

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, January 21, 2016, 8:30 a.m.
CGTV Studio
2801 Salzedo Street
Coral Gables, FL

MEMBERS	J	F	M	A	M	J	A	S	O	N	D	J	COMMISSIONERS
	'15	'15	'15	'15	'15	'15	'15	'15	'15	'15	'15	'16	
Herb Levin Margarita Delgado	*	P	P	*	*	P	R	P	P	E	P	P	Mayor Jim Cason
Luba De Witt Derrek Space	*	P	P	*	*	P	A	P	P	P	P	P	Commissioner Pat Keon
Les Pantin III	*	P	P	*	*	P	P	A	E	A	P	P	Commissioner Vince Lago
Connie Crowther							P	P	E	P	P	E	Vice Mayor Frank C. Quesada
TJ Villamil							P	E	P	A	P	P	Commissioner Jeannett Slesnick

A = Absent
E = Excused Absence
P = Present
R = Resigned
* = No Meeting

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs Manager
Michael Rocha, Multimedia Production Manager, Coral Gables Television
Margo Winick, AVP, Communications, University of Miami

Chairperson Margarita Delgado brought the meeting to order at 8:35 a.m.

Motion:

Mr. TJ Villamil made a motion to approve the minutes of the December 2015 meeting. Mr. Les Pantin seconded the motion, which passed unanimously.

Chairperson Margarita Delgado introduced long-time family friend Ms. Margo Winick, Assistant Vice President of University of Miami Communications.

Ms. Margo Winick thanked members for the opportunity to attend the meeting, as both the University of Miami and the City of Coral Gables are celebrating their 90th anniversary. She spoke about the positive interaction among both institutions, sharing common projects and visions. These are exciting times for the University with the upcoming Presidential Inauguration of Dr. Frenk and the Republican debate taking place in March at UM, which was recently announced.

Ms. Winick reported that her office works well with Ms. Higgins Fallon in a collaborative manner, and both rely on each other for communication opportunities, and promotion of deals for the residents as provided by the City/UM Development Agreement. As per this agreement, the leadership meets once a year to catch up on how things are going. Among the potential projects are a CGTV interview with Dr. Frenk and a CGTV production of a golf cart tour of the University. She welcomes the opportunity to meet with this board more frequently.

Ms. Winick suggested that, as part of the Mayor's welcome letter that goes out to residents, to incorporate a greeting message from the University as well. Ms. Higgins Fallon will coordinate this request through the Mayor's Office.

Mr. Derrek Space inquired about construction work being done around Mark Light Stadium. Ms. Winick said that it was probably some maintenance work, but there's also the slated construction of the Lennar Foundation Medical Center which is set to provide UM employees access to specialty doctors from the university, in addition to the existing medical campus by Jackson Memorial. Ms. Winnick said that this new, game-changer medical facility will bring all the health specialist doctors under one roof, which is a great deal for UM employees who don't have to travel to Downtown Miami.

Ms. Winick appreciated this opportunity to meet this board, and looks forward to more collaborative efforts regarding communications.

Report on Public Affairs

Ms. Higgins Fallon reported about the most recent issue of the employee newsletter, the Xchange, which was emailed through a link for member's comments. Mr. Villamil commented that it has a Pinterest look. She also distributed copies of recent departmental brochures that have been re-designed under the new branding. A copy of a *Community Newspaper* ad congratulating the City of Pinecrest, which is celebrating its 20 anniversary, was also included.

Ms. Higgins Fallon also informed members that her office is working on a branded uniform design for all City employees, including a Guayabera option for more casual days. Members liked this option. Lastly, Ms. Higgins Fallon discussed the idea presented last month by Mr. Les Pantin regarding a message on waste bills to promote the City app. Technology to print a discount coupon is becoming an issue, so other ideas to promote the City app, as well as the

City's Facebook, are being proposed and will be discussed with the City Manager before moving forward.

Report on Coral Gables Television

Mr. Michael Rocha welcomed members for the first time to the new CGTV studio. He described the various new equipment, the flexibility of changing the color options on the set, as well as the graphic components for the set. Members were impressed with the new studio and congratulated Mr. Rocha for this successful endeavor.

Chairperson Delgado inquired if members can suggest potential speakers for upcoming interviews. Mr. Rocha is looking forward to their suggestions.

Mr. Space also suggested inviting UM coaches as interview guests. Ms. Winick agreed to facilitate these interviews.

Current events and projects

Ms. Higgins Fallon provided a brief recap of upcoming events and projects. The Boards and Committees reception is taking place today at 6 p.m. at the Coral Gables Country Club and reminded members to attend. This is a special occasion when the City thanks all citywide board members for their time and service.

Among the upcoming projects, Ms. Higgins Fallon spoke about the two sculptures being installed in the Segovia circles and provided background information. In addition, she informed members that the City is aggressively pursuing the purchase of the original Fink studio building at 2506 Ponce de Leon Boulevard. This is an amazing opportunity for the City to preserve one of the few remaining original Coral Gables architecture and take possession of this iconic building.

Ms. Higgins Fallon also advised members that the City is purchasing a fleet of green vehicles and her office is working on branding the signage on the fleet.

Chairperson Delgado inquired about upcoming Coral Gables development projects. Ms. Higgins Fallon provided a web link where all important construction projects are posted online. Ms. Delgado did not have time to go through them prior to the meeting, but will make suggestions for next month's agenda. These new development projects, she said, bring tremendous joy to the public but also concerning angst for residents because of traffic issues.

Mr. Les Pantin inquired if the City of Coral Gables has a booth for Carnival on the Mile. Ms. Higgins Fallon will inquire. If not, Mr. Pantin can facilitate the City having a booth at this event to promote the City app and Facebook page.

Ms. Winick also suggested an idea of linking UM Development Projects on the City's eNews. She will work with Ms. Higgins Fallon on this initiative.

Mr. Villamil commented about becoming an avid bike rider since he received a bicycle for Christmas. He noticed that there are not enough pedestrian crossing signs in Coral Gables and that he is very careful about riding his bike, especially around Biltmore Way. He would like to inquire about requesting additional blinking pedestrian crossing signs for additional safety. Ms. Higgins Fallon will send a request to Public Works and will forward the information.

Ms. Higgins Fallon distributed the latest copy of e-News

With no further issues to discuss, the meeting was adjourned at 9:16 a.m.