

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, March 15, 2018, 8:30 a.m.**  
**Youth Center Auditorium**  
**405 University Drive**  
**Coral Gables, FL**

| MEMBERS              | M   | A   | M   | J   | J   | A   | S   | O   | N   | D   | J   | F   | M   | COMMISSIONERS             |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------------------------|
|                      | '17 | '17 | '17 | '17 | '17 | '17 | '17 | '17 | '17 | '17 | '18 | '18 | '18 |                           |
| Sandra Gonzalez-Levy |     |     |     |     |     |     |     |     |     |     |     |     | P   | Mayor Raul Valdes-Fauli   |
| Tina Sayago          |     |     |     |     |     |     |     | P   | R   | *   | *   | R   |     |                           |
| Margarita Delgado    | +   | P   | R   |     |     |     |     |     |     |     |     |     |     |                           |
| Derrek Space         | +   | P   | P   | *   | *   | *   | *   | P   | P   | *   | *   | P   | P   | Vice Mayor Pat Keon       |
| Alexandra Pantin     | +   | E   | P   | *   | *   | *   | *   | E   | P   | *   | *   | P   | P   | Commissioner Vince Lago   |
| Connie Crowther      | +   | P   | P   | *   | *   | *   | *   | P   | P   | *   | *   | P   | P   | Vice Mayor Frank Quesada  |
| TJ Villamil          | +   | P   | A   | *   | *   | *   | *   | E   | E   | *   | *   | P   | E   | Commissioner Michael Mena |

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

**STAFF AND GUESTS:**

Michael Rocha, CGTV Multimedia Production Manager  
Rayza Collazo, IT Department

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**Motion:**

**Mr. Derrek Space made a motion to approve the minutes of the February 2018 meeting. Ms. Alexandra Pantin seconded the motion, which passed unanimously.**

Ms. Higgins Fallon introduced new Chairperson Sandra Gonzalez-Levy, appointed by Mayor Valdes-Fauli. Self-introductions of Committee members and staff followed.

Chairperson Gonzalez-Levy spoke about her previous work experience. She is currently in charge of external relations at Florida International University, the second largest university in Florida enrolling 56,000 students. She looks forward to working with this Committee. Former Chairperson Margarita Delgado is a close friend of hers and recommended her for this appointment.

### **Report on Public Affairs**

Ms. Higgins Fallon updated members about a presentation made yesterday to the city's Blue Ribbon Committee, a seven-member committee formed to analyze the city's response after Hurricane Irma. This committee has met previously to review the debris collection process. Ms. Higgins Fallon was called upon to make a presentation regarding emergency communications. She distributed a copy of the package presented regarding city communications issued from September 6 through the end of November.

Ms. Higgins Fallon wanted to open the floor for discussion about any other recommendations for future emergency communications, especially those targeted to the elderly population who may not be connected to the internet or smart phones. She reported that the city is working on a radio plan to be added as a traditional vehicle of communications to reach out the most vulnerable population. She has been in discussions with the University of Miami to partner with WVUM radio and negotiations are pending. She is also working on a possible media buy with 101.5 LIFE FM as the city's official radio partner during emergencies. She intends to have a radio plan before the beginning of this year's hurricane season.

Chairperson Gonzalez-Levy suggested doing the proper due diligence regarding WVUM's building reinforcement infrastructure in the event of a hurricane landfall. Ms. Higgins Fallon said that Assistant City Manager for Operations has requested the same information. Ms. Crowther suggested continuing negotiations with UM to achieve a win-win situation for both parties.

Chairperson Gonzalez-Levy also suggested compiling data about where the elderly live in Coral Gables. Ms. Higgins Fallon said that the City has some information based on records from the Adult Activity Center, the voting roll and a registry for wellness check from the Fire Department.

Ms. Alexandra Pantin suggested mailing a survey to identify seniors and their preferences in receiving information from the City to target them in advance of hurricane season. Ms. Higgins Fallon will follow up on these suggestions.

Chairperson Gonzalez-Levy also suggested preparation of a communications timeline at least three months in advance of hurricane season that will determine the dissemination of emergency preparedness and response information.

Ms. Higgins Fallon also reported that, in addition to the emergency Hotline call number, the city is looking to add a dedicated phone line with pre-recorded emergency information so residents can call using a land line to access important emergency information. The IT Department is in the process of identifying this phone number.

Ms. Crowther said that last year's Hurricane Irma communications plan was remarkable and should be entered for an award. Ms. Higgins Fallon will follow up on her suggestion.

Ms. Higgins Fallon distributed a four-page market research analysis conducted by Procurement regarding public engagement platforms. This research compares similar platforms including GovPilot, PublicInput, Useful Feedback and City Grader, which is based in Coral Gables. She explained that at a previous City Commission meeting, the Commission approved by resolution the introduction of City Grader as a new platform for public engagement, which at that time was being offered to the City at no cost. However, since then, City Grader has proposed a payment of \$12,000 for the usage of this platform. Upon this change, it was decided to obtain additional recommendations and comparisons of similar systems to ensure the procurement code is being followed. As a result, the City is requesting the input of the Communications Committee on this project. Ms. Higgins Fallon said members can opt to proceed and review each of the platform services, obtain additional presentations each for further information, or recommend that this project moves through a formal procurement process because of the cost involved.

Ms. Rayza Collazo from the IT Department went over the differences and similarities of the four platforms from the technology perspective.

Chairperson Sandy Gonzalez-Levy said the City Grader presentation to the Commission was not the final form and thought it needed to go to Procurement. She said the city needs to incorporate all its needs for public engagement and further negotiate with vendors. Ms. Crowther said City Grader should consider offering this platform to the city for a very deep discount or for free on the first year, and then consider an incremental increase for the following year. She also agreed that it needed to go through the procurement process. Ms. Alexandra Pantin said City Grader was a nicer service because it was local.

**Motion:**

**Chairperson Sandy Gonzalez-Levy made a motion to recommend that the selection of a Public Engagement Platform goes through the city's procurement process for price negotiation and selection. Ms. Alexandra Pantin seconded the motion, which passed unanimously.**

Ms. Collazo presented a brief update on the status of the new website conversion. Departments are still in the process of updating their web content. Staff training will follow before web conversion is finalized. Ms. Crowther thought it was a more accessible web design.

Ms. Higgins Fallon distributed copies of the new “Doo the right thing” campaign regarding disposal of pet waste. Discussion was held about trash receptacles in neighborhoods and the process of installing a new pet waste. Chairperson Gonzalez-Levy said most residents will not want pet waste stations in front of their homes. Ms. Crowther wanted to know the genesis of this project. Ms. Higgins Fallon replied that neighbors are dumping bags with pet waste in trash pits in front of other people’s home and there have been many complaints.

### **Current Events and Programs**

Ms. Higgins Fallon discussed the upcoming celebration for the Miracle Mile Streetscape completion, scheduled for April 14 at 5:30 p.m. She also highlighted a new campaign to promote the city’s Neighborhood Team Leaders or NTLs, which have been profiled in e-News, Herald ad, CGTV and social media. Postcards are being distributed throughout community meetings.

She also announced Venice in the Gables, a new community art project using 8 ft. tall replicas of mooring posts, which will be painted and exhibited throughout Downtown. A copy of the press release was distributed. Ms. Crowther wanted this project to be available not only to accomplished artists, but also to art students. Ms. Higgins Fallon distributed the latest copy of e-News for information.

### **CGTV**

Mr. Michael Rocha spoke about the capital project improvements for CGTV at Commission Chambers, a project he is working with Procurement Department. The work is scheduled to be completed during the summer, when Commission meetings are in recess.

He showed the Employee of the Year video and announced he was selected Employee of the Year. Members congratulated him on this great accomplishment.

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