

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, October 19, 2017, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

MEMBERS	O	N	D	J	F	M	A	M	J	J	A	S	O	COMMISSIONERS
	'16	'16	'16	'17	'17	'17	'17	'17	'17	'17	'17	'17	'17	
Tina Sayago													P	Mayor Raul Valdes-Fauli
Margarita Delgado	E	P	*	P	E	+	P	R						
Derrek Space	P	P	*	P	P	+	P	P	*	*	*	*	P	Vice Mayor Pat Keon
Alexandra Pantin	P	P	*	P	P	+	E	P	*	*	*	*	E	Commissioner Vince Lago
Connie Crowther	P	P	*	A	P	+	P	P	*	*	*	*	P	Vice Mayor Frank Quesada
TJ Villamil	E	E	*	P	P	+	P	A	*	*	*	*	E	Commissioner Michael Mena

A = Absent
E = Excused Absence
P = Present
R = Resigned
* = No Meeting
+ = No Quorum

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs Manager
Michael Rocha, CGTV Multimedia Production Manager

New Chairperson Tina Sayago brought the meeting to order at 8:50 a.m.

Motion:

**Mr. Derrek Space made a motion to approve the minutes of the May 2017 meeting.
Ms. Connie Crowther seconded the motion, which passed unanimously.**

Ms. Higgins Fallon officially introduced Ms. Tina Sayago as the new Chairperson of the Communications Committee, appointed by Mayor Raul Valdes-Fauli.

Ms. Connie Crowther introduced herself and asked Ms. Sayago about her background. Ms. Sayago replied that she has been in the hospitality industry for the past 25 years. She is the publisher of the Gables Magazine which is distributed six times a year, a project that her husband created. Her company also publishes Gables Restaurants.com. They are in the process of developing a new, mobile friendly platform. She said she was honored to serve on this Committee.

Chairperson Sayago wanted to review the various forms of communications used by the City, and learn more about how residents and businesses are reached.

Ms. Higgins Fallon explained that citywide communication vehicles, which include e-News, the City's Facebook and Twitter pages, the new In-Telligent app, CGTV, and the coralgables.com website. The Economic Development Department takes the lead in communicating with local businesses and works closely with the Coral Gables Chamber of Commerce and the BID, especially regarding the Downtown and Streetscape area. Chairperson Sayago is familiar with this department.

Ms. Crowther said that there are a lot of things going on in the Gables. She attended last week's Giralda's opening and congratulated Mr. Betancourt on a great launch and the good job done by the advertising agency hired by the BID. She is a big fan of Gables merchants and enjoys shopping in our local small shops that offer the special small town feeling.

Discussion was held between Chairperson Sayago and Ms. Crowther regarding the successful Summer Concert Series held at the Congregational Church.

Chairperson Sayago reminded members of the Ethics Training session to be held on October 27. Mr. Space won't be able to attend, and offered suggestions on how to enhance training for new board members.

Report from Public Affairs

Ms. Higgins Fallon provided a synopsis of public outreach done to communicate regarding pre- and post- Hurricane Irma. Ms. Crowther commented that immediately after the hurricane, she walked out of her home to take photos in her neighborhood. She was amazed that by the next morning, the streets were cleared for passage, and thought the city did a great job in the initial cleaning.

Mr. Space thinks that not everyone saw this effort, since most of his neighbors left town, including him.

Discussion was also held regarding the controversial FPL issue that was covered in the media. Ms. Crowther thought that the letter that FPL sent in response to the city's legal action was done in poor taste. Additional lessons learned from the Hurricane Irma experience were discussed. Overall, the communications team was deemed to be effective. Ms. Higgins Fallon and Mr.

Michael Rocha agreed that this was a good experience in crisis communication with plenty of opportunities to learn and improve.

Mr. Rocha discussed the upcoming project to establish a City radio station to be used for communicating in times of emergencies.

Current event and projects

Ms. Higgins Fallon briefly discussed additional projects such as the recently published City Beautiful magazine, CGTV's new capital improvement equipment, the Pumpkin Patch event, Downtown Gables events, and Halloween.

CGTV Update

Mr. Rocha showcased two videos: a Hurricane Irma recap, and the Giralda Plaza project.

With no further issues to discuss, the meeting was adjourned at 9:29 a.m.