

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, June 12, 2019, 8:30 a.m.
Youth Center Conference Room
Coral Gables, FL

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

Commissioner Jorge L. Fors, Jr.
Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV
Nicolas Saenz, CGTV

After achieving a quorum, the meeting began at 8:52 a.m.

Approval of Minutes

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

Welcoming Commissioner Fors

Ms. Higgins Fallon welcomed Commissioner Fors to the Communications Committee. Members and staff introduced themselves.

Commissioner Fors updated the board about his pending appointment to this Committee. He is open to suggestions for his appointee. Chairperson Sandy Gonzalez-Levy and Ms. Connie Crowther will forward suggestions.

Ms. Crowther informed Commissioner Fors about the main function of the Communications Committee as an advisory committee on external communications. She provided examples of past projects, as well as the function of Coral Gables Television.

Mr. Villamil mentioned he's seen the expansion of social media in the city and that he is proud Coral Gables has a stronger online presence.

Chairperson Gonzalez-Levy informed Commissioner Fors how this Committee can mobilize to ensure the availability of communication resources. Chairperson Gonzalez-Levy gave the example of creating an awareness on the importance of having the City's communication team in the future Public Safety Building, especially for hurricane communications. She explained the new app, ZenCity, and stated that there are currently not enough resources to monitor the tool consistently.

Commissioner Fors asked if there is one person in charge of all and only social media. There is not. Commissioner Fors said, and the committee agreed, that person who would run social media would also be in charge of monitoring ZenCity to prevent viral misinformation and it should be a full-time position. Discussion was held regarding a social media coordinator position.

Mr. Villamil inquired about how the Fire and Police departments integrate with the citywide social media. Ms. Higgins Fallon explained that both departments have dedicated PIOs for their own police and fire Twitter accounts. Chairperson Gonzalez-Levy said there should be some collaboration so as not to confuse the residents.

Commissioner Fors inquired about the use of sponsored ads, and whether the City utilizes them since they're very inexpensive. Ms. Higgins Fallon discussed previous examples of social media ad campaigns or postings that have been boosted to gain followers or to recruit police officers through creative videos on Facebook.

Discussion was held regarding the use of Facebook Live or YouTube Live for City Commission meetings. Mr. Michael Rocha replied that CGTV is now capable of doing this thanks to recent equipment upgrade.

Mr. Derrek Space had to leave the meeting. He thanked Commissioner Fors for attending.

Commissioner Fors discussed how social media isn't just for broadcasting that the city is "doing something." He stated that it's also for educating the public. He gave the example of when people complain that others are throwing doggie bags in their trash pit, there isn't a reasonably logical way to stop them from doing that violation, but we can do our best to educate them. The only way to do that is with an aggressive media campaign.

Chairperson Gonzalez-Levy discussed the composition of the residents and that many of the elderly residents do not understand social media. The city still needs to communicate with them through traditional methods, like the city magazine. She also suggested using the Neighborhood Safety Aides to interact directly with citizens and distribute pertinent information.

Ms. Crowther brought up the recent city satisfaction survey, which determined that the city magazine was the preferred method of receiving communications from the city. Commissioner Fors agreed that mailing information is still clearly needed.

Mr. Villamil discussed the ability for social media ads to target a specific geo location. Ms. Higgins Fallon gave an example that during the police recruitment campaign, they targeted police officers from up north to relocate to the sunshine state. One police recruit was hired because he watched a CGTV video from the social media campaign.

Commissioner Fors asked to be invited to the next Communications Committee meeting in September. Members thanked him for his attendance. Commissioner Fors left the meeting.

Public Affairs Report

Ms. Higgins Fallon said that the implementation of PublicInput has begun. The first project to educate the public and receive feedback is cardboard recycling.

She also updated the Committee on what's currently being worked on: Hurricane preparation's social media campaign; Tree information campaign with Ms. Crowther and Landscape Division with a door hanger production; promotion of Fourth of July fireworks; and the upcoming Sun Stories installation on Giralda Plaza, which was delayed this weekend due to the rain.

Ms. Higgins Fallon showcased the "Domino" art project video produced by CGTV. Members expressed appreciation and support of the CGTV video and of the Domino project itself.

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