

**CITY OF CORAL GABLES**  
**COMMUNICATIONS COMMITTEE MEETING**  
**Minutes of June 17, 2010**

Members	J	J	A	S	O	N	D	J	F	M	A	M	J	
Leslie Pantin Jr. Matt Bokor	E	*	*	+	P	P	P	P	P	P	P	P	P	Mayor Donald D. Slesnick II
Sam Joseph	A	*	*	P	A	P	P	P	P	P	P	P	E	Commissioner Maria Anderson
Katherine deBlij Maria Garcia	+ P	*	*	P	P	E	P	P	E	E	P	P	A	Comm. Ralph Cabrera Jr.
Vivian Moré Chuck Martinez	P	*	*	E	A	+				P	P	E	P	Comm. Wayne "Chip" Withers
David Stiefel	P	*	*	P	P	P	P	E	P	P	P	P	P	Vice Mayor William H. Kerdyk Jr.

\* No meetings

x No quorum

+ Membership discontinued

**Staff in attendance:**

Maria Rosa Higgins Fallon, Office of Public Affairs

The meeting came to order at 9:30 a.m.

Approval of minutes

The minutes from the May meeting were circulated for approval.

Motion: David Stiefel motioned to approve the May meeting minutes. Chuck Martinez seconded the motion and it passed unanimously.

Financial disclosure

Higgins Fallon distributed the Financial Disclosure Forms that need to be filled out and returned to the City Clerk's Office. She will follow up with Maria Garcia and Sam Joseph to make sure they comply with this requirement.

Upcoming events

Higgins Fallon reported about summer activities. The main focus is to inform the public regarding hurricane preparedness. Her office has posted general hurricane preparation information on the city's website. Since June, Coral Gables Television has begun airing a special segment in English and Spanish regarding hurricane preparedness. Important information will also be included in upcoming e-News. She reported that the City of Coral Gables has its own EOC on the fourth floor of the Police building where representatives from police, fire, building and zoning and other departments gather when there is an emergency activation. Higgins Fallon is a member of the PIO team. Her task is to maintain the public informed about what the City is doing to prepare for an emergency, such as trash pickup information, City Hall closure, etc.

Chuck Martinez informed members that Miami-Dade County sends out text updates when there's an emergency and asked if the City piggybacks on that. Higgins Fallon replied that the City has its own Code Red, a service that any resident can sign up for free through the city's website. When there's an emergency, the Police Department sends a Code Red alert, which is a pre-recorded

phone message that goes out to all registered users. Higgins Fallon then sends e-News with pertinent information.

Coral Gables Television

Higgins Fallon showed two What's Happening Coral Gables segments regarding the Liberty Caffé opening and the Riviera Park Opening.

Higgins Fallon also distributed the latest copy of e-News. Regarding the summer meeting schedule, Higgins Fallon confirmed that the Committee will take a break in July and for the August meeting she will send an email to verify if there's a meeting scheduled.

David Stiefel asked for an update on the Trolley Advertising project. Higgins Fallon replied that this project is going through some legal issues with the City. Martinez asked for a briefing on this. Stiefel explained that the city went through a vendor selection process to find a company that will do video advertising on the Trolleys. He was a member of the selection committee. Higgins Fallon said that the selected vendor has not been paying the City the agreed amount of fees. The vendor had asked for an extension due to the fact that when they started the process the economy was different than today's situation. The vendor also had various challenges that delayed the process of installation of video screens, such as graffiti and other technical issues. Recently, the City Attorney asked the City Commission permission to take this vendor to court due to unpaid fees.

Martinez also inquired if there's a way for people to see the Trolley schedule. Higgins Fallon replied that this information is posted on the web. Martinez said that while in San Francisco he saw a cellular phone application that can be used to download the trolley stops. This application would be helpful, especially to include in hotels and restaurants.

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