

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, November 17, 2016, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

MEMBERS	N	D	J	F	M	A	M	J	J	A	S	O	N	COMMISSIONERS
	'15	'15	'16	'16	'16	'16	'16	'16	'16	'16	'16	'16	'16	
Margarita Delgado	E	P	P	P	P+	P	P	P	P	*	P	E	P	Mayor Jim Cason
Derrek Space	P	P	P	E	P+	P	E	P	P	*	P	P	P	Commissioner Pat Keon
Les Pantin III Alexandra Pantin	A	P	P	P	A+	P	P	P	P	*	P	P	P	Commissioner Vince Lago
Connie Crowther	P	P	E	E	E+	P	P	E	P	*	P	P	P	Vice Mayor Frank C. Quesada
TJ Villamil	A	P	P	P	A+	E	P	E	P	*	P	E	E	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
John Osgood, Assistant Public Works Director
Michael Rocha, CGTV Production Manager

Chairperson Margarita Delgado brought the meeting to order at 8:35 a.m.

Motion:

Mr. Derrek Space made a motion to approve the minutes of the October 2016 meeting. Mrs. Connie Crowther seconded the motion, which passed unanimously.

Ms. Maria Higgins Fallon reported that four of the five City Charter Amendments were approved at last week's election.

Chairperson Delgado, in full disclosure, shared that she was a member of the PAC that was set to promote the passage of the five amendments.

Discussion was held regarding the Trial Board Charter amendment, which was not passed by the majority of the voters.

Presentation by Public Works

Mrs. Higgins Fallon introduced John Osgood, Assistant Public Works Director. His area of responsibility is sanitation, recycling, tree succession and landscape maintenance. He is a new team member of the City of Coral Gables and comes from Tempe, Arizona.

One of his first main projects is to improve the aesthetic of City swales. The City Commission has approved the removal of the buttons on the swales.

Mrs. Crowther agreed that the many swales buttons are not aesthetically pleasing and she does not like them.

Mr. Osgood said that the other important issue he is responsible for is the collection of trash that is left on the swales. He has encountered two completely different points of view from residents. Some residents love that they can leave trash on the swales for pick up. The other opposing view is that Coral Gables should not have big piles of trash everywhere on the swales.

Mr. Osgood said that he had organized two community meetings to begin the conversation with the community on how to improve aesthetics and avoid the big trash piles left on the swales. The first issue he has encountered is that it is difficult to communicate that residents can leave up to one cubic yard of waste on the swales. Most people don't know the definition of one cubic yard.

Mrs. Crowther shared her experience regarding shared trash piles in her neighborhood. There are three trash piles for eight houses. They are not in front of any home, but in between properties. It works for them. The gardeners come on Wednesday and the trash is picked up on Thursdays.

Chairperson Delgado shared that she pays an extra \$20 dollars for her gardener to dispose of the trash elsewhere. She does not want to annoy her neighbors.

Mr. Osgood mentioned that in the presentation made at the community meetings, the city offered various options of trash pickup for residents to consider. Since his presentation was made, there has been a lot of misinformation about what the City is really proposing and has received some criticism. He would like to get some feedback from this board about how to approach communicating this matter.

Mrs. Crowther mentioned that the University of Miami had a similar issue with dealing with upset neighbors. She advised that the City should get together with neighborhood groups, perhaps the Chamber and start building communications with those individuals.

Discussion was held about the neighborhood associations and the communications they have sent to residents with misinformation.

Chairperson Delgado agreed that one opposing group should not stop the dialogue regarding this issue.

Mrs. Crowther mentioned the role of Sarah Artecona from the University of Miami. She is the face of the University in the community and she is a bridge builder. She suggested to Mr. Osgood to replicate this effort and meet with the group to build trust and exchange honest communications and cooperation. She thinks it is important that they understand that these are issues they can work out together. Currently, there is a lot of resentment between this neighborhood group and the City.

Mrs. Crowther also suggested inviting Chairperson Delgado as a communications representative that could attend these neighborhood meetings with Mr. Osgood. She could be of great help. Chairperson Delgado said she would be happy to attend and help.

With no further issues to discuss, Mr. Osgood left the meeting. Members thanked him for his attendance.

Report on Public Affairs

Mrs. Higgins Fallon reported about the promotional efforts to obtain applicants for police officers positions. Her office is assisting on doing flyers, posters, and ads. She welcomes any other suggestions from members.

Mrs. Crowther suggested attending college job fairs. Mrs. Higgins Fallon said that staff from Human Resources is already attending these fairs.

Ms. Pantin suggested advertising on Spotify and Pandora. She has used them in her job and they are very economical. She also suggested doing a mannequin challenge video. Mrs. Higgins Fallon said that was a great idea and they are doing one tomorrow with police members.

She thanked members for their suggestions.

Current Events and Project

Mrs. Higgins Fallon discussed the upcoming events that the city is doing to bring shoppers to Downtown Coral Gables:

Jazz in the Gables, which is a free concert every Tuesday night through March of 2017 at The Plaza on 150 Miracle Mile. Small Business Saturday will take place next week. For this event, the City will offer free parking in all municipal garages and trolley rides from Ponce to Shops at Merrick Park. Movies on the Mile are held every third Thursday of the month at 7 p.m. at the

same location. Finally, on Friday, December 2, the city will host its annual Holiday Spectacular with the official tree lighting ceremony at 7 p.m.

Coral Gables Television

Mr. Michael Rocha informed members that CGTV will cover the Junior Orange Bowl Parade live on Sunday, November 27.

He showcased two public service announcements produced by his staff: lock your cars and Joy to the World, be safe and be alert during the holiday shopping season. Members liked both productions.

e-News Update

Mrs. Higgins Fallon distributed the latest issue of e-News.

Communications Committee members decided not to hold a December meeting since members will be out of town for the holidays.

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