

**CITY OF CORAL GABLES  
COMMUNICATIONS COMMITTEE MEETING  
Minutes of October 16, 2008**

<b>Members</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	
Leslie Pantin Jr.	P	E	P	E	P	P	P	P	P	*	*	×	E	Mayor Donald D. Slesnick II
Richard Chimelis	P	A	E	P	P	E	P	P	A	*	*	×	A	Commissioner Maria Anderson
Katherine deBlij	P	P	P	P	P	P	E	P	P	*	*	×	P	Comm. Ralph Cabrera Jr.
Vivian More	E	P	E	P	P	P	E	P	P	*	*	×	P	Comm. Wayne “Chip” Withers
David Stiefel	A	P	P	P	P	P	P	P	P	*	*	×	P	Vice Mayor William H. Kerdyk Jr.

\* No meetings

x No quorum

**Staff in attendance:**

Maria Rosa Higgins Fallon, Public Affairs  
Belkys Perez, Public Affairs  
Michael Rocha, Coral Gables Television  
Ed Cox, Trolley Manager  
Raimundo Rodolfo, Information Technology

**Guests:**

Carlos Hidalgo, ArcoArt/Trolinet  
Steve Pena, ArcoArt/Trolinet  
Margarita Roche, ArcoArt/Trolinet  
Daniel Godoy, ArcoArt/Trolinet  
Marco Ruiz, ArcoArt/Trolinet  
Christian Hidalgo, ArcoArt/Trolinet

Bertram Goldsmith, Traffic Advisory Board member

The meeting came to order at 9:45 a.m.

Approval of minutes

The minutes from the June meeting were circulated for approval.

Motion: Katherine deBlij motioned to approve the June meeting minutes. David Stiefel seconded the motion and it passed unanimously.

Trolley Advertising Presentation

Maria Rosa Higgins Fallon thanked all the members present. She gave a brief history of the Trolley advertising program. The company ArcoArt/Trolinet was the successful bidder of this project. She introduced Mr. Carlos Hidalgo from ArcoArt/Trolinet who in turn introduced all the members of his team.

Mr. Daniel Godoy gave a presentation of the Onboard Trolley and Print Advertisement Project.

The company has 25 years of combined experience and does things in innovative ways. He explained the location of monitors inside the Trolleys. There will be welcome floor decals inside trolleys and trolley stops available for sponsorships. Godoy also presented a Coral Gables Trolley Guide that will be a supplement as added revenue for the City containing store coupons with bar codes. The idea is to increase sales for the merchants.

Mr. Marco Ruiz described the map design as logical and easy to read. Godoy continued showing samples of the prospective ads inside the Trolleys. He also said that their idea is to make the trolley experience not only a place to see advertising but to also enjoy messages from the community. They have created "I See You, You See Me," an open platform where people can create personal messages such as "I Love you Grandma." Those messages will be included in the Trolleys for 10 seconds on a frame. He also indicated that messages will include information about city events as well as public service announcements. The content will also include "Faces to Places," showcasing the faces of City staff to make the City more personable to the community. The presentation included samples of this concept.

Godoy continued with another concept they plan to introduce inside the Trolleys: the ETS, Emergency Transmission System. Broadcasting on the trolley system will be interrupted to announce what to do and where to go in case of emergencies. Godoy concluded the presentation and opened the floor for questions.

Mr. Bertram Goldsmith, from the Traffic Advisory Board, inquired about how this emergency information will be updated. Godoy replied that they will need to create information to be put in advance. In the future, they can go WiFi to update this information in seconds.

Goldsmith expressed his satisfaction with the presentation.

Mr. David Stiefel asked if the proposed signage was approved by Zoning. Ed Cox replied that language needs to be changed to the existing code and they are in the process of developing this.

Stiefel also inquired if the BID has been advised of these plans. Hidalgo replied that the BID has an idea of the project, but have not yet seen the presentation.

Goldsmith inquired about the types of ads that can be included among the advertisement. Higgins Fallon clarified that there are a set of advertisement guidelines which were part of the RFP and that are included in the contract, prohibiting political, religious, alcohol, and firearms ads, among other types of advertisement.

Ms. Vivian More inquired if Trolineet was going to take care of all sales. Hidalgo replied affirmatively. He then distributed a pamphlet with sales information.

Higgins Fallon asked Ed Cox to provide a status of the contract. Cox reported that it is expected to be signed in the upcoming days.

Mr. Raimundo Rodolfo from IT asked if the equipment is currently ready to include WiFi. Godoy replied that it will be in the future. Further discussion was held regarding wireless network and GPS system and the need to have technology systems overlapping each other.

Ms. Katherine deBlij asked if there were any guarantees about the proportion between ad time and non-paid announcements. Hidalgo explained that the idea is to have a 70/30 ratio with 30 percent devoted for non-paid announcements. They will maintain that ratio to keep the identity of the Trolley and its communications.

Goldsmith asked how much is this concept going to generate for the city. Hidalgo replied that the City of Coral Gables has received some projections. Cox continued saying that he envisions for the first two years the City will generate at least \$100,000. He also reported that the Trolleys are currently being rented as a private charter on the weekends, and that Saturdays for November and December are busy. Discussion was held regarding using the "I See You, You See Me" messages for sale to private renters.

Higgins Fallon asked about the distribution of the Trolley Magazine. Hidalgo replied that it will be placed in racks inside the trolley.

Members were impressed with the presentation. Vivian More thanked them for their presentation

#### Information Technology

Rodolfo presented the newest online components to the City's website. The permits and inspections module online is now live. In the next two years, more modules and more menus will be available. He described the online services currently available for the Building and Zoning Department as well as for the Parks and Recreation Department. More asked for more explanation about paying for tickets online. Rodolfo also explained the service to get fees estimates for permits online. He reported that the City is getting good feedback about these services online. Among the online services expected for the future are the payments of waste management fee online, as well as the collection of other fees online by the Finance Department. A new module is in the works for tracking employment applications online as well.

Rodolfo continued to present a new project called TerraFly, a collaboration between FIU and NASA. It is a graphic information system, currently being used by the City of Pinecrest. This service has a lot of layers of information such as roads, maps, demographics and is an excellent opportunity to place advertising for added revenues. It is currently a pilot program.

#### Annual Report

Higgins Fallon distributed the 2008 Annual Report that the Communications Committee needs to submit yearly to the City Commission

Motion: Katherine deBlij motioned to approve the Annual Report meeting minutes. David Stiefel seconded the motion and it passed unanimously.

deBlij informed that she needed to leave the meeting. She asked Higgins Fallon to please send a prepared agenda with estimated time of presentations.

No quorum was present after her departure.

Green Your Commute

Higgins Fallon briefly described a program her office is working on called “Green Your Commute,” scheduled for November 10-14, 2008. It encourages drivers to leave their cars at home at least one day of the week. A flyer was attached for more information.

Coral Gables Television

The 2008 Annual Budget video, which was shown at the Chamber of Commerce breakfast, was presented. Special gratitude was expressed to Vivian More for her participation in the video.

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