

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, June 16, 2016, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

MEMBERS	J	A	S	O	N	D	J	F	M	A	M	J	COMMISSIONERS
	'15	'15	'15	'15	'15	'15	'16	'16	'16	'16	'16	'16	
Herb Levin Margarita Delgado	P	R	P	P	E	P	P	P	P+	P	P	P	Mayor Jim Cason
Luba De Witt Derrek Space	P	A	P	P	P	P	P	E	P+	P	E	P	Commissioner Pat Keon
Les Pantin III Alexandra Pantin	P	P	A	E	A	P	P	P	A+	P	P	P	Commissioner Vince Lago
Connie Crowther		P	P	E	P	P	E	E	E+	P	P	E	Vice Mayor Frank C. Quesada
TJ Villamil		P	E	P	A	P	P	P	A+	E	P	A	Commissioner Jeannett Slesnick

A = Absent
E = Excused Absence
P = Present
R = Resigned
* = No Meeting
+ = No Quorum

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs Manager
Michael Rocha, Multimedia Production Manager
Police Chief Ed Hudak
Victor Menocal, Ric-Man International
Anthony Duen, Ric-Man International

Chairperson Margarita Delgado brought the meeting to order at 8:31 a.m.

Motion:

Mr. Derrek Space made a motion to approve the minutes of the May 2016 meeting. Ms. Alexandra Pantin seconded the motion, which passed unanimously.

Chairperson Margarita Delgado welcomed new member Ms. Alexandra Pantin. She is the sister of Mr. Les Pantin and will be replacing him on the Committee.

Enforcement of biking on sidewalks

Chairperson Delgado welcomed Police Chief Ed Hudak and thanked him for attending the meeting. She has a concern that she brought up at the last meeting. She walks around Downtown Coral Gables during lunch time. On one occasion, she was almost run over by a biker riding on the sidewalk. She did some research about the bike restrictions on Miracle Mile and would like to discuss enforcement issues with the Chief of Police.

Chief Ed Hudak said that the Police Department has been actively working on this issue. One of the biggest offenders is the sub shop Jimmy Johns located on the Mile, which has an average of 180 bike food deliveries a day, employing an average of 20-25 bike riders. The Police Department has met with the store and they were upset at this. His department has done education on the issue, has written citations, and the bike patrol unit is monitoring the bikers. There is a high turnover of bike riders, so bike regulation education needs to be constantly reinforced.

Chief Hudak said that the City is trying to balance a bike friendly, pedestrian friendly and business community needs. His prediction is that this issue will get worse during the Streetscape construction. Bike delivery drivers are the biggest speed offenders, as they are looking for faster deliveries for bigger tips.

Chairperson Delgado shared that she was almost hit by a biker coming out of Pascal's on Ponce and she knows a friend who was hit by a biker while walking on a sidewalk. He was in a coma for three weeks and has not fully recovered from the accident.

Chief Hudak suggested working with the Communications Committee to roll out a public awareness campaign on this issue for the Downtown area. Another issue that they will be facing is Uber Drivers and traffic being backed up by them. Discussion was held about possible solutions for Uber Drivers drop-off zones as well as Centralized Valet issues. Chief Hudak informed them that the City is gearing up for a comprehensive Traffic Plan for the entire city, which will address issues on Miracle Mile since it is the main arterial road. A suggestion was made to make businesses more accountable for biker food delivery issues, taking into consideration that this is an economic engine for them too.

Chairperson Delgado thanked Chief Hudak for his point of view. Chief Hudak suggested bringing this issue up to the City Attorney to suggest an ordinance that would regulate commercial use of bike delivery. He is comfortable that the City can regulate this usage.

On another note, Chief Hudak mentioned that Coral Gables Television has the best part-time personnel, having worked with them directly with the Running Man Challenge video. He would

like the support of this Committee for additional social media outreach. There is a need to implement a police Twitter Page and Facebook with existing resources as it is a necessity to send out additional crime tips and allow people to share and re-share this information through social media.

Chairperson Delgado agreed and pledged the Committee's support to the Police Department, as she thinks the City has one of the best Police Departments ever. When her house was broken into three years ago, the Police responded in five minutes. She thanked him for his participation.

Miracle Mile & Giralda Avenue Streetscape Update

Mr. Victor Menocal and Anthony Duen from Ric-Man International were present to provide an update on the Streetscape construction.

Mr. Menocal advised them that Miami-Dade Water and Sewer work on Giralda Avenue will be done this week, with the possibility of having to work this Saturday.

Regarding the road construction on the Mile, the work is anticipated to start after the 4th of July. He is currently working with City administration to determine the working hours allowed for construction. Businesses are not happy with the construction during the day, while residents are not happy with the construction being done at night. He is waiting for a decision from the City Manager's Office.

In the meantime, Mr. Menocal advised that they will continue with the tree removal work that does not require major shutdowns.

Chairperson Delgado inquired if they are doing any construction videos. Mr. Menocal said that Marina Foglia from the BID was assisting him with referring an aerial drone video company that will film construction, which will be later posted on the Streetscape website.

Additional discussion was held regarding the construction specifics on pavers, root pruning, Miracle Mile water main and FDOT bonuses.

Chairperson Delgado thanked both for attending the meeting.

Mr. Victor Menocal, Mr. Anthony Duen, and Chief Hudak left the meeting.

Report on Public Affairs

Ms. Higgins Fallon inquired about members' preference for meeting during the summer. In previous years, this Committee has taken a break during summer months while members are on vacation, and return to regular meetings back in September.

It was the preference of the members to continue to meet in July and take a break during August. The Communications Committee will reconvene in September.

Ms. Higgins Fallon distributed copies of a Public Safety Initiatives color brochure, which was produced last week in order to promote the various new programs introduced by the Police and Fire Department. She also spoke about the five new properties recently purchased by the City. They will be converted into green spaces, only after getting input from residents about how each location will be used. Lastly, Ms. Higgins Fallon reported that the City has contracted the firm Quiet Excellence to conduct a citywide strategic planning. As part of this process, her office is involved with other departments to develop community surveys, which will gauge the feedback of the public on a number of issues. The first survey will be conducted in July and will be done over the phone regarding the services provided by Fire rescue. She will keep members updated on this project. Once the surveys are conducted and the data is analyzed, she will communicate the findings to the public.

Due to the length of this meeting, it was decided to showcase the CGTV video at the next meeting.

Current events and projects

Ms. Higgins Fallon gave a brief report on the upcoming Transportation Plan Kick off meeting scheduled for June 22. There will be three opportunities for the public to participate. This is the first of an ongoing series of conversations to develop a 10-year transportation plan for Coral Gables. She will continue to keep members updated on the progress of this project.

Mr. Michael Rocha informed members that Coral Gables Television is making preparations for the filming of the 4th of July Biltmore concert live. Ms. Higgins Fallon also informed members that her office continues to do public information regarding the current hurricane season. Ms. Higgins Fallon distributed the latest copy of e-News.

Ms. Pantin inquired about what the City doing to promote social media. Ms. Higgins Fallon replied that her office began doing Facebook last October and will continue to advance social media. However, due to limited personnel resources she needs a full-time position in order to continue to City's social media presence. Members were supportive of this request through the budget process.

Ms. Pantin shared a good way to increase the City's presence with a snap chat geo filter. She worked in developing one for a friend's wedding that was very cost effective. She suggested creating one for the Biltmore Hotel for the 4th of July. Members thought this was a great idea. Ms. Higgins Fallon asked if she could email her additional information.

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