

**CITY OF CORAL GABLES  
COMMUNICATIONS COMMITTEE MEETING  
Minutes of October 18, 2012**

Members	O	N	D	J	F	M	A	M	J	J	A	S	O	
<b>Liana Perez</b>	P	P	E	P	P	P	P	P	*	*	*	E	P	Mayor Jim Cason
<b>Sam Joseph</b>	A	A	P	P	E	P	P	P	*	*	*	P	P	Commissioner Maria Anderson
<b>Carlos Perea</b>	P	P	E	E	P	P	E	P	*	*	*	P	P	Comm. Ralph Cabrera Jr.
<b>Jerry Santeiro</b>	P	P	P	E	P	E	P	P	*	*	*	P	P	Comm. Frank C. Quesada
<b>David Stiefel</b>	E	P	P	P	P	P	P	E	*	*	*	P	P	Vice Mayor William H. Kerdyk Jr

\* No meetings

x No quorum

**Staff in attendance:**

Maria Rosa Higgins Fallon, Office of Public Affairs

**Guests in attendance:**

Cindy Birdsill, Economic Sustainability Department

Michelle Cash, Economic Sustainability Department

The meeting came to order at 9:30 a.m.

Approval of minutes

The minutes from the September meeting were circulated for approval.

**Motion: David Stiefel motioned to approve the September meeting minutes.**

**Jerry Santeiro seconded the motion and it passed unanimously.**

Economic Sustainability Department

Chairperson Liana Perez welcomed Cindy Birdsill and Michelle Cash from the Economic Sustainability Department. Perez inquired about the projects they are working on to promote the City.

Cindy Birdsill introduced Michelle Cash as the new Marketing Coordinator. Cash gave an overview of the various initiatives they are working on to attract more visitors and businesses to Coral Gables. They are introducing two new events: the Festival of Lights and the Storefront Display Awards programs. She provided an overview of both projects.

Carlos Perea asked if these programs would concentrate along Ponce de Leon or another location. Cash replied that the Festival of Lights is mostly for the BID area, Miracle Mile and Village of Merrick Park. The Storefront Awards program will be instituted citywide.

David Stiefel inquired about how would this project work with the existing building and zoning regulations? Cash replied that they have worked to create a resolution, approved by the Commission that will assist in setting up these lights.

Sam Joseph recommended talking to FPL to see if they could assist businesses with an energy savings program. Members suggested talking to Ramon Ferrer. Stiefel also suggested talking to Spero Canton from Comcast.

Cash also reported working with the University of Miami's communications and broadcast school. Senior students are helping create better economic development presentation materials for the City. Her office is also working on a visitor information center at the Coral Gables Museum. This will include a video and a touch-screen kiosk where visitors can interact for more attraction information, obtain coupons and see advertisements. Stiefel reminded members that in previous years this Committee had seen a vendor proposal offering a similar kiosk idea.

Birdsill also commented that the kiosk/ticket window at the Miracle Theater will be a secondary site for visitor information. Perea suggested having a phone app technology at these kiosks to scan and send information to their phones, making this project interactive and paperless. Liana Perez also suggested having similar kiosks at other City locations such as Books & Books.

To promote arts and culture in the City, Cash reported that they are also trying to invigorate Gallery Night. They will have a first Gallery Night Exhibition which will be hosted at the Coral Gables Museum. All galleries will submit their work and will have at least one piece in the exhibit which will be held the Wednesday prior to Gallery Night. Cash said the mission was to set our Gables gallery night apart from Wynwood's. Stiefel noted that Wynwood has a very strong gallery association which plans events and does joint promotions.

Perez asked about what events are being planned for the 500-year celebration of Ponce de Leon's discovery. Birdsill said that the city is not planning a specific event for this celebration.

Joseph also inquired how Art Basel is going to be incorporated. Birdsill replied that they are trying to have temporary art pieces that could be shown throughout the City during Art Basel.

Stiefel also inquired how the Economic Sustainability Department will work with the existing informational structure to promote all these initiatives they are presenting. Birdsill said that her office works closely with Public Affairs to integrate into the citywide message.

Members thanked both Cindy Birdsill and Michelle Cash for attending the meeting.

#### Upcoming events/Projects

Higgins Fallon spoke about the upcoming Halloween events planned in Coral Gables, including Halloween on the Mile, the Haunted House at the Youth Center and the new Haunted Jaunt at Fred B. Harnett/Ponce Circle Park. Higgins Fallon also announced the upcoming Gables Bike Day.

She also distributed a copy of the ad layouts done in English and Spanish to be published on *The Herald* to inform the voters on the upcoming November 6 ballot question regarding the pickup trucks issue. She also showed the public service announcements produced by CGTV, in English and Spanish, informing the public about the same ballot issue.

Higgins Fallon showed copies of her most recent *Community Newspapers* published articles regarding Coral Gables written under the byline of Rosie Tobalina.

Finally, Higgins Fallon was happy to announce that Coral Gables Television has been nominated for a 2012 Emmy Award for the production of the program titled “Alas de Esperanza” regarding the Merrick Educational Center.

**Motion: David Stiefel motioned to congratulate Coral Gables Television on its recent Emmy nomination. He also commended Maria Rosa Higgins Fallon and her staff for taking CGTV from its early stages to become an Emmy-nominated station. Sam Joseph seconded the motion and it passed unanimously.**

Higgins Fallon also distributed members the latest copy of e-News for their information.

With no further issues to discuss, the meeting was adjourned.