

**CITY OF CORAL GABLES**  
**COMMUNICATIONS COMMITTEE MEETING**  
**Minutes of January 17, 2008**

<b>Members</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	
Leslie Pantin Jr.	P	P	E	P	P	E	P	P	P	P	E	P	E	Mayor Donald D. Slesnick II
Richard Chimelis	P	P	P	P	A	P	P	E	E	P	A	E	P	Commissioner Maria Anderson
Katherine deBlij	P	P	A	P	P	P	P	P	P	P	P	P	P	Comm. Ralph Cabrera Jr.
Vivian More	P	P	E	P	E	A	E	P	E	E	P	E	P	Comm. Wayne "Chip" Withers
David Stiefel	P	P	P	P	P	P	A	P	P	A	P	P	P	Vice Mayor William H. Kerdyk Jr.

**Staff in attendance**

Maria Rosa Higgins Fallon, Public Affairs  
Belkys Perez, Public Affairs  
Daiana Rocha, Public Affairs  
Rodulfo Raimundo, IT

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

Approval of Minutes

The minutes from the December meeting were circulated for approval.

Motion: David Stiefel motioned to approve the December meeting minutes with corrections. Katherine deBlij seconded the motion and it passed unanimously.

Approval of Excuse of Absence

A motion was made to excuse the absence of Committee Member Richard Chimelis in the December meeting. David Stiefel seconded the motion and it passed unanimously.

Trolley Advertisement

Higgins Fallon updated Committee members about the Trolley advertisement project. She distributed an update on the project from the Procurement Division. The Request for Proposals did not have enough responses. Procurement will work on trying to piggy back from Clear Channel Communications to provide this service. Further updates will be provided as it becomes available.

General Municipal Elections

On January 29 a Special Municipal Referendum Election takes place. Higgins Fallon distributed copies of an information brochure that her office prepared and had distributed to all 14,000 homes to educate the public. Information about the election has been included in e-News, the City's website, and a general information release was sent about early voting.

Information Technology

Raimundo Rodulfo updated the Committee about a new GIS project that implements a geographic information system. The system will provide web geographic information in real time and has an interactive capability. This project will be implemented by July of this year.

Chimelis inquired about what type of database will be used. Rodulfo responded that it will be used for crime analysis data for the police, to publish crime stats, as examples.

Rodulfo also reported that IT is working on technical security for the web, as it is facing increased attacks from the outside coming from India and China. There have been a lot of attempts to hack the City site, and a recent attempt in December was able to do some damage by changing some data tables. The City's network is protected by firewall and intrusion protections. After the December attack, the City has purchased two more protection systems: web intelligence leader and Cisco Ips. These systems seem to be blocking thousands of attacks.

More agreed that this is a new field which is why corporations are starting to hire Chief Security Officers to concentrate on protecting servers.

Rodulfo also reported that IT is working on two additional web systems: a web extension for EDEN and for Legistar. Citizens will soon have access to minutes and agendas on the website. With the EDEN web extension, the public can send job applications on-line, and contractors will be able to register and create accounts.

IT has received a request from the Economic Development Board to create a webpage where citizens can submit their issues about wireless coverage. The request is to have this page GIS enabled. Committee members agreed that this is a good thought, but that there is no reason to create a whole page to submit complaints. The same can be accomplished with the already existing Better Place System. They were in agreement that IT's time should be spent in other priorities.

#### Communications Survey

Higgins Fallon introduced new part-time staff member Daiana Rocha who will be helping while Belkys is on maternity leave.

Higgins Fallon distributed preliminary results of the Communications Survey that has been posted on the web for the last few months to gather information from the public about communications efforts.

More than 40 responses have been received so far. Most respondents consider of high importance the need to received updates about the City of Coral Gables. They want to know a little bit of everything about Coral Gables, from City news, government updates, to special events. They also want to be better informed of what is going on. The majority of respondents, or 95 percent, receive this information through e-News, then the website. They also say they read the Herald's Neighbors Section. Very few respondents receive the information from the Gazette.

Regarding the Annual Report, 84 percent of respondents would like to receive this year the report. Committee members discussed the alternatives of doing an annual report for this year.

More also inquired about other ways of distributing the communications survey besides electronically. Higgins Fallon will inquire and report back.

Coral Gables Television

Higgins Fallon reported that CGTV taped a Powertalk show with Commissioner Maria Anderson and next week they will tape a new one with UM President Donna Shalala and with City Manager David Brown. They are waiting on responses from other commissioners to do more Powertalk tapings.

Meeting Schedules

Higgins Fallon distributed a 2008 calendar of meetings for the Communications Committee. They will meet in the Conference Room of the Youth Center at 9:30 a.m.

Board updates

Higgins Fallon distributed the latest copies of e-News for Committee member information.

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