

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, May 18, 2017, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

MEMBERS	M	J	J	A	S	O	N	D	J	F	M	A	M	COMMISSIONERS
	'16	'16	'16	'16	'16	'16	'16	'16	'17	'17	'17	'17	'17	
Margarita Delgado	P	P	P	*	P	E	P	*	P	E	+	P	R	Mayor Raul Valdes-Fauli
Derrek Space	E	P	P	*	P	P	P	*	P	P	+	P	P	Vice Mayor Pat Keon
Les Pantin III Alexandra Pantin	P	P	P	*	P	P	P	*	P	P	+	E	P	Commissioner Vince Lago
Connie Crowther	P	E	P	*	P	P	P	*	A	P	+	P	P	Vice Mayor Frank Quesada
TJ Villamil	P	E	P	*	P	E	E	*	P	P	+	P	A	Commissioner Michael Mena

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, CGTV Production Manager
Eric Machado, Information Technology

Acting Chairperson Derrek Space brought the meeting to order at 8:34 a.m.

Motion:

Ms. Connie Crowther made a motion to approve the minutes of the April 2017 meeting. Ms. Alexandra Pantin seconded the motion, which passed unanimously.

Ms. Higgins Fallon announced that Chairperson Margarita Delgado has resigned from her role in the Communications Committee. She submitted her resignation to the Mayor due to personal reasons as she's extremely busy taking care of her elderly mother, and also wanted to allow for a

new appointment by the newly elected Mayor. Ms. Higgins Fallon received a phone call from Ms. Delgado where she discussed her decision.

For the record, Ms. Crowther wanted to commend Ms. Delgado for her service, as she was an outstanding member of this Committee and everyone appreciated her role and input as chairperson. Members agreed that Chairperson Margarita Delgado will be missed.

Report from Public Affairs

Ms. Higgins Fallon informed members that tomorrow the City will be holding a celebration on Miracle Mile for the newly completed sections of the Streetscape project. Everyone is invited to attend on Friday, May 19 beginning at 5:30 p.m. Ms. Crowther is planning to attend.

Ms. Higgins Fallon also spoke about important laws recently passed in Coral Gables. Coral Gables is the first municipality in Florida to prohibit the use of plastic bags. Her office is working with other departments in implementing an educational campaign for the next 12 months, as this law will not be enforced among stores and restaurants until next year. She also explained that the new regulation is in effect immediately for entities that are receiving a special event permit from the City.

Ms. Crowther said that regardless of what options merchants use instead of plastic bags, it will be a more expensive option. She recollected that the city instituted a prohibition on Styrofoam not too long ago and she thought it went well and most merchants adapted.

Ms. Pantin inquired if she can still repurpose her plastic bags to carry out her lunch. Ms. Higgins Fallon said that she could.

Ms. Crowther suggested promoting the theme of the City taking a leadership role in initiatives such as global warming, Styrofoam and plastic bags. She thinks it will make a good publicity story.

Ms. Higgins Fallon continued reporting that residential streets have a new 25MPH speed limit. Her office is also involved in an educational campaign to inform commuters. She explained that the first task is to change the old 30 mph signs with the new 25 mph. Once this is done, enforcement will begin on those areas where there is newly installed signage.

Another recent law in our City is the vehicle registration requirement by landscapers, tree cutters and gardeners. They now have to register with City Hall in order to do business in the City. The goal of this new law is to inform these vendors of updated regulations on proper disposal of debris and other information regarding public safety.

Ms. Crowther warned about the implementation of this new law, as she thinks it is very sensitive. A majority of the maintenance companies are entrepreneurs and they may cringe at this new

requirement, choosing to not work in Coral Gables. Ms. Higgins Fallon agrees that this is a sensitive matter and she has provided feedback to various departments about it.

Ms. Higgins Fallon also informed members that she is now working on the next issue of the Living in the City Beautiful magazine, to be published in September. She welcomes any suggestions from members about story ideas. Ms. Crowther suggested doing a story on the history of the White Way lights, and explained her involvement about how she discovered these lights were being discarded by FPL. She has worked on this project over the years, and would like to receive an update. She also suggested inviting Ms. Dona Spain for the next Communications Committee to provide an update. Ms. Higgins Fallon will comply.

Current events and projects

Ms. Higgins Fallon provided an update regarding the Capital Improvement Project's request that is being presented for Fiscal Year 2018 to upgrade the equipment of Coral Gables Television. She thinks that this time the City will approve this funding, applicable for two years for FY18 and FY19. Ms. Higgins Fallon is also requesting a full-time social media coordinator for this upcoming fiscal year.

Coral Gables Television Update

Ms. Higgins Fallon was proud to inform members that Mr. Michael Rocha was selected as the City's April Employee of the Month. He recently received his 10 year service pin and was also awarded the Leadership Award for the first quarter of the year. This nomination was presented by his subordinates and supervisor. Members congratulated Mr. Rocha for his accomplishments.

Mr. Rocha displayed the public service announcement "We're Looking for a Few Good Jedis," which now has more than 100,000 views on Facebook. Members liked the production.

Information Technology Update

Mr. Eric Machado provided an update on efforts by Information Technology. He reported that they are making progress with the City's new website with one group looking at the design and accessibility and a second group analyzing what is currently being clicked or not on the current website. They are being assisted by a UM School of Communications graduate intern who is analyzing the data.

Mr. Machado also updated members on the new job portal transition design. The city currently is using Neogov, but the current page is not mobile friendly or ADA compliant. They are working on a new mobile friendly platform with the same information with a more updated look that will provide analytics regarding who many clicks versus how many job applications are received. Once branding is finalized and approved, this page will go live.

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

She also inquired if members would like to meet for the summer. Members agreed to not meet in June or August since most will be out of town for summer vacation. Ms. Higgins Fallon will solicit input to see if there is a quorum for the month of July.

With no further issues to discuss, the meeting was adjourned at 9:13 a.m.