

City of Coral Gables Communications Committee Annual Report – October 2018

Members: Sandra Gonzalez-Levy, Chair
Derrek Space
Alexandra Pantin
Connie Crowther
TJ Villamil

Secretary: Maria Rosa Higgins Fallon

1) Is the Board serving the purpose for which it was created?

Created by Resolution No. 30143 and Renamed under Resolution No. 30324, the Communications Committee has the purpose to advise the Commission and City Administration on issues of public relations and electronic government. The Communications Committee has assumed the duties of the Cable Advisory Board which was eliminated in 2005.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee is fully serving the purpose for which it was created.

2) Board's Major Accomplishments

The Communications Committee is proud to have accomplished the following during the past year:

Public Outreach: In the past 12 months, the City of Coral Gables continues to communicate key messages to the public regarding city services, initiatives, accomplishments and events. In order to accomplish this, the Communications Committee advises the Office of Communications on how to best utilize its various communication vehicles to include e-News, social media (Facebook, YouTube and Twitter), Coral Gables Television and the city's website, www.coralgables.com. Included among the public outreach campaigns in the past year were: Hurricane Irma response and recovery communications, and the new Public Outreach portal which included the participation of members of the Communications Committee in the RFP selection process.

Coral Gables Television: During this past fiscal year, Coral Gables Television equipment was upgraded to high definition, providing for better transmission capabilities both on Channel 77 and online at www.coralgables.com.

Xchange: The bimonthly employee newsletter continued to be distributed on-line to inform Coral Gables employees of major accomplishments and city information.

Coral Gables Web Site: The Communications Committee was instrumental in providing essential feedback for the launch of the new city's website platform. In collaboration with the Historical Resources and Economic Development Boards, a new complete design of the City's website was launched in September.

3) Amending the Ordinance that created the Committee to better enable the Committee to serve the purpose for which it was created.

It is the opinion of all Committee Members that the Ordinance that created the Communications Committee does not need to be amended. By the majority vote of the Communications Committee, the monthly meeting date has been changed to the second Wednesday of the month, 8:30 a.m. at the Youth Center.

4) Should the Committee's membership requirements be modified?

The Communications Committee consists of five members, with the Mayor appointing the Chairman of the Committee and the Commissioners each appointing one member.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee membership requirement does not need to be modified.

5) What is the cost, both direct and indirect, of maintaining the Board?

Currently, there is no cost to maintain this Board.

6) Reports on authorized fundraising, bank accounts, and grant applications and approvals.

Not applicable.