

EXCERPT

DRAFT

**CITY OF CORAL GABLES
CULTURAL DEVELOPMENT BOARD MEETING
Tuesday, October 02, 2018 8:30 a.m.
Historical Resources & Cultural Arts Department
2327 Salzedo St., Coral Gables, Florida 33134**

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

Dona Spain, Historical Resources & Cultural Arts Director
Catherine Cathers, Arts and Culture Specialist, Historical Resources and Cultural Arts Dept.
Leonard Roberts, Economic Development Assistant Director

GUESTS:

Brenda Moe, Coral Gables Art Cinema; Marlin Ebbert, Coral Gables Art Cinema

RECORDING AND PREPARATION OF MINUTES: Catherine Cathers, Arts and Culture Specialist,
Historical Resources and Cultural Arts

Ms. Burgos called the Cultural Development Board meeting to order at 8:34 a.m.

NEW BUSINESS:

a. CORAL GABLES ART CINEMA, EXPANSION

Brenda Moe introduced herself to the Board and stated that she is the administrative director of the Coral

Gables Art Cinema. Ms. Moe gave a brief history of her involvement in the establishment of the Art Cinema under the leadership of Steven Krams. Marlin Ebbert accompanied her and introduced herself as a Coral Gables resident and vice-chair of the Art Cinema's Board.

Leonard Roberts, economic development assistant director introduced himself and stated his role in managing the portfolio of City-owned real estate. He provided a brief background of the history of the Art Cinema and stated the Cinema's desire to expand to the ground floor location adjacent to the cinema.

Ms. Moe thanked the Board and stated that the Cinema is celebrating their eight-year anniversary and are the top grossing single screen cinema in south Florida. She praised the exceptional programming, staff and noted that the Cinema's 1800 members are primarily Coral Gables residents. Ms. Moe continued, providing the Board with detailed information about how the Cinema's unique single screen presents challenges within the film industry. Because of these limitations, she said, the Cinema is seeking to expand to three screens. She added that the venue has become popular for renting by major companies in south Florida for events and private screenings, and that extra space will be an added value. In addition, Ms. Moe noted, the increase in residential development is without an increase in entertainment offerings and that each of the two new theaters would have 70 seats, doubling the current seating capacity and tripling the screens.

Ms. Ebbert said film goers consistently ask what the next film is and when the current film will change. She stated the location they're requesting has the necessary height to add the additional screens. Ms. Moe shared that if the cinema expands to a new location, even across the street, distributors will see the cinema as two different entities and expenses would be billed as if they were in two different locations.

Mr. Pantin asked about the existing tenant in the proposed adjacent location. Mr. Roberts responded that the lease is coming to a close (and is being re-assessed).

Ms. Moe stated that when the Cinema was first constructed, the City contributed \$250,000 to bricks and mortar for the buildout of the cinema. Now, she said, they are asking for additional funds of \$350,000 that will allow matching funds from the state for significant capital grants with a goal of raising two million dollars.

Ms. Cathers asked about the Knight Foundation grant that the organization previously received. Ms. Moe responded that the Cinema is a recipient for special projects, such as the International Children's Film Festival. Ms. Burgos asked if the potential Knight funding is a new request from the Knight Foundation. Ms. Moe responded yes.

Mr. Roberts stated that the Cinema's proposed expansion went before the City Commission in September of 2017. A Letter of Intent was put forward to provide a consistent rent subsidy that would allow the Cinema to seek funding support. He stated that the intent of the original buildout support was (incentive) for (the Cinema to be established in Coral Gables). Mr. Roberts went on to say that the City intends to continue the subsidies. In addition, he said, the City would continue providing parking support and one option would be to pay off the requested \$350,000 over time. He also stated that there is no funding source identified for the \$350,000.

Mr. Roberts said the Cinema currently pays \$1,500 per month and requested the Board to consider a motion to expand the current space, continue the rent subsidy and garage parking support.

Ms. Cathers noted that the original Cinema space was to be accessible to other arts organizations for performances; due to the (heavy) film schedule, it hasn't been available for this purpose. She asked that if the City does support it further, that the current theater space be used to a greater capacity toward that goal. Ms. Moe said that the space is currently available up until 3:00 pm (weekdays) and with additional screens, they could make the larger space more available for this purpose.

Dr. Mayogra asked if there are preliminary drawings. Ms. Moe said yes.

Mr. Pantin pointed out how great it is that the organization is wanting and needing to expand.

Ms. Burgos asked if it is a firm request of \$350,000 or if it could be lower. Ms. Ebbert responded that if the Cinema can raise it all, it may not be needed.

Mr. Roberts said that considering the lost revenue, the total credit to the Cinema from the City is four million dollars over ten years.

Ms. Moe shared information about the economic impact of the Cinema and quality partnerships the Cinema participates in by hosting such programs as the Miami International Film Festival, the International Children's Film Festival, the Miami Jewish Film Festival, and National Theater of London screenings, among others. She stated that a feasibility study could be provided to show the impact of the arts on the community. The Board responded that they are aware and supportive of the economic benefit of the arts in the community.

Ms. Spain asked if it would become a City public works project. Ms. Moe said no.

Ms. Spain asked for clarification on the motion so that all Boards being approached can weigh in on the same motion. With no further discussion, the following motion was made:

Dr. Alvarez-Perez made a motion recommending expansion of the Coral Gables Art Cinema into the requested space; that the City continue to offer rent subsidy, provide City funding toward capital costs (up to \$350,000), and offer a percentage of time for use of the space by outside organizations for cultural programing. Mr. Pantin seconded the motion, which passed unanimously.

Ms. Burgos asked that the Cinema return to show the Board project drawings to date.

Mr. Roberts, Ms. Moe, and Ms. Ebbert thanked the Board and left the meeting.

Respectfully submitted,

Dona M. Spain
Historical Resources and Cultural Arts Director