



**City of Coral Gables**  
**CITY COMMISSION MEETING**  
**April 8, 2008**

**ITEM TITLE:**

Communications Committee Meeting Minutes of March 20, 2008

**SUMMARY OF MEETING:**

Approval of Minutes

The minutes from the February meeting were circulated for approval.

Motion: David Stiefel motioned to approve the February meeting minutes. Vivian More seconded the motion and it passed unanimously.

Cultural Board

Higgins Fallon explained that she has been in communications with Cultural Board Secretary Cathy Swanson about an incorrect statement included in their recent minutes indicating that Communications had requested the Cultural Board to submit a design for cultural information on the website. She reported that a meeting has been scheduled for this afternoon to clarify the steps needed in order to develop this page and to determine who will be responsible for developing the copy to enhance the web page. Higgins Fallon will update the board of any future developments.

Sponsorship and Advertising

Higgins Fallon distributed copies of minutes from a February meeting between Commission Anderson and Commissioner Withers. One of the items discussed was future partnership opportunities to find additional sources of revenues for the City. The idea of using Coral Gables Television as a source to produce revenues was discussed. Higgins Fallon wanted to open a discussion on the subject with Communications Committee members for their input on the subject.

Higgins Fallon proposed doing a business plan on Sponsorship and Advertising Opportunities to be reviewed and approved by the City Manager, City Attorney and forward to this Board for comments. This will include multimedia options for advertisers to reach viewers through Coral Gables Television, e-News, the City's website, printed newsletter and also the Trolley.

Newsletter

Higgins Fallon reported that at the next Commission Meeting the Mayor has asked to discuss the distribution of the City Newsletter. He hopes to have it printed again. She will inform the Committee about the outcome of the discussion.

News Desk

Higgins Fallon showed Committee Members the latest edition of News Desk taped at Coral Gables Television.

Information Technology

Margarita Cardenas informed that IT was contacted by two vendors. One is to translate the entire website into different languages. Members agreed that these services still require a human translator to go over the sentences and didn't see a need for this. The second vendor contacted IT to offer kiosks in

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locations throughout the City to be used for advertisement. Members would like to see a presentation at the next meeting to know more about these services. Cardenas also distributed a year-report of website statistics. Members requested to see a year-to-year comparison of web pages at the next meeting.

Dashiel Lopez from IT also reported a new program created to allow potential vendors to register on-line and reply for bids through the web. The system will be available in the upcoming weeks.

**Board updates**

Higgins Fallon distributed the latest copies of e-News for Committee member information.

With no other business to discuss, the meeting was adjourned.

**ATTACHMENT(S):**

1. **Draft Minutes of March 20, 2008**