

City of Coral Gables City Commission Meeting
Agenda Item G-4
Commission Chambers
December 8, 2020
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Jorge Fors, Jr.
Commissioner Pat Keon
Commissioner Michael Mena

City Staff

City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Communications Director, Martha Pantin

Public Speaker(s)

Agenda Item G-4 [3:39 p.m.]

A Resolution of the City Commission directing staff that irrespective of any required legal notice or other means of providing notice, notices of all public meetings shall be transmitted via e-mail to all e-mail addresses in the City's e-mail database.

Mayor Valdes-Fauli: And then we'll go to Commissioner Fors, G-4.

Commissioner Fors: Thank you, very briefly. I had already sent an e-mail memorandum about this. As we all know, we frequently hear why wasn't this meeting noticed, or why wasn't there any information about this meeting or that meeting in the E-NEWS. I worked with the Communications Director as well as the City Clerk, to find a pragmatic way to draft legislation, there were many different ways we could have done it, but we arrived at a way that's going to work to ensure that the types of meetings that residents want to hear about are included in every single E-NEWS. Every E-NEWS will have a section setting forth a date/time of all public meetings, not all public meetings, but most types of public meetings at least the ones the residents are concerned about, occurring the following week. In that section, per the legislation, there will be web link access where the recipient was interested in seeing the notice or the agenda of the

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meeting, if applicable, can click on it and taken directly to that material, therefore we can ensure that public meetings residents are concerned about are included in E-NEWS. And for anybody listening, if this resolution passes, I encourage you if you have not already, to sign up and file your e-mail address with the city database for important announcements, as well as receipt of the E-NEWS which is now on a weekly basis.

Vice Mayor Lago: Commissioner, I just want to congratulate you before we take a vote.

Mayor Valdes-Fauli: Commissioner, if I may?

Vice Mayor Lago: Go ahead.

Mayor Valdes-Fauli: May I ask a question? I, like most of us or many of us get hundreds of e-mails a day and this would be one more e-mail that you tend to erase. I'd like to hear from Martha Pantin, our Communications Director what she thinks about this. I think it's a good idea and to provide as much notice as possible, but would this be effective given the amount of, the quantity of e-mails that we get?

Commissioner Fors: And Mayor, I'm not sure – Oh, I didn't know if she was there, but go ahead.

Communications Director Pantin: Good afternoon Mayor and members of the Commission, this is Martha Pantin. I am the Division Director for Communications and Public Affairs for the City of Coral Gables. Commissioner Fors reached out to me and how we settled on E-NEWS, this is something that the city is already sending out on a weekly basis, so it would not be one more e-mail versus other ideas of us sending out an e-mail for the different meetings. So, this would just be an addition. We did go – in October we started going out to our E-NEWS subscribers every other week to weekly to make sure that we can provide as much information as possible regarding our city events, etc. So we would be able to do this easier and hopefully we have been promoting so that we get additional subscribers looking to be able to reach out to our residents directly, and hopefully we will continue to increase our subscribers so that people can be attuned to what is happening in the city.

Commissioner Fors: And Mayor, to expand on your question. We considered or initially we thought about, we kicked around the idea about sending every public meeting notice via an independent e-mail, but we concluded that it would be too much, too many e-mails and would result ultimately in people unsubscribing from receiving e-mails from the city. So, this measure as drafted does not add, not even one additional e-mail that people will be receiving. It consolidates those notices into the weekly E-NEWS.

Mayor Valdes-Fauli: Okay. Will you explain it again?

Commissioner Fors: Yes. We kicked around the idea of doing individual e-mails sending out public notices for public meetings, but we concluded myself, Billy and Martha that that would amount to way too many e-mails and it would ultimately result in folks unsubscribing from city e-

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mails and thereby reducing the amount of notice that we get out to our residents. So, the way this is written it will not result in any additional e-mails, apart from what residents who participate already receive, because we will be consolidating this information in the weekly E-NEWS.

Mayor Valdes-Fauli: Okay. Good. Okay, do I hear a motion?

Commissioner Fors: I move.

Vice Mayor Lago: Second. I just wanted to congratulate you on this. I stand with you. I think its great. The more transparency the better, the more output and I think its great. So, congratulations on that.

Commissioner Fors: Thank you.

Commissioner Mena: Yes

Commissioner Fors: Yes

Commissioner Keon: Yes

Vice Mayor Lago: Yes

Mayor Valdes-Fauli: Yes

(Vote: 5-0)