

**CITY OF CORAL GABLES  
CULTURAL DEVELOPMENT BOARD MEETING  
Wednesday, February 26, 2014, 8:00 a.m.  
Economic Sustainability Department  
1 Alhambra Plaza, Suite 617, Coral Gables, Florida 33134**

**MINUTES**

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

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**Motion Summary:**

**A motion to approve the minutes from the January 22, 2014, meeting was passed unanimously.**

Ms. Daly called the meeting to order at 8:14 a.m.

**1. Review of Minutes from December 16, 2013.**

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

## **2. Discussion of Grants Process and Board Vision Continued from Previous Meeting**

Ms. Daly reported that she met with City Manager Pat Salerno to inform him about the board's activities. She said that he expressed his continued support for the arts and noted that City funding had increased by \$15,000 in the past year. She said that Mr. Salerno said he would like to continue to increase the budget but that the City budget must balance competing needs. She was encouraged by the meeting. Ms. Daly said she told Mr. Salerno that the Board was assessing the grants application process, which Mayor Cason has supported streamlining. Ms. Cole said it would be helpful to maintain an open line of communication with the City Manager.

The Board continued its discussion about the CDB's mission/vision and priorities, including the possible use of the County's electronic grants application process. Ms. Birdsill said that the 30 applicants who currently seek grants do not warrant the cost she was quoted of at least \$7,000 a year for using the system.

The Board shared ideas about how to streamline the application process. Ms. Daly said the questions on the application form are often "murky" and could be simplified. Ms. Markowitz suggested asking the applicants direct questions that address what the board wants to know. Such questions could solicit information about programming, funding and marketing. Ms. Birdsill said the Board could streamline the process by eliminating questions or modifying the form.

Ms. Cole said it was important to gauge if an applicant's board is contributing both financially and with skills and agreed with Ms. Markowitz's suggestion that the board provide a list of its responsibilities. Ms. Daly said she was interested in the "financial interests" of an applicant's board, as well as specifics about its marketing plan, including the use of social media.

Ms. Daly expressed interest in assembling key points in marketing. Board members agreed that other key areas that need to be addressed by applicants are management, finance, mission statement, content/programming and economic impact on Coral Gables. Ms. Markowitz agreed to focus on finance, Ms. Guzman on economic impact, Ms. Cole on management, Ms. Kalish on board members and management of the organization and Ms. Daly on marketing. Each will come up with one to three questions for applicants to answer. Board members agreed to send the proposed questions to Ms. Birdsill by Monday, March 17.

Ms. Daly concluded that there is a need to go over the guidelines as well.

### **3. Other Board business**

a.) Ms. Birdsill updated the board on upcoming tours of Coral Gables cultural destinations. Ms. Daly volunteered to contact members to arrange times. Destinations and possible times include the following:

1. University of Miami's Lowe Art Museum
2. Montgomery Botanical Center – possibly April 12 at 10 a.m. During the week tours can be arranged Monday-Friday, 7 a.m. to 3:30 p.m. (April is mostly available).
3. AreaStage – Tours can be given Monday – Friday between 8 a.m. and 3 p.m. at Board members' convenience.

b.) Mrs. Cole said she was saddened to learn that this will be the last season of “Sunday Afternoons of Music” at University of Miami's Gusman Concert Hall.

c.) Ms. Birdsill informed the board of the “Water is Life” exhibition at the Coral Gables Museum from March 6 to March 30.

The meeting was adjourned at 9:08 a.m.

Respectfully submitted by,  
Jorge Casuso, Business Development Analyst