

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Wednesday, August 27, 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
	'14	'14	'14	'14	'14	'15	'15	'15	'15	'15	'15	'15	
Meg Daly (Chair)	E												Mayor Jim Cason
Erica Guzman	P												Vice Mayor William Kerdyk, Jr.
Bruce B. Litwer	P												Commissioner Patricia Keon
Nan Markowitz	P												Commissioner Vince Lago
Andrea Cole (Vice-Chair)	P												Commissioner Frank Quesada
Irene Tapanes	P												City Manager
Rosa Maria Mayorga	P												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:

Leonard Roberts, Acting Director, Economic Sustainability Department
 Jorge Casuso, Business Development Analyst, Economic Sustainability Department
 Jeanmarie Gonzalez, Administrative Assistant, Economic Sustainability Department
 Belkys Perez, Marketing and Events Specialist, Economic Sustainability Department
 Andrew Frey, Development Manager, CC Residential

Motion Summary:

Recommendation of an artist and concept for the proposed AiPP project at 2020 Salzedo Street to the City Commission.

Ms. Cole called the meeting to order at 8:12 a.m.

3. Review and recommendation to City Commission of the proposed AiPP project at 2020 Salzedo Street (Discussion)

Mr. Frey said that the public art work would be part of a proposed mixed-use project that includes approximately 40,000 square feet of office space, 3,000 square feet of retail and 213-unit rental apartment units. The project consists of a U-shaped building with a residential building at the northeast corner of the development, and a commercial building at the southeast corner. Mr. Frey said that the project is currently being reviewed by the Board of Architects pending resolution of an unrelated issue involving the parking garage's window design. Mr. Frey said that City ordinance requires new commercial buildings to invest 1 percent of the cost of construction to public art, either by commissioning an artwork for the project or paying the fee.

Mr. Frey said the developer considered installing a video art wall in the courtyard but decided against it, in part because the courtyard would be closed to the public at night. Instead, the developer decided to commission friezes similar to those created in the 1930s under the Works Progress Administration (WPA). He said the location of the friezes at both building entrances would be more widely viewed by the public, since they can be seen from the sidewalk. He added that the style contributes to the Gables aesthetic. He said the artist, Naomi Fisher, is a young contemporary artist from Miami working in a style and medium that fits Coral Gables. A five-story frieze at the entrance to the commercial building will feature motifs of native Miami flora, particularly palm fronds and palm trunks in the classic tradition of decorative arts. The frieze at the residential entrance, which would feature native flora and palm motifs, would be one and a half stories tall and face a shaded walkway used by pedestrians.

Ms. Cole said she worried that most pedestrians would not see the art work from the sidewalk. Mr. Frey said most pedestrians walk under the shaded canopy and would walk by it. He said the developer will place lighting to showcase the friezes. Mr. Litwer asked how the art work is valued to determine if it meets the 1 percent requirement. Mr. Frey said numerous factors are taken into account, including artist fees, materials, salaries for contractors and stone crews and artist supplies. He said it would be a “very intensive, costly project.” Any money left over would be paid in the form of a fee. Mr. Frey said the developer hoped the work would inspire other artists to create friezes in other parts of Coral Gables.

Ms. Markowitz made a motion to recommend the proposed AiPP project at 2020 Salzedo Street to the City Commission. Dr. Mayorga seconded the motion, which passed unanimously.

The meeting was adjourned at 8:59 a.m.

Respectfully submitted by,

Jorge Casuso, Business Development Analyst, Economic Sustainability Department