



**DRAFT**

**CITY OF CORAL GABLES  
CULTURAL DEVELOPMENT BOARD MEETING**

**Tuesday, February 5, 2019 8:30 a.m.**

**Coral Gables Museum**

**285 Aragon Ave., Coral Gables, Florida 33134**

*Historical Resources &  
Cultural Arts*

2327 SALZEDO STREET  
CORAL GABLES  
FLORIDA 33134

☎ 305.460.5093

✉ hist@coralgables.com

MEMBERS	M	A	M	M	J	J	A	S	O	N	D	D	J	F	APPOINTED BY:
	18	18	18	18	18	18	18	18	18	18	18	18	19	19	
Leslie Pantin	E	P	P	P	P	-	-	-	P	P	P	P	P	P	Mayor Raul Valdes-Fauli
Dr. Fernando Alvarez- Perez	P	P	P	P	E	-	-	-	P	P	P	P	P	P	Vice-Mayor Vince Lago
Betty Horwitz	P	P	P	P	E	-	-	-	P	P	P	P	P	P	Commissioner Pat Keon
Frank Martinez*														P	Commissioner Michael Mena
Geannina A. Burgos Vice-Chair	E	P	P	P	P	-	-	-	P	P	P	P	P	P	Commissioner Frank C. Quesada
Dr. Bernice Roth Chair	P	P	P	P	P	-	-	-	E	P	P	E	P	P	City Manager Peter Iglesias
Dr. Rosa Maria Mayorga	P	P	P	P	P	-	-	-	P	P	P	A	P	E	Board Appointee

**LEGEND:** A = Absent; P = Present; E = Excused; \* = New Member; ^ = Resigned Member;  
- = No Meeting + = Special Meeting

**STAFF:**

Dona Spain, Historical Resources & Cultural Arts Director

Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts Dept.

**GUESTS:**

Peter Iglesias, Coral Gables City Manager

Pamela Fuertes, Economic Development Director

**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 8:30 a.m. and read aloud the City's False Claims Ordinance.

Mr. Frank Martinez introduced himself and was warmly welcomed to his first board meeting.

The Board was advised that Dr. Mayorga was not able to attend and respectfully asked to be excused.

**Ms. Burgos made a motion to accept the absence of Dr. Mayorga. Dr. Alvarez-Perez seconded the motion, which passed unanimously.**

REVIEW OF MINUTES FROM JANUARY 15, 2019:

**Mr. Pantin made a motion to approve the minutes of January 15, 2019 as amended. Dr. Alvarez-Perez seconded the motion, which passed unanimously.**

PERSONAL APPEARANCES:

a. PETER IGLESIAS, CITY MANAGER & PAMELA FUERTES, ECONOMIC DEVELOPMENT DIRECTOR

Ms. Cathers introduced City Manager Peter Iglesias and Economic Development Director Pamela Fuertes, who were warmly welcomed. Dr. Roth stated that the Board was picking up discussion from the previous meeting regarding the proposed establishment of a separate process outside of this Board to approve temporary public art projects occurring for ninety days or less within the City. The Board was presented with a draft resolution to reference for discussion. The City Manager stated that he met with the Arts Advisory Panel (AAP) as well; staff noted that the draft was not prepared prior to the AAP meeting.

Dr. Alvarez-Perez asked who drafted the resolution and staff responded that it was through the City Manager's office. Dr. Alvarez-Perez expressed concern about the process bypassing two committees that are well-established and could not see a benefit to improving those decisions.

Dr. Roth asked for further clarification of using the term "Creative Design" as opposed to "Art." Ms. Fuertes responded that the phrase includes art and is intended to capture other areas such as architecture, new media, light, technology, etc. Dr. Roth disagreed and stated that those areas are considered art and that there isn't a distinction. City Manager Iglesias said the term was used in response to the previous conversation with the Board over using the word "art." The Board discussed the distinction between activations using art as opposed to commercially driven designs that may not use an artist.

Dr. Roth stated that the Board is opposed to creating another Panel (or committee) and moving temporary art exhibits out of this committee and into another committee. Dr. Alvarez-Perez agreed and added that it appears more bureaucratic and interferes with the two established (Boards) that have a great understanding of the community. Ms. Burgos added that the proposed process reads as optional and allows the City to not go through the process. Having said this, Board members recognized that the Commission does not have to follow or take the Boards' recommendations.

City Manager Iglesias said the resolution will not be going forward to the Commission immediately and is weighing the concerns of the Board prior to drafting the final version.

Dr. Alvarez-Perez asked what the benefit is (of establishing a separate process for temporary art installations). City Manager Iglesias stated that he feels the process can be handled better and only addresses art that is installed for ninety days or less and then is gone.

Board members talked at once.

Dr. Roth noted that the public seems to be happy with the art, have been given many opportunities for input, demonstrating that the process works. She asked about the length of the Art Basel exhibitions, to which staff responded can be anywhere from two weeks to two months. City Manager Iglesias stated that staff has done a great job and that the Art Basel initiatives are outside of this proposal, restating that permanent public art projects will continue to go through the (established) process.

Dr. Alvarez-Perez stated that many important art exhibitions have started as temporary and then became permanent; he asked what the reason is for it not coming through the (established) process and expressed concern that eliminating this role eliminates part of the reason for why the Board exists. Dr. Alvarez-Perez

continued, stating that the Board is in touch with what is happening culturally in the City as a whole and this would break down the mission of this committee.

Rather than discussing whether an installation is temporary or permanent, Mr. Pantin remarked, the purpose of the proposed resolution is to focus on bringing customers to the commercial district. He added that the permanent sculptures on Giralda Ave. do a great job of anchoring the ends of the plaza and proposed temporary installations would bring (greater) attention to the street. Umbrella Sky was mentioned and Ms. Spain explained that the project was presented by a company and not with an artist, so they it didn't need to go through this process and was an amazing, successful, commercial project.

Board members spoke at once.

Dr. Alvarez-Perez stated that projects with any artistic involvement should come through this Board and that if there is an advertising element, it could go through Economic Development. City Manager Iglesias agreed that if there is not an artist, it would be considered commercial. Mr. Pantin added, they are two different things; therefore, why mix them up, why call it public art.

Mr. Martinez asked if there is anything negative to following the process as established; if it needs to move quickly, special sessions could be called.

Ms. Burgos stated concern about maintaining quality of the work.

Ms. Horwitz commented that it should still follow the democratic process and if it's a temporary exhibition, to set parameters of what the Board needs to do.

Dr. Alvarez-Perez stated that art is art, whether it's temporary or permanent. He continued, saying there is no difference and the trend in art right now is temporary installations; he noted that if something is commercial and not directed by an artist, he would not interfere, adding that the intent rather than the product determines when something becomes art.

City Manager Iglesias stated that he is looking at a streamlined process for works that are installed for ninety (90) days (or less), unless it's permanent, which is when it would go through the established process. He shared the intent of involvement by the Economic Development department for the purposes of marketing and that he understood the concerns of the Board. City Manager Iglesias added that the concept is still open. Ms. Spain asked the City Manager to let her know when the item will come before the Commission, to which he answered yes.

Ms. Burgos asked about an expedited process through this Board as opposed to not coming to this Board at all.

Mr. Pantin said there's a need to work through the semantics and commended the City for looking at an expedited process. He said he understood that proposals come through the City as Economic Development opportunities that clearly differentiate between the two subjects. City Manager Iglesias responded that Economic Development works with different time frames and faces opportunities and solutions that require fast action. City Manager Iglesias explained the direction to the Economic Development Department to focus more on business development opportunities that incorporate the City's brand, including projects that can bring in revenues to support the City.

Ms. Burgos commented that she understood the intent, but questioned how the process is different and why it is proposed to go through another committee.

Dr. Alvarez-Perez asked for guidelines to help the Board understand and differentiate the process, stating that if there was a problem, than a solution would be needed; but there hasn't been a problem.

The Board-as-a-whole expressed confusion about why the CDB or AAP wouldn't weigh in on items regarding art.

City Manager Iglesias restated that he would consider the concerns of the Board; he would like to have Economic Development weigh in as well and work toward an expedited process that doesn't deal with two Boards for temporary art. He added that project approvals would still go through the Commission.

Dr. Alvarez-Perez asked what the problematic situation is or was that sparked this initiative. The City Manager responded that the umbrellas could have been delayed by the current process. The Board responded that the umbrellas did not go through the process because there was no artist involvement. City Manager Iglesias added that there are times when the Commission only meets once a month (and meetings by the Boards may not coincide for timely consideration).

Ms. Horwitz stated that the proposed resolution bypasses an elected process that has been in place and if the City requires a faster process, it is a separate issue. The Board again noted the City Commissions right to make whatever decisions they choose.

Ms. Burgos asked how the Economic Development component will work. Ms. Fuertes provided a brief background of her previous experience with the Beacon Council and stated that one of the first departments she met with when starting with the City a few months ago was with the Historical Resources and Cultural Arts department so she could better understand the mission of the cultural development aspect of the City. Ms. Fuertes referenced the strong connection between economic development and culture with the opportunity to leverage the City's brand from a business perspective. She went on to speak about enhancing the communities reach, brand, and overall economic viability through the connection between economic development and culture to further develop the appeal of Coral Gables as the ideal place to live, work, and play. Ms. Fuertes stated her interest in working with different groups of people on public and private projects.

Board members asked if there were specific projects of concern. Ms. Fuertes responded that it was more about being agile with the process. Dr. Alvarez-Perez asked if the current process could remain intact for a six-month trial to incorporate this objective.

City Manager Iglesias asked the Board to present a more streamlined process for him to consider. He expressed economic development's role to focus on the business base and desire to see more business initiatives.

The Board asked to understand what the problems are and what the needs are in a more concrete way. The City Manager responded the need is to have a streamlined process for temporary installations of ninety (90) days (or less).

City Manager Iglesias thanked the Board and left the meeting at 9:40 a.m.

The Board continued discussing; asking what happened that initiated the proposed change. Dr. Roth noted that the Board has worked hard to develop standards and have found that when residents aren't involved, it's a huge problem even for temporary installations.

Ms. Burgos suggested recommending a sub-committee, as discussed before, with representatives from the Board and Arts Advisory Panel. The Board discussed having one person from each group, due to the Sunshine Law, and rotating that member. Ms. Spain asked if the intention is for recommendations to go through Economic Development Board and then on to Commission. Ms. Fuertes said no, it would go through the Special Events process, depending on the project. Ms. Spain said she didn't think that would expedite the process. Mr. Pantin said from a practical side, economic development has more at stake. Mr. Martinez commented that if there is not a rush, it should go through the established process.

With no further discussion, the following motion was made:

**Ms. Burgos made a motion recommending any one representative from each of the Cultural Development Board, Arts Advisory Panel, and Economic Development Board to meet and review temporary art proposals on an as needed basis with City staff from the Historical Resources and Cultural Arts Department and Economic Development Department with the understanding that staff will make recommendations to the City Commission on such proposals. Mr. Martinez seconded the motion, which passed unanimously.**

NEW BUSINESS:

a. **GIRALDA SKY – CALL FOR ART**

Following up the previous discussion, staff presented a draft Call for Art for a temporary public art project on Giralda Plaza in collaboration with the Economic Development Department. Following on the success of the Umbrella Sky project, Ms. Cathers stated that the Commission has asked the Economic Development Department to produce two (2) activations at the (Giralda Streetscape) site per year. Ms. Fuertes confirmed the Commission's intention. Ms. Cathers stated that staff has met with the Economic Development Department, agreeing to use one of the opportunities per year as an art activation with the possibility of collaborating on additional activations involving other partner organizations, such as the University of Miami's art and/or architecture departments.

Ms. Fuertes continued, stating that the Department is open to collaboration partnerships and are evaluating different opportunities, such as working with the University of Miami. She specified delivering on projects that are impactful across the board, projects of value and strength to the City. Ms. Fuertes said the approach will be thoughtful and measured, with a much different approach than the past two installations. Secondly, she said, is to actively reach out to the international business and Consular communities.

The Board was informed that the concept draft was brought to the Arts Advisory Panel (AAP), which recommended using a Request for Proposal (RFP) to expedite the process and have proposed sketches to look at as soon as possible. The RFP, Ms. Cathers said, contains technical information (regarding the location and attachment system - if using the truss system) and addresses a goal of engaging the space to encourage people to come to the area. The AAP, she continued, further advised of the budget recommendation for the inaugural installation to encourage artists of renown including international, national, and local artists. Members of the AAP further agreed to ask specific artists to apply.

Staff stated that concept sketches will be reviewed (by the Arts Advisory Panel), who will recommend a short-list of artists to receive an honorarium for their concept proposal with their concepts retained for future consideration.

The Board discussed briefly, giving their full support to present the project to the City Commission. With no further discussion, the following motion was made:

**Ms. Horwitz made a motion to recommend moving forward with a Request for Proposals in support of the Giralda Sky temporary public art installation. Ms. Burgos seconded the motion, which passed unanimously.**



OLD BUSINESS:

There was no old business.

CULTURAL GRANT ITEMS

a. CHANGE REQUEST – EL INGENIO

Ms. Cathers stated that a representative from El Ingenio said they were going to attend to address the Board's questions regarding the change request presented at the last Board meeting; however they were not present. The Board discussed briefly and agreed to give the organization another month to respond.

b. CHANGE REQUEST – SOUTH FLORIDA CHAMBER ENSEMBLE

The Board was presented with a change request from the South Florida Chamber Ensemble to slightly modify the time of performances and to switch the order of two programs. After a brief discussion, the following motion was made:

**A motion was made by Ms. Horwitz to accept the proposed changes as presented by the South Florida Chamber Ensemble. Mr. Martinez seconded the motion, which passed unanimously.**

c. CHANGE REQUEST – CITY THEATRE

The Board was presented with a change request from City Theater asking for approval of dates and a change from four presentations to three. Dr. Roth noted that the organization received the minimum grant award of \$1,500. The Board discussed briefly and made the following motion:

**A motion was made by Ms. Burgos to accept the proposed changes as presented by the City Theatre. Mr. Pantin seconded the motion, which passed unanimously.**

ART IN PUBLIC PLACES UPDATES:

a. PUBLIC ART ACQUISITIONS

The Board was advised that the following public art items were approved at the most recent City Commission: Public Safety Building proposal artists, David Hayes sculpture, and Hank Willis Thomas speech bubble artworks. Mr. Pantin asked about maintenance of the speech bubbles and their attachments. Ms. Spain stated that installation of the works will be handled as seasonal with fresh hardware each time they are re-installed. Mr. Pantin also asked about the order of placement, to which Ms. Cathers responded was determined by the artist and should be maintained.

b. FREDY ALZATE DONATION - LOCATION

The Board was advised of the direction of the City Commission to present possible locations for installation of the proposed Fredy Alzate sculpture donation (in lieu of no available indoor locations). Staff presented locations including the median on Alhambra Circle on either side of LeJeune Road, along the south side of Ponce de Leon (possibly) behind Fire Station #2. or by the City of Coral Gables Passport office. Staff noted that a location is desired that doesn't interfere with the Underline. It was also noted that community meetings need to be held with residents and businesses in any proposed area prior to installation. Ms. Cathers added that the Commission has asked that staff speak directly with the artist regarding possible outdoor installation.

The Board agreed that if it is placed outdoors, a more commercial (industrial) location is preferred. Mr. Pantin noted that it would be nice to include it as a nexus of artworks in close proximity to the approved art at the Gables Station development project. After consideration and with no further discussion, the following motion was made:

**Ms. Burgos made a motion recommending installation of the Fredy Alzate sculpture (if the sculpture is accepted and unable to be placed indoors) along Ponce de Leon Boulevard (near the commercial section adjacent to the Underline). Mr. Pantin seconded the motion, which passed unanimously.**

DISCUSSION ITEMS:

Mr. Pantin asked about the current installations and condition of the three Jean Ward sculptures located at Ingraham Park. He noted that the artworks are in great need of restoration asked that the sculptures be moved to a location where they are more visible from the street. Ms. Cathers responded that a motion can be made and recommended as a CIP project in the next budget.

**Mr. Pantin made a motion that the three Jean Ward sculptures at Ingraham Park be restored and moved to a more visible location within the park. Ms. Horwitz seconded the motion, which passed unanimously.**

ITEMS FROM THE SECRETARY:

In response to the Board's request to meet semi-annually with the Arts Advisory Panel, staff reported that the Panel asked if the Cultural Development Board come to their meeting. Staff advised that the Panel meets the fourth Wednesday of every month at 9:00 a.m. and if they do not have action items, they do not meet. Dr. Roth discussed putting together an agenda in advance of those meetings. The Board agreed and set April and September as the proposed months to meet with the Panel.

Ms. Cathers noted that minutes from the most recent Arts Advisory Panel meeting are included in the Board's packets and will continue to be included at future meetings.

There being no further business, the Cultural Development Board meeting adjourned at 10:25 a.m.

Respectfully submitted,



Dona M. Spain  
Historical Resources and Cultural Arts Director