

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, April 20, 2017, 8:30 a.m.**  
**Youth Center Auditorium**  
**405 University Drive**  
**Coral Gables, FL**

MEMBERS	A	M	J	J	A	S	O	N	D	J	F	M	A	COMMISSIONERS
	'16	'16	'16	'16	'16	'16	'16	'16	'16	'17	'17	'17	'17	
<b>Margarita Delgado</b>	P	P	P	P	*	P	E	P	*	P	E	+	P	Mayor Jim Cason
<b>Derrek Space</b>	P	E	P	P	*	P	P	P	*	P	P	+	P	Commissioner Pat Keon
Les Pantin III <b>Alexandra Pantin</b>	P	P	P	P	*	P	P	P	*	P	P	+	E	Commissioner Vince Lago
<b>Connie Crowther</b>	P	P	E	P	*	P	P	P	*	A	P	+	P	Vice Mayor Frank C. Quesada
<b>TJ Villamil</b>	E	P	E	P	*	P	E	E	*	P	P	+	P	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, CGTV Production Manager  
Maria Elena Villamil, guest

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Chairperson Margarita Delgado brought the meeting to order at 8:38 a.m.

**Motion:**

**Mr. Derrek Space made a motion to approve the minutes of the February 2017 meeting. Ms. Connie Crowther seconded the motion, which passed unanimously.**

Ms. Connie Crowther requested that when referring to the City of Coral Gables magazine to use the full title of “*Living in the City Beautiful*” as the Coral Gables Chamber of Commerce magazine has a similar title of “*The City Beautiful*” magazine. She wants to avoid confusion. Members agreed.

For clarification purposes, Ms. Higgins Fallon said that all members of the Communications Committee remain as members until new appointments are made by the City Commission. New appointments are expected after the elections.

Mr. TJ Villamil arrived at the meeting and brought his mother along as guest. Members welcomed Mrs. Villamil.

### **Report on Public Affairs**

Ms. Higgins Fallon reported about the recent municipal elections and the public awareness campaign conducted. Mr. Michael Rocha showed a video clip of the coverage done to announce the election results on April 11. For the first time in the City’s history, CGTV aired on Facebook live from the election headquarters in Doral.

Mr. Derrek Space inquired if the use of lenses would improve the quality of this transmission since it was recorded on an Iphone. Mr. Rocha replied that in order to enhance the signal, the solution is to increase the channel’s bandwidth.

Mr. Villamil agreed that today’s smart phones provide high quality photo and video imaging. He said his phone has a double camera portrait mode that takes photos of very high quality.

Ms. Higgins Fallon informed members that the same coverage from CGTV will be provided at the April 25 runoff election. There will be an Induction Ceremony on April 28 at 11:30 a.m., which CGTV will broadcast live. As part of the election coverage, CGTV also recorded and aired four candidate debates which were posted on Facebook, the city’s website and on Channel 77.

Ms. Higgins Fallon provided an update on the Streetscape project. The 100 and 200 blocks of Miracle Mile are almost finished and a celebratory Block Party is scheduled for May 19 from 5-8 p.m. Giralda Al Fresco is ongoing every Saturday from breakfast to midnight, partially opening Giralda Avenue to entice patrons to visit the various restaurants. Other events to attract visitors to downtown Coral Gables are the Flower Market at Plaza Aragon, open on Thursdays and Fridays until June.

Ms. Crowther inquired about the status of the flower fountains on Biltmore Way. Ms. Higgins Fallon provided an update. This issue was discussed one last time at a recent City Commission meeting where an agenda item was brought up to include as a referendum issue, but it did not gather support from the City Commission. Ms. Crowther likes the flowers but would like to

know why the water is not running on these fountains. Ms. Higgins Fallon will inquire from Public Works.

Ms. Higgins Fallon distributed the last issue of the *Living in the City Beautiful* magazine, which is the summer camp issue. Other public awareness projects that her office has been working on for the past few months are the prohibition of plastic bags, the new no-construction law on Saturdays on residential zones, the Cocoplum bridge upgrade and the renovations of the civic plazas and the Merrick House.

### **Current events**

Ms. Higgins Fallon also reported about the following upcoming events: Coral Gables is a Tree City USA and as part of this effort Arbor Day is scheduled on April 27 on the corner of Sevilla and Granada Boulevard. An electronic recycling event is scheduled for this Saturday at City Hall's parking lot.

### **Coral Gables Television Update**

Mr. Michael Rocha showcased a recent coverage of NBC6's newscast, which profiled the latest police recruitment video "We're looking for a few Jedis." Members liked the concept.

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

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