

**City of Coral Gables City Commission Meeting  
Agenda Item F-1  
September 8, 2015  
City Commission Chambers  
405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Jim Cason  
Commissioner Pat Keon  
Commissioner Vince Lago  
Vice Mayor Frank Quesada  
Commissioner Jeannett Slesnick**

**City Staff**

**City Manager, Cathy Swanson-Rivenbark  
City Attorney, Craig E. Leen  
City Clerk, Walter J. Foeman  
Deputy City Clerk, Billy Urquia**

**Public Speaker(s)**

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Agenda Item F-1 [Start: 2:29:54 p.m.]

Discussion regarding Miami Herald Agreement

Mayor Cason: We'll move to F-1, this is Commissioner Slesnick's item.

Commissioner Slesnick: This is me.

Commissioner Lago: Can I just say one thing Commissioner, before you preface this, before you even start discussing this.

Commissioner Slesnick: Yes sir.

Commissioner Lago: If you notice in today's Commission meeting, this exact idea was brought up. I didn't want to steal your thunder, so I wanted to say what a great idea this was that you came up with because several of the individuals that were here today speaking in reference to a

multitude of issues from the U.S.-1 corridor, symposium and all that, this exact item that you are proffering would have played very well into the hands of that.

Commissioner Slesnick: They would have been informed.

Commissioner Lago: Yes.

Commissioner Slesnick: I sent this memo around to everyone regarding how we advertise our public notices and I'll be brief. I talked to Walter about a year or two ago about maybe publicizing our public notices in Miami Herald and he told me that he had a strict budget and that we would have to talk about it later. I have noticed that the City of West Miami, South Miami and Pinecrest all have ads in the Miami Herald Neighbors. The Miami Herald Neighbors used to just cover Coral Gables, now our edition covers from Brickell down to Homestead and all the cities that we normally would that abut our borders and so forth, Cutler Bay, Cutler Ridge, Pinecrest, Palmetto Bay, Coconut Grove, and so forth. The Miami Business Review really only covers about 800 people or so, I think in the Gables, unless you are an attorney and a specific kind of attorney, you normally don't read the Miami Business Review. And I think having our notices there is like having them in a deep hole and I really would like to have our citizens more informed about what's going on in Coral Gables. So, I did some research and our fellow municipalities, they pay quite a bit each year because they only buy quarter page ads or half page ads, but they buy them as necessary per spot; and I'm a believer in advertising in our main newspaper and if we advertise in the Miami Herald Neighbors, which covers all those municipalities besides Coral Gables, and we buy a one year subscription it covers a full page, instead of being about \$48,000 a year, its \$28,000 a year. So, if you even buy – I mean the other cities are paying way more than \$28,000 just for random placement. So, if we buy a full page at \$28,000 a year, that's about a 66 percent reduction and we can have a full page, and we can also put in there, we don't need public notices every week, but every Sunday we can have a page in the Miami Herald and cover different items that concern Coral Gables. We could publicize the Farmers Market starting next week, or we have a hearing about this, or we are having different discussions and so forth. We have a great communications department now. I'm thrilled that Maria Rosa Higgins is back and I've talked to her and I think our City Manager has discussed this, that she would be thrilled to have another outlet for advertising different things going on in

our community. We can publicize things going on at Venetian Pool or the Biltmore, the fireworks display or whatever. So, I'm recommending that we go ahead and go from whatever we pay now for the Miami Business Review to a \$28,000 a year and do a one page ad every Sunday in the Herald.

Commissioner Keon: I think it's a great idea too, but what about when we – is that in lieu, instead of using Miami – but sometimes we have things that come up and we need to have 48-hour notice or whatever else, so those things we will continue to do those in the Miami Business Review?

City Attorney Leen: Some of the 48-hour, they are just posted in City Hall, there is no...

Commissioner Keon: You don't have to advertise?

City Attorney Leen: No.

Commissioner Keon: Posting them in City Hall is adequate enough?

City Attorney Leen: Yes. Actually under the Sunshine Law that's typically what you are supposed to do to notice a meeting. Now, I know that the City Clerk, and he can probably tell you, does put certain meetings into the paper and some of them are required by the Zoning Code and by State Law. A lot of the meetings like Charter Review or a Sunshine Meeting on 48 hours notice we just post.

Commissioner Keon: We just post. OK. So there wouldn't be any reason to continue to use Miami Business Review?

Commissioner Slesnick: Well you have to put like Sunday's ads in on Thursday afternoon.

Commissioner Keon: Right. Right.

City Attorney Leen: The Business Review we do use any legal notices that have to be put in the paper, we've been using the Daily Business Review. There are two papers of general circulation that can be used for legal notices, Miami Herald or the Daily Business Review. Most of the cities, at least to the extent of my knowledge use the Daily Business Review because they are less expensive and they have a whole area with legal notices.

Commissioner Slesnick: But there is a reason for it being less expensive.

City Attorney Leen: Yes.

Commissioner Slesnick: Because nobody reads...

City Attorney Leen: Because it has less circulation...

Commissioner Keon: Does El Nuevo Herald do they do the Neighbors in Spanish too?

Commissioner Slesnick: They don't have a Neighbors.

Commissioner Keon: They don't have Neighbors.

Vice Mayor Quesada: To answer that question. Every now and again they'll translate one of the stories, but rarely do you see, sometimes they translate a letter to the editor as well, but not too often, just depending on the topic, depending on their content.

Mayor Cason: I think it's a good idea as long as we have enough material, I think we will, to make sure we don't have...

City Manager Swanson-Rivenbark: And we are very excited about it. We talked with staff last Monday, not only job openings, garbage services. So many times the County is listed as no garbage pick-up on a holiday when we are providing it, so we can make sure that the message is clear and accurate to our residents that want to follow it, and then we can also put that same information on the web, but getting that word out, community meetings, road closures, we listed a variety of different things that would work.

Commissioner Slesnick: Employees of the Month would have their picture in there and really give them a little more recognition.

City Manager Swanson-Rivenbark: Walter has his requirements regarding the Clerk's notices, so we said then maybe he pays his portion of it for when he uses it and that we would pay the remaining, which is the majority.

Mayor Cason: Do we need any kind of formal vote on this?

City Manager Swanson-Rivenbark: I think she wanted to share her good research and enthusiasm.

Commissioner Keon: That's a great idea, great idea.

Commissioner Lago: And for example, like we were having a discussion before about the U.S.-1 corridor that would just be a no-brainer, another possibility for individuals to be versed and be notified.

Commissioner Slesnick: And even put in pictures from today as part of that and you could have a whole page, if Walter doesn't need it, have a whole page of what we are talking about and when the meetings are coming up.

Commissioner Keon: It's a great idea.

Vice Mayor Quesada: Great.

Commissioner Slesnick: Thank you very much everybody.

[End: 2:37:13 p.m.]