

**CITY OF CORAL GABLES**  
**CULTURAL DEVELOPMENT BOARD MEETING**  
**Monday, February 2, 2009, 8:00 a.m.**  
**Development Department Conference Room**  
**95 Merrick Way, Suite 450, Coral Gables, Florida 33134**

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

Cathy Swanson-Rivenbark, Development Director  
Catherine Cathers, Arts and Culture Specialist

**Recording Secretary:**

Nancy C. Morgan, Coral Gables Services, Inc.

**III. Explore additional ways the City is able to assist cultural arts organizations:**

Ms. Cathers relayed that the Interim City Manager requested creative Board input about ways the City could help cultural arts organizations as they are either struggling or closing due to severe economic hardship. During brainstorming, the following suggestions were made (the first three offered as suggestions that could be considered by Ms. Rivenbark):

- Waive occupational fees for non-profit groups;
- Nighttime meter parking passes for seasonal ticket holders or parking discounts during special cultural events;
- Allow non-profit cultural groups to display banners at their location;
- Run PSAs on the City's television channel;
- Offer marketing seminars to help cultural groups with preparation of PSAs;
- "Get the word out," i.e., e-mail blasts using Constant Contact; featuring cultural arts on the City's home page; educate and re-educate personnel at hotels, tourism companies and related appropriate venues; establish a television channel site in hotel rooms on the hotel's proprietary channel that lists current Coral Gables cultural events (City staff could create copy); feature cultural events on the City's published e-newsletter; establish a dedicated web site as an offshoot to the City's home page.
- Introduce Constant Contact email marketing and its use to cultural groups;
- Ensure full maintenance of effort on the funding, meaning that as a budget item, the City Commission could agree to maintain a level of cultural grants funding at not lower than a specified amount, to be adjusted at the least for cost of living.

It was unanimously agreed that the Board would formulate and submit a resolution to the City Commission to encourage them to commit to at least current cultural funding during these very difficult financial times. It was also agreed to refer to Michael Spring's (Miami-Dade County Cultural Affairs Director) report on the impact of the arts economic development and growth. Prior to submitting the resolution, it was suggested to send a copy of Mr. Spring's report to members of the Commission. Mr. Diaz de la Portilla suggested including the salient facts from the report in the body of

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the resolution. Ms. Rivenbark stated that a resolution would be drafted, in accordance with the Board's recommendations, and circulated to each Board member for individual approval voting prior to forwarding the resolution for the Commission agenda

There being no further business to come before the Board, the meeting adjourned at 9:25 a.m.

**Next Meeting: Monday, March 16, 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