

**CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of June 19, 2008**

| Members | J | J | A | S | O | N | D | J | F | M | A | M | J | |
|-------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----------------------------------|
| Leslie Pantin Jr. | E | P | P | P | P | E | P | E | P | P | P | P | P | Mayor Donald D. Slesnick II |
| Richard Chimelis | P | P | E | E | P | A | E | P | P | E | P | P | A | Commissioner Maria Anderson |
| Katherine deBlij | P | P | P | P | P | P | P | P | P | P | E | P | P | Comm. Ralph Cabrera Jr. |
| Vivian More | A | E | P | E | E | P | E | P | P | P | E | P | P | Comm. Wayne "Chip" Withers |
| David Stiefel | P | A | P | P | A | P | P | P | P | P | P | P | P | Vice Mayor William H. Kerdyk Jr. |

Staff in attendance:

Maria Rosa Higgins Fallon, Public Affairs
Belkys Perez, Public Affairs

The meeting came to order at 9:30 a.m.

Approval of minutes

The minutes from the May meeting were circulated for approval.

Motion: Katherine deBlij motioned to approve the May meeting minutes. David Stiefel seconded the motion and it passed unanimously.

Trolley Advertising RFP

Higgins Fallon reported that the Trolley Advertising RFP attempt #2 was cancelled due to a miscommunication between Procurement Department and potential vendors.

David Stiefel was informed that the RFP was originally suspended, but was never informed of its continuation. Higgins Fallon also informed that Michael Rocha, who was on the Selection Committee, was never notified of its cancellation. Regardless, the City will probably go for attempt #3 for this Request For Proposal since there were at least five companies that attended the pre-bid conference showing interest. Stiefel said he is willing to continue to serve on the Selection Committee. He will be out of town during July but will be back in August. He requested that the information regarding the RFP be faxed to him.

Higgins Fallon advised that Information Technology was not present at the meeting because they had nothing new to report this month.

Coral Gables Television

Higgins Fallon was going to show three new television projects that staff has been working on this past month. Leslie Pantin reported that because he has Direct TV and not Comcast, he went to the City's website to see the existing programming of CGTV and saw a show with Paul George about the Biltmore Hotel. Higgins Fallon also said that CGTV videos on demand are placed on the City's web site.

The first video mentioned is an update on the show "Weathering The Storm" which is a resident's guide on preparing for hurricane season. This year, an interview with local meteorologist John

Gerard was added to the show. Also a 20 minute Spanish show “Temporada Ciclonica” was done with local meteorologist John Morales. In addition, a new “Commission Meeting Wrap Up,” conducted by staff Liane Morejon, presents a synopsis of commission meetings right from City Hall which is aired at the end of all meetings.

Board updates

Higgins Fallon distributed the latest copies of e-News for Committee member information, which includes the new design format still including the information in English and Spanish in a more appealing way.

Summer meetings

Higgins Fallon reported that this year the City will not print an annual report due to budget cuts. Pantin suggested trying to still do an electronic version of the annual report.

Because of no additional projects in the summer, members agreed to not meet in July and leave the August meeting at the discretion of staff if there are any additional issues to discuss. Members required plenty of notice if the August meeting will be held.

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