

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of December 17, 2009

Members	D	J	F	M	A	M	J	J	A	S	O	N	D	
Leslie Pantin Jr. Matt Bokor	P	E	P	P	P	P	E	*	*	+	P	P	P	Mayor Donald D. Slesnick II
Richard Chimelis Sam Joseph	+	P	E	P	P	P	A	*	*	P	A	P	P	Commissioner Maria Anderson
Katherine deBlij Maria Garcia	P	P	E	P	P	P	+	P	*	*	P	P	E	Comm. Ralph Cabrera Jr.
Vivian Moré	E	E	P	E	P	P	P	*	*	E	A	+		Comm. Wayne "Chip" Withers
David Stiefel	P	P	P	P	E	P	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 December meeting were circulated for approval.

Motion: David Stiefel motioned to approve the December meeting minutes. Sam Joseph seconded the motion and it passed unanimously.

Enhanced tagline

Following up on a discussion held at the last meeting, Higgins Fallon presented a list of words that could be considered as possible taglines. At the last meeting, City Manager Salerno discussed adding a tagline to "The City Beautiful": Progressive ~ Historic ~ International. This tagline would only be used for economic development marketing purposes. The City Manager was not sold on the word "Progressive" and suggested the Committee explore other alternatives. The Committee also liked the words "Historic" and "International," but they were also undecided about the word "Progressive."

Maria Garcia liked the terms "Vibrant" and "Dynamic."

Sam Joseph liked "Trendsetting" and "Mediterranean." However, he did not think that they would be appropriate for what the City was looking for.

Garcia inquired about the usage of this tagline. Joseph said these words will add more weight to The City Beautiful term, but thought that the word "Progressive" was overused.

Garcia did not like the term "Progressive" as it has a political connotation that most residents will not approve of.

Higgins Fallon said that the City of Hialeah calls itself in Spanish “The City of Progress.”

Joseph reminded members to think about how the terms will translate into other languages.

Steifel suggested using “Coral Gables 2.0” or “City Beautiful 2.0.”

Joseph indicated that he would put the word “Historic” first, then “International,” and then either “Vibrant” or “Dynamic.” He also liked the term “Unrivaled” but other cities might not approve of.

Joseph inquired about how soon this new tagline could be utilized. Higgins Fallon said that she did not think the City Manager had any set timeframe in mind.

Joseph said that he was willing to accept either “Vibrant” or “Dynamic.” Matt Bokor agreed. He suggested contacting Mark from the Chamber of Commerce to gather his input. He did not want to make a formal process out of this.

Higgins Fallon will present both terms “Vibrant” and “Dynamic” to Mark and to the City Manager. She will bring the issue back for further discussion at the next meeting. Members agreed.

Upcoming events

Higgins Fallon informed members that the Junior Orange Bowl Parade will take place on January 2. Coral Gables Television will be airing the parade live starting at 6 p.m. Staff is working very hard to prepare for the parade.

She also informed members about the upcoming Farmers Market, which takes place from January 16 through March 27. This is a very popular event that her office helps promote.

Coral Gables TV

Higgins Fallon showed the Tree Lighting Ceremony and the Merrick House Open House television spots.

Higgins Fallon distributed the latest copy of e-News. With no other business to discuss, the meeting was adjourned.