



DRAFT

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Tuesday, March 06, 2018 8:30 a.m.
Historical Resources & Cultural Arts Department
2327 Salzedo St., Coral Gables, Florida 33134**

*Historical Resources &
Cultural Arts*

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MEMBERS	A	M	J	J	A	S	O	N+	D+	J	F	M	APPOINTED BY:
	17	17	17	17	17	17	17	17	17	18	18	18	
Leslie Pantin *							P	P	P	-	P	E	Mayor Raul Valdes-Fauli
Betty Horwitz	P	E	P	-	P	P	P	P	P	-	P	P	Vice-Mayor Pat Keon
Dr. Fernando Alvarez-Perez	P	E	P	-	P	P	E	P	P	-	E	P	Commissioner Vince Lago
Alfonso Perez	P	P	P	-	E	P	P	P	P	-	P	P	Commissioner Michael Mena
Geannina A. Burgos	P	P	P	-	P	P	P	E	P	-	P	E	Commissioner Frank C. Quesada
Dr. Bernice Roth Chair	P	P	P	-	E	P	P	P	P	-	P	P	City Manager Cathy Swanson-Rivenbark
Dr. Rosa Maria Mayorga	P	P	E	-	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:

Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts
Organizational Development and Training Specialist

GUESTS:

Venny Torre, Torre Construction; Taciana Amador, Coral Gables Business Improvement District; Craig Dewald, Coral Gables Business Improvement District

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 8:37 a.m. and Dr. Alvarez-Perez attended remotely via conference call.

The Board was advised that Mr. Pantin is out of town and Ms. Burgos had a last minute emergency. Both respectfully asked to be excused.

Mr. Perez made a motion to accept the absences of Mr. Pantin and Ms. Burgos. Dr. Mayorga seconded the motion, which passed unanimously.

REVIEW OF MINUTES FROM FEBRUARY 06, 2018:

**Mr. Perez made a motion to approve the minutes of February 06, 2018 as amended.
Ms. Horwitz seconded the motion, which passed unanimously.**

PERSONAL APPEARANCES:

Business Improvement District

Ms. Cathers introduced Venny Torre, President of the Business Improvement District (BID); Taciana Amador, executive director; and Craig Dewald, head of the marketing committee. Mr. Torre described the BID, explaining that the BID is a self-imposed tax district including property owners of Miracle Mile and downtown that was put in place to expand marketing, outreach, and advocacy of businesses in the downtown district. He went on to state that although the City frequently partners with the BID, it is a separate entity and also programs cultural events to further promote downtown Coral Gables. He stated that the BID is going through a new branding campaign to further emphasize the area as a cultural destination and has been advancing a strong arts and culture message. The events the BID would like to support, he said, include: visual art, performance, music, etc. Mr. Torre stated the BID's desire to feel more connected to other groups that are also interested in, and programming, the arts. He announced the April 14th opening date of the Miracle Mile and Giralda streetscape and asked for general input from the Board.

Ms. Cathers mentioned programs the City is currently collaborating on with the BID, including the upcoming Venice in the Gables project. Ms. Amador spoke about the momentum to keep the arts thriving following the April 14th event, including updated window wraps and pursuing a significant project for Art Basel.

Dr. Alvarez-Perez asked that the various groups (BID, Coral Gables Museum, Books & Books etc.) have the City take a lead and meet every two or three months to be on the same page to work toward bringing more art to the downtown area.

Mr. Dewald spoke about his business, Uvaggio, and spoke in general about creating as much visual interest as possible through rethinking how events are approached. He stated that events happen and then there is nothing, encouraging smaller, more frequent events, with a hard push prior to the summer in May and June.

Mr. Torre mentioned the expansion of the Cinema and encouraged the City to develop it as an asset. Ms. Cathers stated that the garage is City-owned property and the storefronts on the ground level are also City-owned. She also noted that the Cinema partners with the City on the Cinema on the Mile event.

Mr. Perez asked about the physical parameter of the BID. Ms. Amador responded that the district runs from Douglas to Le Jeune, Andalusia to Giralda, and includes some properties and parcels that touch the borders.

Mr. Torre stated that the BID wants art to be the theme of April into May with a culinary theme for May. The BID, he said, is working to establish pop-up art galleries. Ms. Cathers added that storefront properties are also being sought to use as temporary studios during the Venice in the Gables project. She also updated the Board stating that the Arts Advisory Panel is touring Miracle Mile this month to take a fresh

look at how the streetscape is being used and interacted with now that it's complete. The Panel, she said, will come back with their thoughts about artwork that will integrate best with the new streetscape.

Ms. Cathers recommended working closely with the economic development department to target galleries rather than artists, noting that galleries have access to artists and may have a greater interest in being in a commercial space.

Dr. Alvarez-Perez commented on the previous state of galleries in Coral Gables, noting that the economics did not add up. Ms. Cathers responded that Mayor Valdes-Fauli identified taxes being taken on art inventory that was cost-prohibitive to galleries and worked to eliminate it. She stated that removal of the tax and marketing assistance are ways that the City helps.

Dr. Mayorga asked how the Board can further help. Mr. Torre asked that recommendations be sent to the BID or Ms. Cathers with any recommended galleries, artists, etc. Ms. Cathers also suggested welcoming arts groups to engage spaces during the art month that aren't necessarily monetary drivers.

The Board expressed that whatever can be done to support these initiatives, they encourage it. Dr. Roth referenced the new website and the intention to make culture a focus.

The Board thanked Mr. Torre, who thanked the Board. Mr. Torre, Ms. Amador, and Mr. Dewald then left the meeting.

CORAL GABLES CULTURAL GRANTEE REQUESTS, UPDATES & REVIEWS:

a. The Opera Atelier, FY2016-2017 Final Report

Ms. Horwitz presented the FY2016-2017 Final Report evaluation for The Opera Atelier. She noted that although she was unable to attend, she reviewed carefully what was submitted and what was reported.

Ms. Horwitz stated they did what they promised and the topics and artists were very interesting. She checked the dates and content, commented on the partnerships, and mentioned that she would have liked to see more description on how the partnerships work along with more proof regarding attendance, social media outreach, and promotion. Ms. Horwitz noticed that images did not reflect what the organization itself did. Ms. Horwitz submitted a Final Report score of 4 for The Opera Atelier. With no further discussion, the following motion was made:

Mr. Perez made a motion to accept the FY2016-2017 Final Report score of 4 for The Opera Atelier as presented by Ms. Horwitz. Dr. Mayorga seconded the motion, which passed unanimously.

The Board continued a discussion regarding documentation and outreach. Dr. Roth commended Ms. Horwitz' comments and said photos would be helpful. If a Board member attends, she said, they can make a report; otherwise it's difficult to know what the audience was like. Dr. Mayorga asked for photo documentation or video from all applicants as part of their Final Report. The Board agreed and noted the benefit for archival records as well. Dr. Mayorga stated it would be great to have a professional photographer from Coral Gables when possible.

Dr. Mayorga asked about how grantees can post events on the City's website. Ms. Cathers stated that anyone can reach out to the Office of Communications to post their events. Dr. Roth stated that it should

be mentioned in the Grants workshop that it's up to the organization to initiate these postings. Dr. Mayorga noted the interest in promoting the grantees and the BID's interest in promoting culture, asking how everyone can come together. The organizations, she continued, don't have the time or staff. Dr. Roth, agreed, stating the need to make it easy for them.

b. Liminal Adrift, Program change request

Board members received a program change request from Liminal Adrift, asking for a modification to their programming due to the cancellation and subsequent replacement of an artist. The change, they stated, occurred without sufficient time to make a change request to this Board. Therefore, respecting the guidelines, the organization proposed to eliminate the event from their agreement. Ms. Cathers stated that the grantee is presently in LA; however, he has made himself available via conference call should the Board have any questions. With no further discussion, the following motion was made:

Ms. Horwitz made a motion to approve the requested change as presented. Mr. Perez seconded the motion, which passed unanimously.

c. Kaleidoscope MusArt, Program change request

Board members received a program change to Kaleidoscope MusArt's March 24th performance. A performer had to cancel and a substitution of another artist on the program was made. The Board had no questions or further discussion and the following motion was made:

Dr. Mayorga made a motion to approve the requested change as presented. Mr. Perez seconded the motion, which passed unanimously.

Board members then discussed cultural and grantee events they had attended. Dr. Mayorga attended the Kaleidoscope event at the Steinway Gallery. She stated that it was lovely, the musicians were wonderful, and it was well attended.

Ms. Horwitz attended *Once* at the Miracle Theater for a matinee performance and shared that it was still quite full despite the Carnival on the Mile event happening at the same time.

Mr. Perez attended a film at the Coral Gables Cinema, stating that it was very interesting and he attends frequently.

Dr. Roth attended GableStage, sharing that it was full and a quality production.

Ms. Cathers commented on the use of the Steinway Piano Gallery, noting that performance spaces, especially for new organizations to the Gables, are very limited and many of the available spaces in Coral Gables are already committed. She stated that the Piano Gallery is proving to be a successful alternate venue. Dr. Mayorga stated it is smaller, easy to fill, and feels cozy. Ms. Cathers also mentioned the close proximity to the Village of Merrick Park with places to go before or after a performance.

CORAL GABLES CULTURAL GRANT FY2017-2018:

Deferred

Ms. Cathers asked Board members to forward comments to staff regarding the application, final report, process and any other items related to the Cultural Grant. She also referenced Mr. Pantin's request for a

report of the history of grant funding and requested permission to discuss the report at the next meeting when Mr. Pantin is present. The Board agreed.

NEW BUSINESS:

a. MERRICK PARK HOTEL

Ms. Cathers stated that the developer of the property was unable to attend and asked that the presentation to this Board be deferred. She stated that the proposal has been reviewed by the Arts Advisory Panel, who made a recommendation to accept the proposal

Dr. Alvarez-Perez asked for clarification that the Arts Advisory Panel approved this proposal. Ms. Cathers responded yes, the Arts Advisory Panel is making a recommendation to the Cultural Development Board to accept the Proposal; however, the Board is not being asked to make a motion at this meeting. Ms. Cathers provided a brief background about the project, stating the artist, Michele Oka Doner, has done many pieces in this area and is currently based in New York.

Ms. Cathers stated that the artist is proposing a treatment of the main entrance door of the Merrick Park Hotel, including replacing the glazing (glass panels) around the door. The piece, she said, is a gold infused ceramic glaze embedded between two pieces of glass, fabricated at a prominent glass studio in Germany, Franz Mayer. She went on to say that people can experience the artwork from the street, the sidewalk, while entering and exiting the building, and can be seen from both sides. Ms. Cathers shared the Arts Advisory Panels' comment that it is an elegant piece and fully supported. The artwork, Ms. Cathers stated, will include interpretive signage next to the work and lighting enhancements.

Dr. Mayorga asked where the development is located. Mr. Perez stated that it's across the street from Nordstrom's. Ms. Horwitz asked if it hurricane proof and Ms. Cathers stated that it is being constructed to meet the necessary code. Dr. Alvarez-Perez asked if adornments to private buildings are permissible in the code. He expressed concern that the work may only be experienced by people coming to the hotel. Ms. Cathers responded that people will see it from the street and that developers are encouraged to work with artists on pieces that may be integrated within the building itself. She added that artworks require 24/7 accessibility and gave the example of the 2020 Salzedo building where the artwork is included on the façade. Dr. Alvarez-Perez expressed concern that the work may be subsidizing something that is already required. Ms. Cathers responded that the code requires the value of what would typically spent be deducted from the cost of the artwork. If they are doing a door, she said, they should deduct the cost of the door.

Ms. Horwitz asked who the owner is. Ms. Cathers answered the property owner is the owner of the piece and is responsible for its maintenance. She explained that if the property is sold, the piece is transferred with the building and if a request for demolition is received, then the value of the work is paid back into the fund or other options may be put forth.

Dr. Alvarez-Perez stated his appreciation for the piece and expressed his preference for something more public. Ms. Cathers assured the Board that the proposal meets the code; as an incentive, the developer is commissioning artwork they would not have done on their own by incorporating an artist work into the project.

b. GIRALDA PLAZA & FOUNDATION FOR ARTWORK:

Ms. Cathers gave an overview of the Giralda Avenue Streetscape and stated that the plaza on the east end is the location where the Giralda artwork is set to be placed. She stated that the design and finishing of the plaza was not part of the original streetscape plan; however, the artwork is now complete and if is placed in the current condition, it will not have the same paving pattern as the Giralda streetscape. The City, she said, does not want to set the artworks on the plaza as it is and is asking to use Art Acquisition funds to complete the work. Ms. Cathers stated that the City has the pavers and presented a quote of \$283,314.32 to complete the plaza installation and foundation for the artwork. She informed the Board that a progress report has been received by the artist and the artwork is packed and ready for shipment and installation.

Ms. Cathers went on to report that Assistant City Manager Peter Iglesias came before the Arts Advisory Panel, with the Panel unanimously expressing that the plaza should be done properly to showcase the artwork. A motion was made by the Arts Advisory Panel, she said, recommending use of the Art Acquisition fund to complete the plaza and foundation for the artwork.

Dr. Roth asked how much is in the Art Acquisition fund. Ms. Cathers responded that there is currently over one million dollars. Dr. Roth clarified that the Arts Advisory Panel is recommending the funds be taken from the Art Acquisition fund.

Staff stated that this Board may make a recommendation to the City Commission, who will then make a decision taking their recommendation into consideration.

Dr. Mayorga asked if this is construction cost and stated concern about the funds being used for something other than art. Dr. Roth responded that the art can't be placed without it and staff responded that it would be a shame for the artworks to be placed on the plaza in its current condition. Dr. Mayorga asked if other funds in the City can be used and Ms. Cathers responded that there are no funds at this time and it was not included in the original streetscape design or plans.

Dr. Mayorga expressed concern that there is not sufficient information to make a recommendation. Mr. Perez asked if it's possible to defer the item.

Ms. Cathers stated that the artwork is finished, the contractor is on site and if it isn't contracted now, it will have to be re-bid and most likely add to the expense. She emphasized that the City does not want the artwork to sit on the site as is. With no further discussion, the following motion was made:

Ms. Horwitz made a motion recommending use of the Art Acquisition fund, not to exceed \$283,314.32, to complete the Giralda Plaza paving project and foundation work necessary to install and properly exhibit the artwork. Dr. Alvarez-Perez seconded the motion. The motion passed with a vote of three in favor and two opposed.

Dr. Alvarez-Perez stated that design and construction of the plaza should have been included in the original plans. Dr. Roth stated her reserve about using monies intended for a certain purpose and using it for something else. Dr. Alvarez-Perez agreed, stating that there is not an unlimited amount of funds.

The Board unanimously expressed their understanding of the situation; however, they strongly expressed that they don't want similar scenarios brought before them in the future.

VENETIAN POST PROJECT UPDATE:

Ms. Cathers reported that the Venetian Post public art project is moving forward. A designer is on board, she said, and is working on a branded icon, poster, and visual support materials. They have recommended a project title of *Venice in the Gables* and incorporated the word “paline” instead of “post”, an Italian word for the post. As soon as the call is ready, she said, it will be distributed to the Board and artists will be offered a \$750 honorarium for approved and sponsored designs.

OLD BUSINESS:

There was no old business.

DISCUSSION ITEMS:

Ms. Cathers advised the Board of a Coral Gables Chamber of Commerce proposal, *Gables Lights 2018*. The Chamber came before the Arts Advisory Panel and presented a concept that shifted from originally lighting up buildings to being more conscientious about commissioning artists who use this media. Chamber partners have connections with video mapping agencies and expressed openness to collaborative opportunities with artists. The Chamber’s CEO and chair-elect were open to the Panel’s comments and is initiating the project to coincide with Miami Art Week.

Ms. Cathers shared the great enthusiasm about the arts in Coral Gables and discussed how the relationship with Art Basel is being fostered. Dr. Roth asked about the Board’s role. The Board agreed and discussed the City taking a lead in a meaningful way. Dr. Roth expressed that the relationship with Art Basel is young and the Board wants to make sure to put a best foot forward when collaborating with the various groups.

Dr. Alvarez-Perez stated the importance to have a liaison; noting that the City puts in the application to Art Basel, otherwise no one has the right to use the name. He continued, stating a need to come up with something strong, intelligent, smart, international and doable with the BID, the Chamber, the AAP. The Board agreed.

Ms. Cathers stated that Art Basel has consistently recommended partnering with the Lowe Art Museum. She reported on a productive meeting with Dr. Deupi at the Lowe, who is supportive of partnering where the City commissions a public artwork and the Lowe presents their annual lecture and brunch. Ms. Cathers mentioned using the pre-qualified artist list and the high cost of commissioning a recognized artist.

Dr. Mayorga asked about the first Art Basel event and how it was established. Ms. Cathers explained that the first sanctioned Art Basel event celebrated the Alice Aycock sculpture. She stated that the Art Basel application was accepted based on the merit of the artist’s prominent standing in the international art scene.

Dr. Alvarez-Perez stated that what the Lowe has in mind may not be the same as what the BID and Chamber may want. At the same time, he added, Art Basel may be concerned that if the Lowe is not included it may not be up to a certain standard. Ms. Cathers said that in the past two years the City has partnered in a different way with the Lowe and together it will be stronger. The Lowe would be presenting the lecture and perhaps a featured piece in their galleries; the City would be doing the major

temporary exhibit. Ms. Cathers replied, the City will do the application for the exhibit reception and the Lowe will make a separate application for their brunch.

Dr. Roth commented that the City needs to keep communication between the groups open and asked about City representation with the BID and Chamber. Ms. Cathers stated that a representative from the economic development department attends BID and Chamber meetings; previously there was a Cultural Affairs committee of the Chamber that the chair-elect is in favor of re-establishing, which she attended.

The Board agreed that a proposal for Art Basel needs to be worked on now. Ms. Cathers confirmed that it is being worked on and the application is due in August.

ITEMS FROM THE SECRETARY:

There were no items.

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

There being no further business, the meeting was adjourned at 10:15 a.m.

Respectfully submitted,



Dona M. Spain
Historical Resources and Cultural Arts Director