

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, September 11, 2019, 8:30 a.m.
Youth Center Conference Room
Coral Gables, FL

MEMBERS	S	O	N	D	J	F	M	A	M	J	J	A	S	COMMISSIONERS
	'18	'18	'18	'18	'19	'19	'19	'19	'19	'19	'19	'19	'19	
Sandra Gonzalez-Levy	P	P	P	P	P	P	P	E	P	P	*	*	P	Mayor Raul Valdes-Fauli
Derrek Space	P	P	A	P	P	E	P	P	P	P	*	*	P	Commissioner Pat Keon
Alexandra Pantin Connie Crowther	P	P	E	A	R	P	P	P	P	P	*	*	P	Vice Mayor Vince Lago
														Commissioner Jorge L. Fors
TJ Villamil	P	P	P	P	P	P	P	P	P	P	*	*	P	Commissioner Michael Mena

A = Absent
E = Excused Absence
P = Present
R = Resigned
RA = Reappointed by different
Commissioner
* = No Meeting
+ = No Quorum

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV
Nicolas Saenz, CGTV
Carolina Vester, Community Recreation

After achieving a quorum, the meeting began at 8:30 a.m.

Participating over the phone: Ms. Sandy Gonzalez-Levy, Mr. TJ Villamil and Mr. Derrek Space

Approval of Minutes

Motion: Mr. Derrek Space made a motion to approve the minutes of the June 2019 meeting. Mr. TJ Villamil seconded the motion, which passed unanimously.

Community Recreation

Ms. Higgins Fallon introduced Carolina Vester, Assistant Director of Community Recreation.

Ms. Carolina Vester gave a presentation about events and programs that Community Recreation works in conjunction with Communications to promote. Fabio Rodriguez from her office works together with Ms. Higgins Fallon to produce the City Magazine. Among the events she showcased was the Western Round Up event, a new program at the Adult Activity Center. In October there will be Paws in the Pool, where citizens will be able to get in the pool with their dogs. The next event in October is Adventure Day created for Disability Awareness month. Following on October 19 is the Pumpkin Patch where the city purchases pumpkins for sale to the public and the proceeds go toward scholarships. There is a Haunted House event for Halloween targeted at an older crowd with usual attendance of around 500 people. Then for December, both offices work on promoting the Tree Lighting Spectacular with Santa taking pictures. A new featured event will be the opportunity for children to have hot chocolate with Santa at the park. This will be a more V.I.P. event, exclusive for residents. Ms. Vester also briefly discussed upcoming events in January.

Chairperson Gonzalez-Levy asked if Parks need any assistance promoting any of the events, and if so, how can this Committee assist her. Ms. Vester replied that she is working on a master calendar for the entire year so that Communications and everyone in the city will have time to prepare. It will also pinpoint events that need more promotion, and which ones may need less promotion.

Ms. Connie Crowther said that they can count on Ms. Higgins Fallon and Mr. Rocha to get the word out, praising their dependability and work ethic.

After further discussion, Ms. Vester left the meeting.

Public Affairs Report

Ms. Higgins Fallon discussed the communication efforts during Hurricane Dorian. Thankfully, the storm did not cause damage to our area, but reminded everyone that this is time to handle Emergency Operations, specifically preparedness communications. This year, the EOC is being led by the Fire Department.

Chairperson Gonzalez-Levy talked about relief efforts that FIU is doing for Bahamian students. She inquired about the city's relief efforts. Ms. Higgins Fallon said the Fire Department collected donations up until Monday. Chairperson Gonzalez-Levy requested a notice about where people can continue to support the relief effort in Bahamas. Ms. Gonzalez-Levy left the meeting.

Ms. Higgins Fallon gave a brief update regarding the annexation process. Both annexations of Little Gables and High Pines/Ponce Davis have been stalled at the county level. She will provide further updates.

Ms. Higgins Fallon also provided an update on the Styrofoam ordinance, as it was reversed by the Third District Court of Appeal. The City plans on taking this issue up to the Supreme Court. The messaging regarding this ordinance is that we are asking businesses to not use polystyrene as it is bad for the environment.

Ms. Higgins Fallon also updated Committee members that Commissioner Fors did bring up the issue of hiring a social media coordinator. However, the idea didn't get any traction and it was not supported by management.

Ms. Higgins Fallon discussed other projects: Why I love Coral Gables podcast, the unveiling of smart kiosks at Miracle Mile, a new cookbook at Books & Books, all of which her office is helping promote.

With no further issues to discuss, the meeting was adjourned.