

MEMBERS	M	J	J	A+	A	O	N+	D+	J	F	M	A	APPOINTED BY:
	16	16	16	16	16	16	16	16	17	17	17	17	
Claudio Pastor	P	E	-	P	P	E	P	A	P	P	P	P	Mayor Jim Cason
Geannina A. Burgos	P	P	-	P	P	P	P	P	P	P	E	P	Vice-Mayor Frank C. Quesada
Alfonso Perez	P	P	-	P	E	P	P	P	P	P	E	P	Commissioner Jeannett Slesnick
Betty Horwitz*					P	P	P	P	P	P	P	P	Commissioner Pat Keon
Dr. Fernando Alvarez-Perez	P	P	-	P	E	E	P	P	P	P	E	P	Commissioner Vince Lago
Dr. Bernice Roth	P	P	-	P	P	P	P	P	E	P	P	P	City Manager Cathy Swanson-Rivenbark
Dr. Rosa Maria Mayorga	P	P	-	E	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

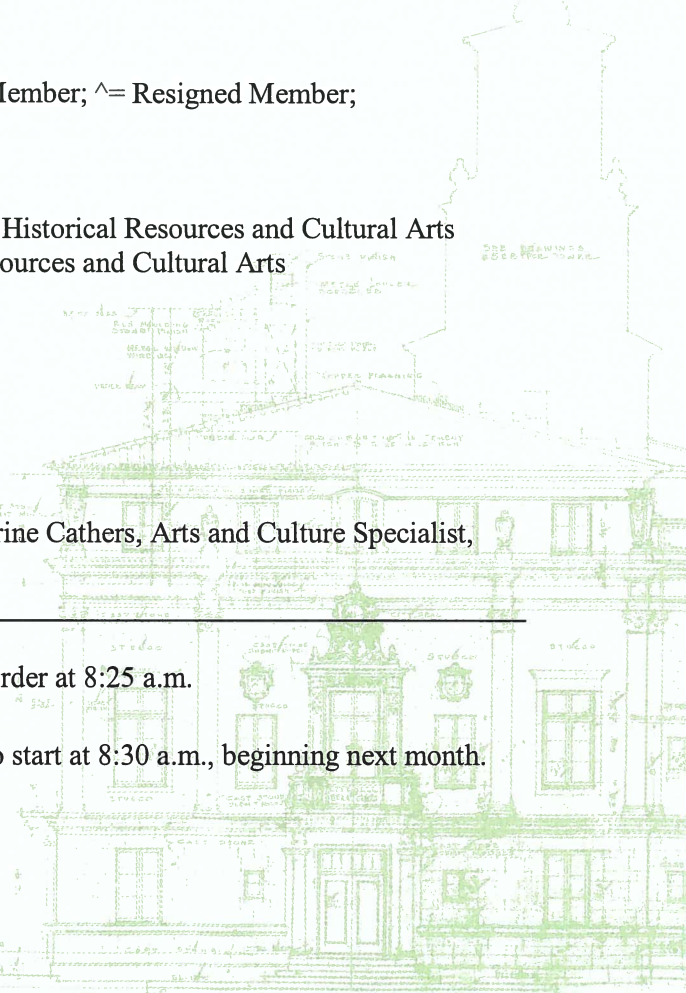
**GUESTS IN ATTENDANCE:**

Suzy Breitner, Dave & Mary Alper JCC  
 Doris Bravo, South Florida PBS  
 Francis Hernandez, South Florida PBS  
 Ingrid Stuart, South Florida PBS

**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 8:25 a.m.

The Board-as-a-Whole agreed to change their meeting time to start at 8:30 a.m., beginning next month.



REVIEW OF MINUTES FROM MARCH 07, 2017:

**Ms. Horwitz made a motion to approve the minutes of March 07, 2017. Mr. Pastor seconded the motion, which passed unanimously.**

CORAL GABLES CULTURAL GRANTEE REQUESTS, UPDATES, & REVIEWS:

Dr. Roth read aloud the False Claims Ordinance for the benefit of the guests in attendance.

**Dave & Mary Alper JCC**

Ms. Cathers stated that the Dave & Mary Alper JCC is a first time grant recipient, their funded program has occurred, and there was a question of whether the organization had credited the City's support. Ms. Cathers introduced Suzy Breitner, representing the organization, who presented a brochure and poster with the appropriate City logo displayed. The Board and Ms. Cathers thanked Ms. Breitner for clearing up the misunderstanding and Ms. Breitner thanked the Board. She then left the meeting.

**South Florida PBS**

The Board received a letter from South Florida PBS requesting a change in date, location, and programming. Doris Bravo, Francis Hernandez, and Ingrid Stuart from South Florida PBS were introduced. Ms. Bravo stated that they were going to partner with the Coral Gables Art Cinema for their original project proposal to present films on Miracle Mile. The partnership was not realized and Ms. Bravo stated that the grant award was insufficient to produce the project. She went on to state that she did not realize that the project should not have been dependent on Coral Gables funding.

Ms. Bravo stated that she's in touch with the Lowe Art Museum and planning to collaborate on an upcoming exhibition with a public involvement Instagram project. She said that a theme is yet to be determined and asked if funds may be used for prize money. Ms. Hernandez apologized for the change request and stated that the budget would remain the same and the marketing would be expanded, starting sooner than the original proposal. Ms. Bravo stated they could incorporate Coral Gables into the theme. Celebrating it through landscapes, photography, architecture, or something else tied to the City.

Ms. Cathers clarified for the organization that grant funds may not be used for prize money.

Dr. Mayorga asked if a broadcast element would be included. Ms. Bravo replied that it may or may not be possible; however, an on-line component is guaranteed. The Board expressed concern about the short time frame to complete planning and marketing. Dr. Roth commended the idea and also expressed concern about the lack of detail and an implementation strategy.

Ms. Spain stated that it's within the Board's purview to consider this request and it's fabulous; however, it is not the event that was presented and scored against other grant applicants and there is no way of knowing whether it would have ranked the same as the originally proposed project.

Mr. Pastor expressed that accepting the change would set a precedent that shouldn't be set. The Board concluded their discussion and made the following motion.

**Ms. Burgos made a motion not to accept the change request from South Florida PBS. Mr. Pastor seconded the motion, which passed unanimously.**

Ms. Cathers commended Ms. Stuart and stated how she has been a responsive representative of the organization and a pleasure to work with.

The guests thanked the Board and left the meeting.

Dr. Mayorga asked what would happen to their grant funds. Ms. Cathers responded that they will be returned to the City.

**Coral Gables Congregational Church, Community Arts Program (CGCC, CAP)**

Ms. Cathers notified the Board that the Community Arts Program is requesting approval of an amended artist list for their 2017 Summer Concert Series. She noted that no change in dates or location is being proposed and that historically the organization is unable to confirm all performers at the time of the application. Therefore, the organization sends the Board an amendment request after all performers are confirmed. Ms. Cathers received the letter the previous day, supplied copies of the letter to Board members and read the request aloud. The Board commented positively on the quality of the line-up.

**Mr. Perez made a motion to approve Coral Gables Congregational Church, Community Arts Program artist list for their 2017 Summer Concert Series Dr. Alfonso-Perez seconded the motion, which passed unanimously.**

**Cultural Grantee Updates**

Ms. Cathers read the following Grantee organization updates for programs that had tentative or proposed dates submitted as part of the organizations' Cultural Grant Application:

**Center for the Advancement of Jewish Education (CAJE)** – Confirmed their additional films *The Wedding Date* on May 11<sup>th</sup> and *In Between*, pending an April date.

**Florida Grand Opera** – Confirmed dates that have occurred with one remaining performance on May 21<sup>st</sup>.

**Opera Atelier** – Confirmed September 5 for the lecture and September 17<sup>th</sup> for the performance. The organization followed the Board's recommendation to keep the program dates close to each other and close to the end of the fiscal year.

**Montgomery Botanical Center** – Ms. Cathers read aloud a letter from Montgomery Botanical Center, thanking the Board for their support. She advised the Board of National Public Garden Day happening on Friday, May 12<sup>th</sup> and asked if the Board would like to schedule their site visit then, or continue to coordinate a different time when most Board members are available. The Board asked Ms. Cathers to see if Saturday, April 22<sup>nd</sup> at 9:00 a.m. is possible Ms. Cathers said she will check with Montgomery and email the Board.

Board members gave updates on cultural programs they've attended. Dr. Roth attended Actors Playhouse; Ms. Burgos went to programs presented by the Miami Bach Society, Greater Miami Symphonic Band – where she accepted an award on behalf of the City, and the Miami International Film Festival; Mr. Perez attended Jazz on the Mile, a gallery opening, and performance by Seraphic Fire; Dr. Mayorga and Ms. Cathers attended the Arts & Business Council Breakfast for the Arts.

**CORAL GABLES CULTURAL GRANT (DISCUSSION):**

Ms. Cathers reported that she received comments from some of the Board members and that this was an opportunity for the Board-as-a-Whole to discuss the on-line process, guidelines, application, and evaluation. Dr. Roth commented that important information provided at the grant workshop is not necessarily being grasped. She asked if the City can document the workshop and post materials on-line for follow-up questions. Staff will address this in their planning for the upcoming grant cycle.

Dr. Roth asked that Cultural Grant comments previously received be circulated to Board members and incorporated into a draft for Board review. She asked that discussion be deferred until this happens. Ms. Cathers asked Board members to forward any additional comments.

Mr. Perez commented on the scoring process and asked how the Board could better streamline the final funding determination. The Board agreed that dropping the high and low score prior to averaging has been helpful. Dr. Roth stated her strong preference to adhere to the minimum score required to receive funding.

Ms. Spain and Ms. Cathers spoke to the Board about the encouragement of the Commission to maintain a strong cultural component within festivals taking place in Coral Gables. Ms. Cathers stated that organizations holding such festivals have been encouraged to work with this department to develop their cultural component.

Discussion continued regarding the Final Report evaluation process. Ms. Cathers informed the Board that the only on-line evaluation tool is imbedded in the application process. She stated that to include on-line evaluations for Final Reports, the evaluation questions may be included in bold at the end of each Final Report section, visible only to staff and Board Members. The other option is to use the previous paper evaluation form. Board members were reminded that each grantee will only have one Board member reviewing their Final Report. The Board unanimously agreed to use the integrated on-line method. Ms. Cathers stated that she will begin loading the Final Report into the system.

Ms. Burgos asked for clarification on how to access the application for Final Report review. Ms. Cathers stated that specific information related to the question will automatically be transferred from the application. Board members may also choose to open a separate screen to view the application.

#### ART IN PUBLIC PLACES, PROJECT UPDATES:

##### **Jean Ward**

Ms. Cathers announced that a neighborhood meeting is planned for consideration of placing the three recently restored Jean Ward sculptures in the park located north of the Country Club on Granada Boulevard. A small playground and serpentine path are currently in the design with the sculptures placed along the path and within the landscaping.

#### DISCUSSION:

Ms. Cathers mentioned that Florida Arts Advocacy and Miami-Dade Department of Cultural Affairs sends advocacy alerts and asked if Board members would like these forwarded to them. She noted that twenty-five of the City's Cultural Grant recipients receive funding from the state and funding decisions at the state and regional level significantly impact the programs presented in Coral Gables. The Board unanimously agreed to have these alerts forwarded to them.

The Board was also advised of a town meeting being held by the Miami-Dade Department of Cultural Affairs on Wed, April 19 at 5:00 p.m. at the Dade County Auditorium on Flagler.

#### BOARD ITEMS / CITY COMMISSION UPDATE / CITY PROJECT UPDATES:

Dr. Roth spoke to the Board about how to further support organizations' fundraising efforts, perhaps through a development workshop focused on cultivating donors or a related topic. Suggestions were given such as contracting the Arts & Business Council to hold a workshop or facilitating access to advisors of family foundations who support the arts in our community.

Ms. Spain stated that the Arts & Business Council has been receiving the same amount of funding since 2005; however, the City is not requesting new funding for the upcoming fiscal year. Rather than a dollar increase, the City may be able to provide a venue or other arrangement to make this happen. Ms. Cathers noted that she attends a majority of the Arts & Business Council marketing workshops; that they're well-attended and include the highest level of professionals in the various industries. She went on to say that the Council has been responsive to the Cultural Development Board's partnership, which has consistently progressed, evolving with changing needs and societal situations.

Ms. Spain advised the Board that at this time, additional funding toward the Cultural Grant has not been confirmed as it is also considered new (additional) funding.

Board members were advised to reach out to their appointing officials or newly elected official and state their interest in continuing on the Board. Once the new Commission is in place, they will be making their appointments.

ITEMS FROM THE SECRETARY:

There were no additional items.

**A motion was called by Mr. Perez to adjourn the meeting and seconded by Ms. Burgos. The motion was unanimously approved.**

There being no further business to come before the Board, the meeting was adjourned at 9:44 a.m.

Respectfully submitted,



Dona M. Spain  
Historical Resources and Cultural Arts Director