

# The City of Aventura



## Arts & Cultural Center Advisory Board Meeting

October 18, 2022  
10:00 a.m.

Aventura Government Center  
5<sup>th</sup> Floor Executive Conference Room  
19200 W. Country Club Drive, Aventura, FL 33180

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### AGENDA

1. Call to Order / Roll Call
2. Selection of Chair and Vice-Chair
3. Approval of Minutes – April 11, 2022
4. State of the Center Report by Jeff Kiltie
5. Other Business
6. Adjournment

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**ARTS & CULTURAL CENTER ADVISORY BOARD MEETING MINUTES**

**APRIL 11, 2022**

**10:00 A.M.**

**Aventura Government Center  
19200 West Country Club Drive  
Aventura, FL 33180**

1. **Call to Order/Roll Call:** The meeting was called to order at 10:01 a.m. by Mr. Kiltie. The following members were present:

Ellen Elias  
Joyce Forchion  
Becky Franco  
Lisa Horwitz  
Merridy Robinson Kotler  
Judy Scott Lotwin  
Rita Regev  
Edna Schenkel  
Judith Weinberg

Others Present: Ronald J. Wasson, City Manager  
Ellisa L. Horvath, MMC, City Clerk  
Jeff Kiltie, Arts & Cultural Center (AACC) Manager  
Shelly Bradshaw - Vice President of Operations  
(Broward Center for the Performing Arts & affiliated venues)  
Scott Miller, AACC Event Services Manager  
Maria Fulfaro - Marketing & Sales Manager  
(Broward Center for the Performing Arts & affiliated venues)  
Michelle Milsom, Downey McKay Marketing Communications  
Helen Downey, Downey McKay Marketing Communications  
Michelle Filippi, AACC Event Services Coordinator

All those in attendance provided brief introductions.

The following item was taken out of order:

4. **Selection of Chairperson and Vice-Chairperson:** Following nominations, motions, and majority vote, Ellen Elias was selected to serve as Chairperson and Rita Regev was selected to serve as Vice-Chairperson.

2. **Approval of Minutes – January 22, 2020:** A motion to approve the minutes of the January 22, 2020 meeting was offered by Ms. Horwitz, seconded by Ms. Weinberg, and unanimously passed.

**3. Status of the Center Report by Jeff Kiltie and PACA (Performing Arts Center Authority):** Mr. Kiltie distributed and reviewed a PowerPoint titled Aventura Arts & Cultural Center Advisory Board Presentation April 11, 2022, highlighting the following items: Mission Statement, Broward Center Management, Objectives, Celebrating 10+ Years of Performances! 2010-2022, Celebrating 10+ Years of Stars! 2010-2022, Celebrating 10+ Years of Partner Success! 2010-2022.

Ms. Fulfaro reviewed the Marketing Overview and Ms. Milsom reviewed the Social Media Overview portions of the presentation.

Mr. Kiltie reported on the Public Relations Overview, since representatives from Pierson Grant Public Relations were not in attendance, but noted the binders of press information they had provided.

Mr. Kiltie continued his review of the presentation including the following: Making Headlines and Creating a Buzz, and 2022-2023 Season Programming.

Board Members provided comments and feedback throughout the presentation.

**5. Other Business:**

Mr. Wasson reported that there was no update on a solution to the parking issue at the Center, but provided an update on the expansion of the on-demand transportation program through Freebee. The Board discussed the challenges of the parking and possible ways to address that through the circulator bus, contracting with Freebee for special events, and providing information on the webpage regarding available on-demand transportation.

Mr. Wasson reported that the terms for the current Board members were expiring and any members interested in continuing to serve would need to be reappointed. All members indicated that they would like to continue serving.

Mr. Kiltie, accompanied by Ms. Bradshaw, reported on the following items: next milestone for the Center in 2025 for the 15<sup>th</sup> anniversary, information on volunteer recruitment for the Center, unsuccessful prior partnership program with local restaurants, unsuccessful NSU Lifelong Learning program, and fundraising not being included under the management agreement with the Performing Arts Center Authority (PACA).

The Board discussed the possibility of looking at the partnership program with local restaurants again, as well as providing a tent/caterer at the Center for certain performances.

Ms. Horvath reviewed the Statement of Income that all Board members were required to submit annually.



The next meeting was scheduled for October 19, 2022 at 10:00 a.m., by consensus of the Board.

6. **Adjournment:** There being no further business to come before the Board, the meeting was adjourned by consensus at 11:17 a.m.

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Ellisa L. Horvath, MMC, City Clerk

Approved by the Board on October 18, 2022.