

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, May 19, 2016, 8:30 a.m.**  
**Youth Center Auditorium**  
**405 University Drive**  
**Coral Gables, FL**

MEMBERS	M	J	A	S	O	N	D	J	F	M	A	M	COMMISSIONERS
	'15	'15	'15	'15	'15	'15	'15	'16	'16	'16	'16	'16	
Herb Levin <b>Margarita Delgado</b>	*	P	R										Mayor Jim Cason
Luba De Witt <b>Derrek Space</b>	*	P	A	P	P	P	P	P	E	P+	P	E	Commissioner Pat Keon
<b>Les Pantin III</b>	*	P	P	A	E	A	P	P	P	A+	P	P	Commissioner Vince Lago
<b>Connie Crowther</b>			P	P	E	P	P	E	E	E+	P	P	Vice Mayor Frank C. Quesada
<b>TJ Villamil</b>			P	E	P	A	P	P	P	A+	E	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, Multimedia Production Manager  
Raimundo Rodulfo, Interim Chief Information Officer  
Eric Machado, IT Analyst

Chairperson Margarita Delgado brought the meeting to order at 8:39 a.m.

**Motion:**

**Ms. Connie Crowther made a motion to approve the minutes of the April 2016 meeting. Mr. Les Pantin seconded the motion, which passed unanimously.**

**Absences and Financial Disclosures**

Ms. Higgins Fallon reminded members about the attendance policy for the Communications Committee. Members with more than three unexcused absences on a calendar year may be removed by their appointing Commission member. Members with three consecutive absences will be automatically removed.

Mr. Les Pantin III announced that this was his last Communications Committee meeting. He is leaving his current position with PortMiami to establish a new venture as a lobbyist. He has informed Commissioner Lago, who appointed him. Although he will be missed, Communications Committee members wished him the best in his new endeavor.

Ms. Higgins Fallon distributed Financial Disclosure forms that need to be filled out and returned to the City Clerk's Office by July 1, 2016. Members can also fill these forms now and return to her at the end of the meeting so she can hand-delivered them to City Clerk's Office. If forms are not returned by the deadline, members will be contacted for non-compliance.

### **Digital signage**

Mr. Raimundo Rodulfo, Interim Chief Information Officer, was introduced, along with Information Technology Analyst Eric Machado.

Mr. Rodulfo gave a brief presentation about the digital signage program that the IT department has been coordinating recently with other departments. The program's system has been purchased in order for the City to install digital signage monitors that are interactive. The public can obtain information related to the City through these large monitors. Mr. Rodulfo described the recent digital signage presented at e-Merge Americas, and the various touch-screen interactive links it contained. The City will install similar touch-screen videos in various locations, such as the new Adult Activity Center facility as well as on Miracle Mile and Giralda Avenue. The technology will be compatible to the City's new branding image.

Members thanked him and Eric for their presentation and participation.

### **Report on Public Affairs**

Ms. Higgins Fallon provided an update on the Miracle Mile Streetscape Project. A new website has been established by the construction manager to provide progress update: [GablesStreetscape.com](http://GablesStreetscape.com). She spoke about the WASD phase on Giralda Avenue which was moved from June to May to incorporate the water main improvements on this block.

Chairperson Margarita Delgado reported that she has received anxious complaints about the lack of information about the construction on this early phase and requested that Victor Menocal be present at the next meeting to provide an update. Ms. Higgins Fallon will request it.

Ms. Higgins Fallon reported that the Autism video shown at the last meeting was very well received. In a short time, the video reached 15k views on Facebook and more than 1,000 on YouTube. Members were very impressed with the video.

Ms. Higgins Fallon also distributed copies of the most recent *Miami Herald* ads produced. The latest ad advertises that businesses on Giralda Avenue are open, pointing the locations of valet parking. She also reported that she is requesting two full-time positions for the upcoming fiscal

year, one as a reporter/editor and another position for a social media coordinator. Mr. TJ Villamil suggested a hybrid combination of these positions if only one full-time position is granted.

Ms. Higgins Fallon also informed them about revamping the technology and branding look of the city's internet as well as intranet. The Information Technology Department has done an excellent survey and comparison of existing content management vendors. They are scheduled to meet with the City Manager's Office to receive the green light on this project. She will bring back the project to the Communications Committee for further discussion and input.

Lastly, Ms. Higgins Fallon talked about the consolidation of the City's Facebook presence. Other departments have created additional venue-based Facebook pages, and now all of them are consolidated under a Parks Facebook Page, a Venetian Pool Facebook Page and the overall City of Coral Gables Facebook Page. They will be managed by one administrator who will control content and branding image of city's postings.

### **Report on CGTV**

Mr. Michael Rocha showed the CGTV production regarding the 90<sup>th</sup> Anniversary celebration at the bottom of the Venetian Pool. Ms. Connie Crowther attended the event and thought it was wonderful. Other members agreed that they are all lucky to live in such a great city. Members liked the video showcased.

### **Current events and projects**

Ms. Higgins Fallon informed members of the upcoming events: a Memorial Day Ceremony taking place on Monday, May 30, 9 a.m. at the War Memorial Youth Center; Summer Camps at the Youth Center will begin on June 13; the opening of the new location of the Adult Activity Center is scheduled for July. Ms. Higgins Fallon also reported that the sculptures on Segovia Traffic Circles will now be installed by mid-June.

### **City e-News Update**

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

Chairperson Delgado had a pocket item to discuss. She was almost run over by a bicyclist riding on a sidewalk outside of Pascal's on Ponce. She requested information about the proper City board that deals with transportation issues so that she can bring this matter to their attention. She is scared for pedestrians who may be injured by bikers using the sidewalks. Chairperson Delgado would like to get information about what is allowed under City ordinances; biking on sidewalks versus streets, especially on Miracle Mile. There are many food deliveries being done on bicycles rushing through sidewalks. She would like to communicate this issue to residents and business owners as it is a safety hazard to pedestrians. Ms. Higgins Fallon will research the proper board and will either invite them to an upcoming Communications Committee meeting or forward the information to them. She will also inform the Police Chief of this issue for traffic enforcement purposes.

Mr. Pantin had good news to communicate related to Coral Gables Police. As he was coming to this meeting, there was some police activity around his home. CGPD was looking for a

suspicious person looking through windows in his block and behind his house. The person has been apprehended. He thought it was good work done by our Police Department.

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