

CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING AND CULTURAL GRANTS REVIEW
EXCERPT MINUTES
Wednesday, November 18, 2009, 3:00 p.m.
City Hall, 405 Biltmore Way, Coral Gables, Florida 33134

MEMBERS	D	J	F	M	A	M	J	J	A#	S	O*	N**	N--	COMMISSIONERS
José R. Garrigó	-	P	P	P	P	P	E	-	P	P	P	P	P	Mayor Donald D. Slesnick II
Bobbi Litt	-	P	P	P	P	P	P	-	E	P	P	P	P	Vice Mayor William Kerdyk, Jr.
Dr. Bernice Matalon-Roth	-	P	P	P	P	P	P	-	P	P	P	P	P	Commissioner Maria Anderson
Dr. Carol Damian	-	P	P	P	P	P	P	-	P	E	P	P	P	Commissioner Rafael "Ralph" Cabrera, Jr.
Beatriz Pereira	-	P	P	E	P	P	P	-	P"	P	P	P	P	Commissioner Wayne "Chip" Withers
Andrea Cole	-	A	P	P	P	P	P	-	P	P	P	P	P	Board Appointee
Ginger Jochem >	-							P	-	P	P	P	P	City Manager

* Regular Meeting + FY2008-2009 Final Reports

Regular Meeting + FY2009-2010 Grants Workshop

** Regular Meeting + FY2009-2010 Cultural Grant Applications

Review & Scoring

-- Special Board Meeting

A = Absent

P = Present

E = Excused

- = No Meeting

^ = Resigned Member

> = New Member

" = Arrived at 3:30 p.m.

Staff In Attendance:

Cindy Birdsill, Economic Sustainability Director
Catherine Cathers, Arts and Culture Specialist
Cindy Dorrel, Special Projects Coordinator

Recording Secretary:

Nancy C. Morgan, Coral Gables Services, Inc.

Guests: Barbara Stein, Actors' Playhouse; Augusto Soledade, Brazz Dance Theater; Jadwiga Gewert, Chopin Foundation; Stephanie Norman, City Theatre; Mark Hart, Coral Gables Congregational Church; Steven Klindt, Christine Rupp, Coral Gables Museum; Carlene Sawyer, Dranoff 2 Piano Foundation; Suzanne Kores, Fairchild Tropical Botanic Garden; Raquel Ponce, GableStage; Christine Pascual Fernandez, Greater Miami Symphonic Band; Melissa Lesnick, Greater Miami Youth Symphony; Kathy Gaubatz, Miami Bach Society; Jenna Ward, Miami Children's Chorus; Melissa Bonafonte, Miami Children's Museum; Ana Estevez, William Vela, Miami Short Film Festival; Miriam Stern, Agnes Youngblood, Miami String Project; Delma Iles, Momentum Dance Company; Tracy Magellan, Montgomery Botanical Center; Donna Shelley, Joanne Schulte, Seraphic Fire; Oliver Kerr, St. Patrick's Day Committee; Doreen Marx, Byron Krulewitch, Sunday Afternoons of Music; Brian Dursum, Jason Janik, University of Miami Lowe Art Museum; Anne E. Kuite, University of Miami Festival Miami; Randy McKey, University of Miami, Cosford Cinema; Jeff Birdsill.

The FY2009/2010 Cultural Grants Review meeting began at 4:10 p.m.

Ms. Cathers made the following announcements:

- Parking meter enforcement in the area around City Hall was not suspended for the duration of the meeting.
- The purpose of the meeting was for Board members to review and score grant applications. Oral presentations by applicants would not be heard unless the Board requested information from the applicant.

After welcoming guests, Dr. Damian explained that all grant applications were reviewed and studied by Board members prior to the meeting, that scoring would be visible on the large screen as they were tallied, and that only \$150,000 in grant funding would be available this year. She explained that the order of grant reviews would be alphabetical within the categories of Cultural Development; Cultural Series, Festivals and Special Events; and Community.

Dr. Damian introduced and welcomed the new Director of the Economic Sustainability Department, Cindy Birdsill, after which Board members introduced themselves.

Dr. Matalon-Roth suggested Board consideration of moving the UM Cosford Cinema from the Community grant category to Cultural Development. It was decided the issue would be addressed when the grant was reviewed.

Dr. Damian recommended that grant applicants take a copy of two informational brochures: "The Cultural Development Board Cultural Grant Keys to Success" and "A Guide to Using People First Language."

FY 2009/2010 CULTURAL DEVELOPMENT GRANT APPLICATIONS REVIEW AND SCORING:

CD-1 Actors' Playhouse

CD-12 Fairchild Tropical Botanic Garden

Mr. Garrigó recused himself from this application.

Requested: \$15,000 Scoring: 99 Awarded: \$11,500

Scoring: 99

Awarded: \$11,500

CD-14 GableStage

Mr. Garrigó had difficulty locating acknowledgement of the support of the City in furnished materials. A GableStage representative located the acknowledgement.

Requested: \$15,000 **Scoring: 93** **Awarded: \$11,000**

Requested: \$15,000 Scoring: 95 Awarded: \$11,000

CD-25 Montgomery Botanical Center

Mr. Garrigo recused himself from this application. New grant applicant, Tracy Magellan, a representative of the Center, explained that the Center is open to the public by appointment. Over 750 guests toured the facility last year. Several Board members were not aware of the Center's location. Ms. Magellan described the Center's history, collection and how it continues to evolve. Comments: outreach is limited; signage needs to be improved.

Requested: \$15,000 **Scoring: 81** **Awarded: \$8,000**

Scoring: 81

Awarded: \$8,000

CD-27 New Theatre

Requested: \$15,000 **Scoring: 88** **Awarded: \$10,000**

Scoring: 88

Awarded: \$10,000

CD-36 University of Miami Lowe Art Museum

Ms. Cole recused herself from this application. Mr. Garrigó expressed difficulty in locating acknowledgement of the City's support. Mr. Dursum assisted.

Requested: \$5,000 **Scoring: 94** **Awarded: \$5,000**

Scoring: 94

Awarded: \$5,000

FY 2009/2010 CULTURAL SERIES, FESTIVALS AND SPECIAL EVENTS GRANT APPLICATIONS REVIEW AND SCORING:

CF-2 Area Stage Company Disqualified

CF-16 Greater Miami Symphonic Band

New applicant. Ms. Litt commented that this program seemed to qualify more as a Community grant. Christine Fernandez, as representative of the group, clarified their program. She said the only professionals in the program are the conductors. The others are volunteers.

Requested: \$10,000

Scoring: 80

Awarded: \$4,000

CF-17 Greater Miami Youth Symphony

Ms. Lesnick, Executive Director, confirmed that the 1,000-person attendance was a total for all five events, and clarified questions regarding rent payments. Information regarding program personnel was vague or non-existent.

Requested: \$7,500

Scoring: 88

Awarded: \$3,000

CF-19 Miami Bach Society

Ms. Gaubatz clarified a question regarding the expense budget. Comment: The reviews, performers and performances are excellent.

Requested: \$10,000

Scoring: 93

Awarded: \$7,000

CF-20 Miami Children's Chorus

Requested: \$10,000

Scoring: 91

Awarded: \$7,000

CF-21 Miami Children's Museum

New applicant. Comments: application says audience for the three story-telling, Saturday presentations at Books & Books Coral Gables location is limited to Coral Gables residents, which was deemed not possible. There was no explanation regarding budget allocations for in-county travel and equipment purchase. A representative of the organization was not present to provide clarification.

Requested: \$10,000

Scoring: 76

Awarded: \$1,000

CF-22 Miami Momentum Dance

Comment: Budget appears dependent on receiving \$6,000 from the County and the full amount from the City.

Ms. Iles reported that the organization received the full County amount.

Requested: \$10,000

Scoring: 79

Awarded: \$1,000

CF-23 Miami Short Film Festival

Ms. Estevez and Mr. Vela clarified uses for \$10,000 in expenditures, audience sizes, advertising and marketing.

Comment: Difficulty finding information about programming (lack of funds for advertising and marketing).

Electronic advertising being used extensively.

Requested: \$10,000

Scoring: 79

Awarded: \$1,000

CF-24 Miami String Project

New applicant. Comment: Program appears too dependent on City grant funding as written in the application. Ms. Stern explained that other funding is also received, and the percentage shown in the application includes more than the City's funding.

Requested: \$10,000

Scoring: 84

Awarded: \$4,000

CF-26 Murray Dranoff Foundation

Comment: Good publicity last year. Ms. Sawyer explained that both live and YouTube performances are given at and through Miami-Dade County schools.

Requested: \$10,000 **Scoring: 86** **Awarded: \$4,000**

CF-29 Seraphic Fire

Ms. Litt recused herself from this application. Ms. Schulte clarified that outreach includes providing students with free tickets to all performances through a program with the Miami-Dade County school system. Additionally, a summer camp project will occur in 2010.

Requested: \$10,000 **Scoring: 96** **Awarded: \$7,000**

Dr. Damian declared a temporary pause in the meeting at 6:05 p.m. The meeting reconvened at 6:20 p.m.

CF-32 Sunday Afternoons of Music/Children

Comment: The marketing plan in the application was easy to read and understand and was excellently prepared.

Requested: \$10,000 **Scoring: 97** **Awarded: \$8,000**

CF-33 Tigertail Productions, Inc.

Comment: Figures for book sales were not included in the application and declared an application deficiency. It made assessment of the program difficult to determine.

Requested: \$2,500 **Scoring: 87** **Awarded: \$1,000**

CF-35 UM Frost School of Music/Festival Miami

Ms. Cole recused herself from this application. Comment: The application did not include listings for next year's programs. Ms. Kuite, representing the Frost School of Music, explained that they didn't have signed contracts or confirmations in hand as yet. Dr. Damian explained that the Festival's performance year was not consistent with the City's fiscal funding guidelines. **The grant application will be deferred until next year.**

Requested: \$5,000 **Scoring: 0** **Awarded: -0-**

CF-37 Walenstein Musical Organization

Requested: \$3,000 **Scoring: 80** **Awarded: \$2,000**

CF-38 Women's International Film & Arts Festival

Disqualified

FY 2009/2010 COMMUNITY GRANT APPLICATIONS REVIEW AND SCORING:

C-11 Dance Now! Ensemble

Comment: Acknowledgement of the City's support is very small, hard to read and was difficult to locate.

Requested: \$5,000 **Scoring: 75** **Awarded: \$1,000**

C-18 Merrick Festival

Requested: \$5,000 **Scoring: 94** **Awarded: \$4,000**

C-28 Orchestra Miami

Comment: Calculations for the budget were not correctly computed. Audience information was not included. Information regarding the singer was included, but was not clearly defined as there was no heading for reference. A representative of the organization was not present to provide clarification.

Requested: \$5,000

Scoring: 74

Awarded: -0-

C-30 St. Patrick's Day Committee

Requested: \$5,000

Scoring: 86

Awarded: \$3,000

C-31 South Florida Youth Symphony

Comment: The application requests funding for a meet-the-composer event stated as a world premiere for a local performer. The Funding Arts Network provided the performer with a small grant a few years ago to appear at the Arsht Center. The performance is innovative. This is a one-performance, audience-interactive show, but not a world premiere.

Requested: \$5,000

Scoring: 80

Awarded: \$3,000

C-34 UM School of Communication/Cosford Cinema

Ms. Cole recused herself from this application. Comments: Dr. Matalon-Roth said the application seemed to be in the wrong category and suggested it be moved to Cultural Development; however, one stipulation of the Cultural Development grants is a \$250,000 budget. Therefore, the application remained in the Community grant category.

Requested: \$5,000

Scoring: 84

Awarded: \$3,000

Grant review scoring was completed at 6:56 p.m., after which Dr. Damian explained the procedure for determining allocation of the \$150,000 grant funding. It was decided that grants scoring 74 and under would be automatically eliminated from funding consideration. The funding allocation process was conducted, visibly displayed on a large screen and concluded.

There being no further business to come before the Board, the meeting adjourned at 7:32 p.m.

Respectfully submitted,

Catherine Cathers
City of Coral Gables Arts & Culture Specialist and Secretary to the Board

Minutes prepared by Nancy C. Morgan, Coral Gables Services, Inc.