

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of December 20, 2007

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

* No meetings held

Staff in attendance

Maria Rosa Higgins Fallon, Public Affairs
Belkys Perez, Public Affairs
Michael Rocha, CGTV

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

Approval of Minutes

The minutes from the November meeting were circulated for approval.

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

Trolley Advertisement

Higgins Fallon distributed a schedule of meetings for the Trolley advertisement project Request For Proposal. She indicated that she is part of the RFP Selection Committee but she had requested that a member of the Communications Committee be also included. The group will meet on January 29 to select a potential vendor. David Stiefel requested to be part of the Selection Committee. Higgins Fallon will follow up on the request.

Coral Gables Television Studio

This months' meeting was held at the new Coral Gables Television Studio. Higgins Fallon indicated that this studio was paid with last year's money, converting a warehouse room into a television studio.

Michael Rocha described the work done to the studio. First, the location was soundproofed. It has a major set for interview shows such as Coral Gables Now and Powertalk. The area across will be a second small set used for news updates. The curtains on the side will be used for chroma key videos. The CGTV production truck is connected directly to the studio. Committee members could see that the space is maximized, small in proportion but looking large on the television screen. Rocha explained that this studio provides the opportunity to produce shows indoors as outdoor

locations are unpredictable. Members of Communications Committee were impressed with the new studio.

Rocha indicated that designers of the studio had worked on Univision's Sabado Gigante studio. This new location will only move the production of CGTV forward.

Higgins Fallon also reported that the studio has three sets of interchangeable backgrounds which can be used for different shows, giving the studio a different look each time. Rocha showed members the available backgrounds.

Higgins Fallon reported that a new show Powertalk was introduced using this studio. The first show was filmed with guest Donald Hopkins who was raised in Coral Gables and now works for Former President Jimmy Carter. A second Powertalk was recorded with Mayor Slesnick and a third one with Commissioner Maria Anderson. The City Manager has talked to other commissioners about doing their individual Powertalk shows.

Higgins Fallon stressed that controversial issues are being discussed at Powertalk shows. Mayor Slesnick's show focused on the truck ordinance, playhouse controversy and the recent Santeria incident. Commissioner Anderson's show was about development in Coral Gables.

In January, the news desk will be used for a new show reporting updates after City Commission meetings. The production will be done in English and Spanish.

Pantin inquired if CGTV had the capability of going live from the new studios. Rocha explained that they can go live from the studios in case of emergencies, a very important addition especially during hurricane season.

Higgins Fallon invited members to accompany her and Michael Rocha through a tour of Coral Gables Television to see the television equipment, editing and radio room, and the production truck.

New business

Higgins Fallon distributed invitations for the DeSoto Fountain unveiling ceremony scheduled for January 8.

Communications Committee members also viewed the Holiday special message that was e-mailed to all enews subscribers as well as portion of Powertalk show with Mayor Slesnick.

Board updates

Higgins Fallon distributed the latest copies of e-News for Committee member information.

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

DRAFT