

**CITY OF CORAL GABLES
INTERNATIONAL AFFAIRS COORDINATING COUNCIL**

Minutes of the Meeting of January 15, 2013

Members:	J	F	M	A	M	J	J	A	S	O	N	D
Carolina Rendeiro	P											
Nancy Sanabria	E											
Steve Edelstein	E											
Lourdes Cuzan	P											
David Duckenfield	P											
Art DeNunzio	P											
Paul Posnak	P											

Commissioners
Comm. Maria Anderson
Comm. Rafael "Ralph" Cabrera Jr.
Vice-Mayor William H. Kerdyk
Mayor Jim Cason
Comm. Frank Quesada
Patrick Salerno, City Manager
Council-at-Large Appointment

A = Absent
P = Present
E = Excused
X = No Meeting

Staff in Attendance:

Evelyn Paz, Secretary, IACC

Guest:

Chase Hamann, Business Development Analyst, Economic Sustainability

Volker Anding, New Coral Gables Chamber of Commerce liaison, Chairman of the Miami Bach Society, Former Consul General of Germany in Miami, Former German Ambassador to Uruguay and a Member of the Board of Directors of the Miami Council for International Visitors

Chairperson Carolina Rendeiro called the meeting to order at 9:05 a.m. A quorum was present. Guests, Chase Hamann and Volker Anding, were also present.

APPROVAL OF MINUTES:

Motion was made by Ms. Cuzan to approve the minutes of the meeting on January 15, 2013. Mr. DeNunzio seconded the motion. The motion passed unanimously.

CARTAGENA:

Ms. Cuzan says she has been in touch with her contacts from Cartagena, and they are interested in organizing an event similar to the La Antigua event that was held at the museum. She understands that the museum is booked with exhibits until mid-2013, but she wants to work with the museum to schedule an event of the same magnitude. She hopes to involve Colombian businesses, the Colombian Consulate, the City and the Chamber. Furthermore, Ms. Cuzan will be visiting Cartagena at the end of the month and will be bringing a welcome letter from Mayor Cason and anything else he wishes to send along.

PISA ITALY:

Mr. DeNunzio says at this point he has no new information to report on Italy.

GRANADA:

Ms. Rendeiro has had some communication with Granada, Spain but not in regard to the Sister City Program. But now that she has built a more amenable relationship with the Mayor of Granada she hopes to bring him to Coral Gables for an inauguration of the big pomegranate. Ms. Rendeiro says the National Sister City Organization dues need to be paid. It is possible the Board has not received their final paperwork for Brazil and Quebec because the dues are late. She also says the Consulate Corps and the trade commissioner are ready to put on a Quebec event. They will pay for everything so it will not pose a great expense on the IACC. There may also be some enthusiasm for a Curitiba event due to the many Brazilian companies in the City and the upcoming world cup games.

ADDITIONAL BUSINESS:

Guest, Chase Hamann reiterates the previously discussed goal of improving upon the online presence of Coral Gables' Sister City Program. Since last meeting he has researched seven very active Sister City programs, including Chicago and Tempe. He has called them and visited their sites in an effort to see how they are operating their very successful programs. Through his research he's discovered that there is a growing trend of going online to serve marketing and informational needs rather than using print materials. The online movement is also more cost effective. All seven Sister City programs had very attractive landing pages that contained navigable links. They also had in-depth descriptions of events and Sister Cities, calendars, photo galleries, press releases, contacts and a way to accept donations. He passes out screen shots of the Coral Gables Sister City web page and the landing pages of other programs. He also hands out a proposed layout for the future.

The board is pleased with Chase's ideas and agrees that people are much more visual today and a website would be a useful interface for those interested in learning more about, or contributing to, the Sister City program. Mr. Anding suggests prominently displaying the name and some iconic landmark of Coral Gables at the top of the page. Ms. Cuzan suggests adding a link to the National Sister City webpage. Chase says there is basically no budget for print materials so a website created in house makes sense. Mr. DeNunzio asks whether information about the respective Sister Cities will update automatically. Chase says he did not include any changing information but instead included links to city websites which would logically be kept up to date. Mr. Posnak suggests that board members create short statements about Coral Gables' relationship with each sister city. Chase says when he creates the informational PDF's he will make sure to include text from some the old brochures.

Mr. Anding asks what will be included in the calendar, would it only be City of Coral Gables events or the events of closely related organizations as well, like the Miami Bach Society. Ms. Rendeiro says she would include all international events within the City, for example if a foreign delegation is visiting Coral Gables it should be included. Mr. Posnak says it's good to be inclusive but it's also important to keep things simple, clear, and efficient. He suggests the calendar contain Sister City and related international events.

Ms. Rendeiro says Chase will be the conduit for the calendar but it will be up to each board member to keep the calendar updated with events for their respective cities and anything else that would be appropriate to include. There will be a designated date for everyone to submit their events to Chase. Mr.

Duckenfield asks whether there is a way to integrate social media sites like Facebook and twitter. Chase says that would require City approval which he doesn't have at this point.

Mr. Anding wants to put a focus on the international aspect of the site (rather than sister city) because that is mostly likely what people will search for online.

The events calendar and the deadline for submissions will be discussed further at the next meeting. Chase will seek approval from the chain of command for the calendar and other parts of the website.

NEW BUSINESS

Lastly, Mr. Anding says the flags on Ponce will again be decorated this year due to a successful funding drive. He encourages board members to mention this tradition to foreign companies and personal friends in an effort to keep the financing alive and strong.

The next meeting is scheduled for February 19, 2012.

There being no further discussion, the meeting adjourned at 9:45 a.m.

Respectfully submitted,

Evelyn Paz

Secretary, International Affairs Coordinating Council