

**CITY OF CORAL GABLES
INTERNATIONAL AFFAIRS COORDINATING COUNCIL**

Minutes of the Meeting of November 20, 2012

Members:	O	S	A	J	J	M	A	M	F	J	D	N	Commissioners
Carolina Rendeiro	E	-	P	P	-	P	P	P	P	P	P	P	Comm. Maria Anderson
Nancy Sanabria	E	-	P	P	-	P	P	P	P	P	P	P	Comm. Rafael "Ralph" Cabrera Jr.
Steve Edelstein	P	-	P	P	-	P	P	P	P	P	E	P	Vice-Mayor William H. Kerdyk
Lourdes Cuzan	E	-	E	E	-	P	P	P	E	P	P	P	Mayor Jim Cason
David Duckenfield	P	-	P	E	-	P	P	E	P	E	P	P	Comm. Frank Quesada
Art DeNunzio	P	-	P	P	-	P	P	P	P	E	P	P	Patrick Salerno, City Manager
Paul Posnak	P	-	P	P	-	E	P	P	E	P	P	P	Council-at-Large Appointment

A = Absent
P = Present
E = Excused
X = No Meeting

Staff in Attendance:

Evelyn Paz, Secretary, IACC

Guest:

Chase Hamann, Business Development Analyst, Economic Sustainability

Volker Anding, New Coral Gables Chamber of Commerce liaison, Chairman of the Miami Bach Society, Former Consul General of Germany in Miami, Former German Ambassador to Uruguay and a Member of the Board of Directors of the Miami Council for International Visitors

Chairperson Carolina Rendeiro called the meeting to order at 9:03 a.m. A quorum was present. Guests, Chase Hamann and Volker Anding, were also present.

APPROVAL OF MINUTES:

Motion was made by Mr. DeNunzio to approve the minutes of the meeting on October 16, 2012. Mr. Posnak seconded the motion. The motion passed unanimously.

CARTAGENA:

Ms. Cuzan attended the Cartagena event at the museum last week. She found it extremely educational and said there was a large turnout. There seemed to be a lot of interest in the community over Cartagena. She said it wasn't a traditional Sister City event where the consulate and the local Colombian businesses participate. Instead it was like a "citizens meeting". There was a presentation from a UM professor of architecture which was very interesting, and Patrick Alexander did a wonderful presentation on Cartagena's history. There were also typical Colombian food and Spirits. Ms. Cuzan expressed her appreciation for the museum in putting on this event and said despite some complications with them in the past regarding the respective roles of the IACC and the Museum she would like to continue working with them in the future. She thinks they can be very receptive to IACC input.

Mr. DeNunzio said he thought the only issue with the museum was not logistical but was figuring out how the IACC works with an outside group. But he thinks the Board needs them as a partner. Ms. Rendeiro agreed and added that maybe the museum should educate its members on the Board's processes. Ms. Cuzan said she suggested to the museum staff that they come in for another meeting so everyone is on the same page. Ms. Rendeiro said maybe they could have the City Attorney come in and explain to everyone the legal aspects of their interactions.

PISA ITALY:

Mr. DeNunzio reached out to former Mayor Don Slesnick again about Pisa. He wanted to explain to Mr. Slesnick, in detail, why the relationship with Pisa failed. Mr. DeNunzio inquired whether the board was opposed to Mr. Slesnick getting involved in an attempt to increase the dialogue between Coral Gables and Pisa. Ms. Rendeiro said she thought the issue was passé at this point and pursuing it might be stepping on Mayor Cason's toes. In her opinion it was opening a Pandora's Box. Mr. Anding asked about the status of the relationship with Pisa. Mr. DeNunzio explained the status.

AIX-EN-PROVENCE:

Mr. Edelstein has received a few e-mails from Aix. They are having their annual Christmas Mart event. He has attended in the past but he says its true purpose is for the Jumelages to make money. They invite their Sister Cities to set up booths and sell things and the proceeds go to Aix. Coral Gables has set up informational booths that hand out brochures and flyers so it doesn't really achieve the purpose of contributing to the Jumelages. He is continuing to monitor the situation.

LA ANTIGUA:

Ms. Sanabria said she very much enjoyed the Antigua event at the museum. She thought it was a great benefit to the community and is very supportive of fostering a relationship between the Board and the Museum. She is looking forward to having 501(c)(3) status for fund raising purposes. She didn't have any sister city updates on La Antigua.

STATUS OF NEW SISTER CITIES:

Ms. Rendeiro reported that by the 1st of December the cities of Curitiba and Quebec will be ready for Mr. Posnak and Mr. Duckenfield to take over. The Mayor is completely on board with having a kickoff celebration to welcome the new cities. Ms. Rendeiro said her company is heavily involved with both the Brazilian and Quebec City chambers of commerce. She will make sure the IACC is involved and will bring members along to events. Ms. Rendeiro also had an idea for a Sister City luncheon in Coral Gables. She reminded the Board of the Sister City Summit on November 27th at the Miami Beach Botanical Gardens. Ms. Rendeiro mentioned how the Coral Gables' Sister City program is very well known and respected within the Sister City community for being so active and engaged. She will be going to the national conference in San Antonio this year and encouraged other board members to go as well. It will be in July and the Board has only gone twice in the past.

ADDITIONAL BUSINESS:

Chase Hamann took the floor and began speaking about the Sister City brochures. He reminded the board of his intention to create one collaborative color brochure inclusive of all sister cities. He may also create a Spanish brochure. Mr. Edelstein pointed out that the Sister Cities don't just speak Spanish but also French and Portuguese. Ms. Rendeiro said if they do one translation then they may have to translate all of them. Mr. Edelstein said the brochure should include the present Sister Cities and on the last page maybe

include cities that have been reduced to emeritus status. Ms. Rendeiro said it might be best to focus on developing the website rather than printing brochures. The website would be less expensive. Ms. Cuzan said in her experience, loose inserts are more cost effective than a bounded pamphlet and should be revised individually due to unnecessary printing of an entire brochure when a new Sister City is added or the status of the relationship changes as the case of Pisa and Quito. Chase said these brochures are mostly informational and educational and not really used as a marketing tool. He also suggested having an editable pdf version that can be printed when needed. More conversations ensued about where the brochures should be located, how they should be formatted, and what should be included.

Ms. Rendeiro indicated that the Board needed to take a vote on the consideration to have Pavia, Italy as a sister city to replace the Province of Pisa. Mr. DeNunzio made a motion to select Pavia as the new Sister City and Mr. Edelstein seconded the motion. The motion passed unanimously. The Chair, Carolina Rendeiro, made a motion that the International Affairs Coordinating Council recommend to the City Commission the approval of Pavia as the replacement to the Province of Pisa as the new Sister City. The motion was seconded by Art DeNunzio. The motion passed unanimously.

Mr. Edelstein began the discussion on the International Festival. Mr. Posnak has been the driving force behind trying to re-establish the festival in Coral Gables. He discussed the benefits of hosting the festival. Ms. Rendeiro said all of the ideas sounded very good but suggested forming a task force because the Board will have to present something in writing to the Commission. Evelyn will be collecting everyone's schedules to set up taskforce meetings.

Mr. Anding made a formal introduction; he will be replacing Marco Ibarra from the Chamber of Commerce.

The next meeting is scheduled for December 18, 2012.

There being no further discussion, the meeting adjourned at 9:55 a.m.

Respectfully submitted,

Evelyn Paz

Secretary, International Affairs Coordinating Council