

**CITY OF CORAL GABLES**  
**COMMUNICATIONS COMMITTEE MEETING**  
**Minutes of February 19, 2009**

| Members           | F | M | A | M | J | J | A | S | O | N | D | J | F |                                  |
|-------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|----------------------------------|
| Leslie Pantin Jr. | P | P | P | P | P | * | * | x | E | P | P | E | P | Mayor Donald D. Slesnick II      |
| Richard Chimelis  | P | E | P | P | A | * | * | x | A | + | + |   |   | Commissioner Maria Anderson      |
| Sam Joseph        |   |   |   |   |   |   |   |   |   |   |   | P | E |                                  |
| Katherine deBlij  | P | P | E | P | P | * | * | x | P | P | P | P | E | Comm. Ralph Cabrera Jr.          |
| Vivian More       | P | P | E | P | P | * | * | x | P | E | E | E | P | Comm. Wayne "Chip" Withers       |
| David Stiebel     | P | P | P | P | P | * | * | x | 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, Public Affairs

Belkys Perez, Public Affairs

Michael Rocha, Coral Gables Television

Raimundo Rodulfo, Information Technology

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

Approval of minutes

The minutes from the January meeting were circulated for approval.

Motion: David Steifel motioned to approve the January meeting minutes. Vivian More seconded the motion and it passed unanimously.

Information Technology

Raimundo Rodulfo from the IT Department presented information on web forecast analysis. He has investigated different mathematical models, and according to the latest models, the City's web page will expect to receive 3 million hits next year.

Voter's Guide

Higgins Fallon distributed a copy of draft of Voter's Guide for the upcoming April 14 election. Her office is involved in preparing a public education campaign regarding the five proposed amendments to the City Charter. This copy will be translated and made into a bilingual pamphlet that will be mailed to 25,000 addresses. The target date for delivery is two to three weeks prior to election.

Leslie Pantin indicated that this information is very important, as the public may be confused about the issues, especially because of amendments such as the mayor's term was recently changed. He also suggested showing this draft to the political action committee so they have a chance to comment. Higgins Fallon indicated that this draft has been reviewed by City Manager's Office, City Attorney's Office, City Clerk, Human Resources and by an outside consultant for objectivity.

Vivian More indicated a typo under the Mayor's Term copy. Year should read 2011.

Higgins Fallon indicated that in addition to the Voter's Guide, her office will produce public service announcements on the Charter amendments that will air on TV, information will be posted on the website, and possible coverage of a candidate debate on CGTV.

Pantin requested a copy of all final revisions of the Voter's Guide. Higgins Fallon will send to the Communications Committee when ready.

#### Coral Gables Television

Higgins Fallon presented a video on a special project, the All American Basketball Game. Pantin mentioned that all the activities of this event are happening in Coral Gables.

Higgins Fallon also showed a Spanish version of NewsDesk, in response to a request at the last meeting from Katherine deBlij regarding doing more Spanish communications. She explained that NewsDesk is a compilation of the major Commission Meeting news and that it is also regularly translated in Spanish.

#### City News Update

Higgins Fallon said that the search for a new City Manager continues. The Commission will interview five candidates tomorrow and hopefully the person selected will support communications.

Michael Rocha mentioned receiving phone calls from other cities regarding the work being done at CGTV. Higgins Fallon said that yesterday she received a call from a county north of Atlanta, wanting to find out more information about our operations since they are impressed with the videos posted on the website and the work being done by CGTV.

More stated that, having been involved with Communications before Higgins Fallon was hired, More had witnessed the department and quality of programming improve a million times. Higgins Fallon thanked her team members and the help of the Communications Committee for allowing the group to do good work.

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