

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, December 17, 2015, 8:30 a.m.
Youth Center Conference Room
405 University Drive
Coral Gables, FL

MEMBERS	D	J	F	M	A	M	J	A	S	O	N	D	COMMISSIONERS
	'14	'15	'15	'15	'15	'15	'15	'15	'15	'15	'15	'15	
Herb Levin Margarita Delgado	*	*	P	P	*	*	P	R	P	P	E	P	Mayor Jim Cason
Luba De Witt Derrek Space	*	*	P	P	*	*	P	A	P	P	P	P	Commissioner Pat Keon
Les Pantin III	*	*	P	P	*	*	P	P	A	E	A	P	Commissioner Vince Lago
Connie Crowther								P	P	E	P	P	Vice Mayor Frank C. Quesada
TJ Villamil								P	E	P	A	P	Commissioner Jeannett Slesnick

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

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs Manager
Michael Rocha, Coral Gables Television

Chairperson Margarita Delgado brought the meeting to order at 8:32 a.m.

Motion:

**Mr. Les Pantin made a motion to approve the minutes of the October 2015 meeting.
Mr. Derrek Space seconded the motion, which passed unanimously.**

November meeting

Ms. Higgins Fallon informed that there was no quorum at the November meeting, so a workshop was conducted instead. At the November meeting, representatives from Ric-Man International and Stantec provided an update on the Miracle Mile & Giralda Streetscape project.

Ms. Connie Crowther reported that this Committee established a good relationship with Streetscape project representatives and asked them to come back to provide further updates. Ms. Crowther commented that it was a good meeting and the information received was interesting, but no official business was conducted since there was no quorum. Mr. Stan Atkins attended the November meeting and he presented great ideas that were valuable.

Ms. Higgins Fallon reported that a meeting was held this week with representatives from the Bid, the Chamber, Development Department, Communications, media consultants for the project, and Ric-Man International to discuss how Streetscape communications and marketing would be channeled and processed. Her office will be involved in weekly meetings that are expected to begin in January. At this meeting the contractor reported that the project is pushed back to begin in April. She will keep this Committee informed of further construction updates.

Ms. Margarita Delgado requested that she be added to the mailing list of Streetscape project updates.

Report on Public Affairs

Ms. Higgins Fallon reported that the January-April 2016 issue of the City Beautiful magazine is currently at the printer, with expected mail delivery by the end of the month. She has worked with the designer from Parks and Recreation to complete the magazine and all the work is currently finished for this issue.

Ms. Connie Crowther also distributed copies of the Chamber of Commerce magazine, a project she contributed to with stories and photographs. This magazine is mailed to all local businesses and homes. Published by Banyan Publishing, approximately 50,000 copies are printed.

Ms. Higgins Fallon provided an update on Commissioner Lago's upcoming Town Hall meeting which is scheduled for January 28. She distributed copies of a publicity schedule that has been forwarded to his office. She also distributed samples of the City's holiday cards and ornaments. This is the first year the city is doing ornaments which are being distributed through the Commissioners' offices.

She also reported on a very successful employee picnic, which was attended by approximately 250 employees. With this event, the city is trying to motivate the workforce and encourage team-building. Her office was involved in promoting the event.

Mr. Les Pantin inquired about the idea of including a list of promotional discounts for employees through paychecks, like the county does. Higgins Fallon liked the idea and shared it with the City Manager. It is under consideration among other pending projects that need to be prioritized. Ms. Higgins Fallon mentioned that they could be incorporated on the intranet, which is in the process of being re-designed along with the city's web site to comply with the new branding.

Mr. T. J. Villamil mentioned that Facebook is now the main point of communications, more than regular websites. The social pages are driving the information, depending on user demographics. He believes that the city's Facebook is on the right track to exponentially attract more readers.

Mr. Derrek Space agreed that the city social media site will gain a lot more traction as people start "liking" this page. Higgins Fallon reported that the city's Facebook page has now more than 700 likes, since its inception in October. Mr. Villamil thinks that this number will increase rapidly, especially with the use of popular videos.

Mr. Rocha reported that certain CGTV videos posted on the city's Facebook have received more than 12,000 views. Mr. Space suggested linking to Instagram to attract more readers.

Ms. Delgado suggested to be careful with Instagram posting since the city is a public entity. Mr. Villamil also mentioned that it is important to find the right emoji and a clever pun to post because this could attract a lot of attention.

Report on Coral Gables Television

Mr. Michael Rocha reported on recent television productions such as the live coverage of the Junior Orange Bowl Parade, as well as the first live coverage of the Tree Lighting ceremony. He also showed a clip of the newly produced Newsdesk with new graphic formats and recorded in the new studio.

Members suggested having the next Communications Committee meeting at the new studio. Ms. Higgins Fallon will coordinate.

Current events and projects:

Ms. Higgins Fallon informed members about the Paseo de la Riviera project which was approved last week on second reading. Ms. Delgado commented that this project received a lot of ink on the newspapers. Ms. Higgins Fallon also spoke about the upcoming recycle of electronics events scheduled for January 2, an effort presented by the City's Sustainability Advisory Board. The Big Toy Extravaganza is scheduled for January 9 and the Farmers Market begins once again in January 2016 and is held throughout the month of March.

Mr. Pantin inquired about the promotional efforts for the City app. Ms. Higgins Fallon reported that it is being promoted every week on the Herald Neighbors ad. He asked if a promotional message could be included with the garbage bills. Higgins Fallon replied that messages could be integrated in billings. She will investigate more about the timing and process since she believes that first garbage bills have already gone out.

City e-News Update

Ms. Higgins Fallon distributed the latest copy of e-News which was published yesterday. Ms. Crowther commented that e-News is including a lot of great information.

Ms. Delgado asked if a representative from UM could be invited at the next meeting. Higgins Fallon will invite Margo Winick to be part of the January meeting.

With no further issues to discuss, the meeting was adjourned at 9:09 a.m.