



**City of Coral Gables  
CITY COMMISSION MEETING  
February 10, 2009**

**ITEM TITLE:**

Communications Committee Meeting Minutes of January 15, 2009

**SUMMARY OF MEETING:**

The minutes from the December meeting were circulated for approval and it passed unanimously.

David Stiefel welcomed new member Sam Joseph to the Communications Committee.

Margarita Cardenas from the IT Department handed out a report on web page statistics. In summary, people are visiting the City's webpage more each year.

Maria Rosa Higgins Fallon distributed and reviewed the 2009 Strategic Communications Plan as the guideline for the projects that the Communications Division will accomplish this year. Higgins Fallon requested input from the Committee about the strategic plan.

Samuel Joseph inquired if the equipment at CGTV is HD compatible. Belkys Perez explained that we currently have a DVCPRO 50 camera, however our editing equipment is DVCPRO 25 compatible. Joseph also asked if the City has a partnership program for TV sponsorship. Her office is proceeding carefully on this since it is a first attempt and will not proceed without the endorsement of the City's legal office.

deBlij also like to include as an additional goal the translations of the City Commission due to the large Hispanic population in the City.

Belkys Perez talked about the upcoming *Golden Gables* issue for February, March and April she is working on. There are currently 5,000 subscribers to the *Golden Gables*.

Higgins Fallon talked briefly on the main issues at City Hall. With no other business to discuss, the meeting was adjourned.

**ATTACHMENT(S):**

1. Draft Minutes of January 15, 2009
2. Strategic Communications Plan 2009