

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, August 20, 2015, 8:30 a.m.**  
**Office of Communications**  
**Coral Gables City Hall, Coral Gables, Florida 33134**

MEMBERS	A	S	O	N	D	J	F	M	A	M	J	A	COMMISSIONERS
	'14	'14	'14	'14	'14	'15	'15	'15	'15	'15	'15	'15	
<b>Herb Levin</b> Chair	*	P	P	P	*	*	P	P	*	*	P	R	Mayor Jim Cason
Luba De Witt <b>Derrek Space</b>	*	P	E	E	*	*	P	P	*	*	P	A	Commissioner Pat Keon
<b>Les Pantin III</b>	*	P	P	P	*	*	P	P	*	*	P	P	Commissioner Vince Lago
<b>TJ Villamil</b>												P	Commissioner Frank C. Quesada
<b>Connie Crowther</b>	*	P	P	P	*	*	P	P	*	*	P	P	Vice Mayor William H. Kerdyk, Jr.

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

**STAFF AND GUESTS:**

Michelle Cash, Marketing & Brand Manager, Office of Communications  
Michael Rocha, Video Production Manager, CGTV

Ms. Connie Crowther brought the meeting to order at 8:34 a.m.

**Motion:**

**Mr. Villamil made a motion to approve the minutes of the July 2015 meeting. Mr. Pantin seconded the motion, which passed unanimously.**

Ms. Crowther announced the resignation of Chair Herb Levin. She commended Mr. Levin for being an excellent professional and very committed to the City's communications efforts. For the record, she praised his performance as Chair of the Communications Committee.

**Branding and Marketing Report**

The branding roll out is in progress. Ms. Cash brought some samples of the branding execution for members to review. Samples of letterhead, business cards, PowerPoint presentation, e-News and website templates were distributed. All of these materials demonstrate a cohesive look and feel, highlighting the beautiful lush nature of Coral Gables.

Ms. Cash also showed the branding set of guidelines for members to peruse.

Ms. Cash also reported on the new citywide magazine which will launch in September. The cover photo includes the winners of a photo contest for the 90<sup>th</sup> City anniversary: four children holding their respective artwork in front of the Alhambra Tower. She distributed a draft copy of the magazine layout for members' perusal.

Ms. Crowther inquired if the magazine would include information about the senior programs. Ms. Cash replied that yes, it will include information about "adult" activities, which is how the city is referring to 50+ residents.

### **Public Affairs Report**

Ms. Higgins Fallon showed the newly designed Coral Gables Facebook page. She explained that it is not ready to be launched, as IT is waiting to implement Archive Social for records retention and public records compliance. It is expected to be introduced in the next couple of weeks. She requested their input for ideas regarding popular postings.

Ms. Crowther said that the role of the Committee would be to help share the Coral Gables Facebook with all their contacts. She asked each member to make a commitment and share "likes" with everybody. Mr. Villamil and Pantin agreed.

Mr. Villamil suggested to not do a massive launch for Facebook, since it's not new. Instead, he suggested promoting the fact that Coral Gables Television is now online and on social media. All present agreed that this was a great idea. He also suggested populating Facebook with videos as it is the most engaging content.

Mr. Pantin inquired about what other social media platforms the City is going to introduce. Ms. Higgins Fallon replied that for this fiscal year the plan is to introduce Facebook and Instagram. Due to limited resources, the team will implement Twitter as a second phase.

Ms. Crowther asked how the City of Hollywood handles social media. Ms. Cash replied that there is a dedicated staff that handles social media exclusively for them. The goal for our office is to focus on quality versus quantity.

Mr. Pantin inquired if other departments would have their own social media. Mr. Higgins Fallon replied that most likely Police and Fire under a public safety unit will have independent Facebook or Twitter accounts, but that this is still being discussed.

Mr. Villamil inquired if postings would be deleted from Facebook and what would be the focus of all social media efforts. Ms. Higgins Fallon said that negative comments on Facebook will not be deleted unless the language is foul or abusive, per the City's social media policy. There is also a disclaimer on the city's Facebook indicating that pages will be monitored. The focus of social media efforts in Coral Gables is to promote transparency as well as to engage, inform and educate the community. When dealing with crisis management, Mr. Villamil suggested being positive at all times to counteract negative feedback.

Mr. Pantin inquired about a possible hag tash name for Coral Gables. Ms. Cash replied that she has viewed a popular #coralgables. Members thought that it might be too generic. Ms. Higgins Fallon asked members to bring their hag tash ideas for the next meeting to discuss further.

Ms. Higgins Fallon presented the new redesign of e-News, following the brand template. She also distributed reports on the open and click through rate, which varies from 25% to 30%. Ms. Crowther pointed out that the e-News readability will increase once the information is shared through social media channels. Members agreed.

Ms. Higgins Fallon also distributed copies of a media clippings report that is compiled weekly by Ms. Cash as a way to present a recap of what stories are positive, negative or neutral. Ms. Cash explained that the media usually covers more extensively police/crime stories, eclipsing the positive stories, but it is a reality of traditional media. Mr. Villamil said that because the media is so fragmented, we can control our own message, especially with the City's own publications and Coral Gables Television. The key is to be consistent in all the City's messaging.

### **Report on Coral Gables Television**

Mr. Rocha talked about the exciting news that Coral Gables Television will be redoing its studio. They are now working on the procurement process and they have secured funding. The project is expected to be completed before the end of the year.

He also showed a video clip about the new City App, a production of Coral Gables Television. Members liked the production and suggested posting this video on the City's Facebook.

### **Events and Projects**

Ms. Cash provided an update on the Miracle Mile transformation. She spoke about the design firm and the design concepts that will enhance the pedestrian experience of Miracle Mile. There is a design workshop scheduled for August 27. Ms. Crowther agreed that this change is badly needed, as sidewalks around downtown are a safety hazard.

Ms. Crowther inquired about the Paseo de la Riviera project. Ms. Higgins Fallon explained that this is a mixed-use project that will be built on US1 on the existing Holiday Inn location. It is getting a lot of attention from the public and the media. The Office of Communications will alert the public about upcoming meetings and further discussions on the topic.

Ms. Cash reported on a new collaborative project between Public Relations professor Jack Miller from the University of Miami and the City. They have asked to partner for a capstone program. The City's sustainability team has come up with the idea of asking students to do a public relations campaign to promote the recycling efforts in Coral Gables. They will make a presentation to the class in the near future and present the challenge to raise awareness on recycling in Coral Gables. Members thought this was a great idea.

Ms. Higgins Fallon distributed copies of the latest issue of e-News for their information.

There being no further business, the meeting was adjourned at 9:31 a.m.