

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, March 13, 2019, 8:30 a.m.
Youth Center Conference Room
405 University Drive
Coral Gables, FL

MEMBERS	M	A	M	J	J	A	S	O	N	D	J	F	M	COMMISSIONERS
	'18	'18	'18	'18	'18	'18	'18	'18	'18	'18	'19	'19	'19	
Sandra Gonzalez-Levy	P	P	P	+	*	*	P	P	P	P	P	P	P	Mayor Raul Valdes-Fauli
Derrek Space	P	P	P	+	*	*	P	P	A	P	P	E	P	Vice Mayor Pat Keon
Alexandra Pantin Connie Crowther	P	E	A	+	*	*	P	P	E	A	R	P	P	Commissioner Vince Lago
Connie Crowther	P	P	P	+	*	*	P	P	P	P	P	RA		Vice Mayor Frank Quesada
TJ Villamil	E	E	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
Raimundo Rodulfo, IT
Shakira Molet, CGTV
Beatrice Rangel, Innovation Council
Flavia Visio, Innovation Council

After achieving a quorum, the meeting began at 8:31 a.m.

Mr. TJ Villamil and Ms. Derrek Space participated over the phone.

Approval of Minutes

Motion: Ms. Connie Crowther made a motion to approve the minutes of the February 2019 meeting. Mr. Derrek Space seconded the motion, which passed unanimously.

Innovation Council

Ms. Higgins Fallon introduced Ms. Beatrice Rangel, a city consultant who is working to represent the Innovation Council, a project of Mayor Raúl Valdés-Fauli and coordinated through the Information Technology Department.

Ms. Rangel gave a brief history of the council and presented some of their goals. She described working with Mr. Raimundo Rodulfo and the I.T. Department to reach certain smart city initiatives. Ms. Rangel explained the council's strategic and operational plan in great depth, focusing on items such as mobility in the city, Smart Talks, the Sister Cities Program, and urban resilience. She also discussed the council's strategic communications plan and introduced Flavia Visio as a member of the Innovation Council.

After Ms. Rangel's presentation, Ms. Higgins Fallon clarified that Ms. Pamela Fuertes, Director of Economic Development is the lead point of contact for the council's strategic communications since their efforts are geared more toward corporate communications. Ms. Higgins Fallon is a secondary point of contact for these projects.

Chairperson Sandra Gonzalez-Levy cautioned the council to remove any "Ted-Talk" related branding as part of the Smart Talks to avoid any legal repercussions. She suggested that the City review the two pilot episodes before releasing them to the public. She also questioned how the council selects the speakers for the Smart Talks. Ms. Visio and Ms. Rangel replied that they select the speakers through personal connections and reaching out to persons of interest. Ms. Visio explained that the Smart Talks are meant to be a sit-down conversation with the Mayor of Coral Gables followed by a Q&A with the audience.

Ms. Higgins Fallon and Ms. Crowther suggested to Ms. Rangel as potential audiences for the tapings to target residents or individuals heavily involved in business, other than just including city staff. Ms. Crowther suggested contacting the many city board and committee representatives since they are already engaged in city related businesses. Ms. Higgins Fallon recalled speaking to Ms. Rangel many months ago about the airing of the Smart Talks on CGTV and that scheduling could be accommodated easily. However, Ms. Higgins Fallon said that she has not received or viewed the tapings as of yet. Ms. Rangel will provide her the tapings for airing.

Ms. Gonzalez-Levy stated that moving forward, future tapings could be made available to CGTV through the proper channels to be checked for brand compliance and technicalities prior to

airing. Ms. Higgins Fallon and Mr. Michael Rocha agreed and will facilitate airing of these tapings among CGTV's regular programming.

Ms. Higgins Fallon distributed the Community Engagement Survey to all present and discussed the results. The "*Living in the City Beautiful*" magazine is the primary source of information for residents according to the survey, followed by the city's website and e-News. She summarized this as residents preferring to receive city news and information directly from city sources. Committee members stated that the age of those who replied to the survey was a big factor in these results. Copies of the survey will be made available to Communications Committee members participating over the phone.

Ms. Crowther asked if the Innovation Council was involved with the Bloomberg Challenge.

Ms. Rangel replied that the city's participation was sponsored initially by Vice Mayor Lago and then the Innovation Council got involved recommending the participation of a University of Miami professor as lead scientist.

Chairperson Gonzalez-Levy reminded that communications staff is very limited, so all the projects from the Innovation Council need to be fulfilled among the members and that the Communications Committee could provide assistance and guidance in promoting their efforts.

Ms. Rangel briefly discussed the internship program also spearheaded by the Innovation Council. Chairperson Gonzalez-Levy suggested acquiring interns to assist CGTV/Public Affairs. Ms. Visio also offered her assistance in acquiring internships in the future that could potentially benefit CGTV.

Committee members and staff thanked Ms. Rangel, Ms. Visio and Mr. Rodulfo for their attendance and presentation at today's meeting. With no further issues to discuss, Innovation Council representatives left the meeting at 9:18 a.m.

Report on Public Affairs

Ms. Higgins Fallon reported on the recent law passed regarding cardboard boxes and how they are now considered a recycling material. They need to be disposed of inside the recycling bin. Chairperson Gonzalez-Levy discussed the concern that Mayor Valdés-Fauli has about senior citizens not being able to flatten the boxes. The City is currently working on an education campaign for at least the next six months.

She also reported about the plastic straw prohibition campaign, which is currently in effect and is being communicated through videos, social media and e-news. She clarified that this prohibition is still voluntary for businesses, but plastic straws are now being prohibited in city facilities, by use of city vendors/contractors and at special events permitted by the city.

Ms. Higgins Fallon also reported on the tree information campaign that Ms. Crowther is spearheading. They have scheduled a meeting for next week to discuss copy with members of Public Works. She also informed members about the current Go Vote campaign for the upcoming April 9 municipal election.

Current Events and Projects

Ms. Higgins Fallon informed members that the CGTV office will be moved to the first floor of the new Public Safety Building. She appreciated the push that members did on this behalf, especially from Chairperson Gonzalez-Levy.

Other upcoming events discussed included the Earth Hour on March 30, the last weekends for Farmers Market and the upcoming Candidate Debate of March 14 which will be taped by CGTV.

Mr. Derrek Space and Mr. TJ Villamil provided concluding remarks on how the next month will be very important for the Communication Committee and the importance of letting millennials know that they are also welcomed to the City of Coral Gables.

With no further issues to discuss, the meeting was adjourned at 9:28 a.m.