



## Legislation Text

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**File #: 18-7378, Version: 1**

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Cultural Development Board Meeting of March 06, 2018.

### 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 14<sup>th</sup> opening date of the Miracle Mile and Giralda streetscape and asked for general input from the Board.

### 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 as presented by Ms. Horwitz. Dr. Mayorga seconded the motion, which passed unanimously.**

#### **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 24<sup>th</sup> 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.**

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.

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. 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.**

OLD BUSINESS:

a. 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.

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.

ITEMS FROM THE SECRETARY:

There were no items.

