

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, May 17, 2018, 8:30 a.m.
Youth Center Conference Room
405 University Drive
Coral Gables, FL

MEMBERS	M	J	J	A	S	O	N	D	J	F	M	A	M	COMMISSIONERS
	'17	'17	'17	'17	'17	'17	'17	'17	'18	'18	'18	'18	'18	
Sandra Gonzalez-Levy											P	P	P	Mayor Raul Valdes-Fauli
Tina Sayago						P	R	*	*	R				
Margarita Delgado	R													
Derrek Space	P	*	*	*	*	P	P	*	*	P	P	P	P	Vice Mayor Pat Keon
Alexandra Pantin	P	*	*	*	*	E	P	*	*	P	P	E	A	Commissioner Vince Lago
Connie Crowther	P	*	*	*	*	P	P	*	*	P	P	P	P	Vice Mayor Frank Quesada
TJ Villamil	A	*	*	*	*	E	E	*	*	P	E	E	P	Commissioner Michael Mena

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

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV

After achieving a quorum, the meeting began at 8:42 a.m.

Motion: Mr. Derrek Space made a motion to approve the minutes of the April 2018 meeting. Mr. TJ Villamil seconded the motion, which passed unanimously.

A brief discussion was held regarding board attendance and excused absences. Ms. Higgins Fallon circulated four options to consider, in case members would like to take an official vote to change the date of the monthly meetings. Members decided to wait until Ms. Alexandra Pantin arrives to the meeting to consider her preferences.

Report on Public Affairs

Ms. Higgins Fallon reported that the City Commission approved the Communications Committee's recommendation to search for Public Engagement Portal through a formal procurement process. She informed members that she is developing a Scope of Services to initiate the process. Participation of Communications Committee members is requested for the selection process. Ms. Connie Crowther and Mr. Derrek Space volunteered to participate.

Discussion was held regarding various public outreach protocols that can be incorporated, such as having real-time engagement during online meetings. Chairperson Gonzalez-Levy discussed her experience with similar platforms from the City of Sweetwater. She would like the recommendation from the Public Engagement Portal selection committee to be presented to the Communications Committee as a whole. Ms. Higgins Fallon will follow up.

Ms. Higgins Fallon spoke about the upcoming Hurricane Season and the steps being taken to inform the public. She distributed copies of a public outreach campaign, which includes weekly radio messages and new communication vehicles. She also presented a copy of the Public Affairs - Storm Readiness and Response Plan, which has been drafted by Emergency Management. Chairperson Gonzalez-Levy would like to obtain a copy to distribute to FIU's Emergency Management Director.

Ms. Higgins Fallon also distributed copies of the Coral Gables Special Hurricane Section, which will be included in the *Living in the City Beautiful* magazine this summer. It includes the most important information for residents to know before, during and after a hurricane. She also distributed new promotional phone grips that encourage users to connect to the city on Twitter and Facebook.

Current Events and Programs

Ms. Higgins Fallon announced the Venice in the Gables project launch scheduled for this Friday, May 18. A copy of an invite was attached.

She informed members about the Memorial Day Ceremony scheduled for Monday, May 28, at the War Memorial Youth Center.

Finally, she informed members that the City of Coral Gables has received triple AAA ratings from Standard & Poor's, Moody's and Fitch. Members congratulated the City for this great accomplishment.

Members inquired about city efforts regarding global warming. Ms. Higgins Fallon replied that the City was a leader on sea level rise discussion, especially under former Mayor Jim Cason. Members would like to get a report on what the city is doing regarding this subject. Ms. Higgins Fallon suggested inviting Sustainability Coordinator Matt Anderson to the next meeting to make a presentation on green initiatives.

Report from CGTV

Mr. Michael Rocha showcased the video “Weathering the Storm,” produced to inform residents about hurricane preparation. Members liked the production.

Monthly Meeting Change of Date

Communications Committee members decided to take a vote on the new date of their monthly meetings.

Motion: Chairperson Sandy Gonzalez-Levy made a motion to change their monthly meetings to the second Wednesday of the month, 8:30 a.m. at the Youth Center. Mr. Derrek Space seconded the motion, which passed unanimously.

Members agreed to begin the new monthly schedule with the September meeting. They agreed to continue meeting the third Thursday in June, and then take a summer break for the months of July and August. Chairperson Gonzalez-Levy requested that Ms. Pantin is informed of the new schedule. Ms. Higgins Fallon will comply.

Ms. Higgins Fallon distributed the latest copy of e-News.

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