

## **City of Coral Gables Communications Committee Annual Report –2012**

**Members:** Liana Perez, Chair  
Sam Joseph  
Carlos Perea  
Jerry Santeiro  
David Stiefel

**Secretary:** Maria Rosa Higgins Fallon

### **1) Is the Board serving the purpose for which it was created?**

Created by Resolution No. 30143 and Renamed under Resolution No. 30324, the Communications Committee has the purpose to advise the Commission and City Administration on issues of public relations and electronic government. The Communications Committee has assumed the duties of the Cable Advisory Board which was eliminated in 2005.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee is fully serving the purpose for which it was created.

### **2) Board's Major Accomplishments**

The Communications Committee is proud to have accomplished the following during the past year:

**e-News.** In 2012, the City of Coral Gables sent biweekly City Beautiful e-News to thousands of subscribers. E-News continues to be a popular and cost-effective way to communicate with Coral Gables stakeholders about City programs and events. All messages were also translated in Spanish and all are posted on the City's web site.

**Coral Gables Television:** In October 2012, Coral Gables Television was nominated for an Emmy Award for the production of its program in Spanish "Alas de Esperanza." Coral Gables Television continues its successful programming such as the monthly show "Coral Gables Now," "Newsdesk" and the signature shows "What's Happening," "Historic Homes," and "Golden Gables."

Coral Gables Television can be watched by Comcast subscribers on Channel 77. In addition, Coral Gables Television can be watched through the homepage [www.coralgables.com](http://www.coralgables.com) as well as on YouTube, [www.youtube.com/coralgablestv](http://www.youtube.com/coralgablestv).

**Golden Gables:** More than 5,000 golden residents currently subscribed to *Golden Gables*, the quarterly newsletter produced by the Office of Public Affairs and is mailed to inform residents about City programs and events.

**Public Awareness:** The following are examples of Public Awareness campaigns conducted in the past 12 months:

- Jazz in the Gables
- Farmers Market
- UM Development Agreement
- Coral Gables Museum programs
- Gallery Night Live
- Trolley Route Expansion
- Tuesday for Neighbors
- Segovia Streetscape
- Street Repaving
- 4<sup>th</sup> of July Fireworks
- Pay by Phone
- Festival of Lights/Storefront Display Awards

**Xchange** The bimonthly employee newsletter continued to be distributed electronically.

**Coral Gables Web Site.** In 2012, coralgables.com was awarded a Savvy Award by the City County Communications Marketing Association (3CMA). The new website was launched in 2012, with the assistance and guidance of the Communications Committee.

**3) Amending the Ordinance that created the Committee to better enable the Committee to serve the purpose for which it was created.**

It is the opinion of all Committee Members that the Ordinance that created the Communications Committee does not need to be amended.

**4) Should the Committee's membership requirements be modified?**

The Communications Committee consists of five members, with the Mayor appointing the Chairman of the Committee and the Commissioners each appointing one member.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee membership requirement does not need to be modified.

**5) What is the cost, both direct and indirect, of maintaining the Board?**

Currently, there is no cost to maintain this Board.

**6) Reports on authorized fundraising, bank accounts, and grant applications and approvals.**

Not applicable.