

City of Coral Gables

405 Biltmore Way
Coral Gables, FL 33134
www.coralgables.com



Meeting Minutes

Thursday, April 21, 2022

8:45 AM

City Hall - First Floor Conference Room

Mayor's Citizens Advisory Council

Chairperson Rudford Hamon
Vice Chairperson Harry Osle
Board Member Alexander Bucelo
Board Member Maria Cruz
Board Member Juan C. Diaz-Padron
Board Member Mary Snow
Board Member Mark Trowbridge

CALL TO ORDER

ROLL CALL

This was Approved on Consent Agenda

Present: 5 - Chairperson Hamon, Vice Chairperson Osle, Board Member Bucelo, Board Member Cruz and Board Member Diaz Padron

Absent: 2 - Board Member Snow and Board Member Trowbridge

APPROVAL OF THE MINUTES

Council requests amendment to the March 30 minutes to reflect that members asked if could approach directors regarding if funding is available for the state-of-the-art mobile app through their own department budgets.

Present: 5 - Chairperson Hamon, Vice Chairperson Osle, Board Member Bucelo, Board Member Cruz and Board Member Diaz Padron

Absent: 2 - Board Member Snow and Board Member Trowbridge

PERSONAL APPEARANCES

Personal appearances by Communications Director Martha Pantin and I.T. Director Raimundo Rodulfo

Communications Director Martha Pantin and I.T. Director Raimundo Rodulfo were present at the meeting.

OLD BUSINESS

- Proposed resolution for presentation at the April 26 Commission presentation

Council member Osle asks IT Director Raimundo Rodulfo if moving the funding of \$50,000 - \$100,000 to this year's budget instead of next year's budget will help with the acceleration of launching the new state of the art app. Director of I.T., Rodulfo responded to Council member Osle's question stating that the app will be a topic of discussion as soon after the new website goes live. The app will feed off the new website.

Council member Cruz asked Director Rodulfo when will the new website will be launched?

- Design is completed but wants feedback from the public first. The plan is for data launching to occur in May 2022 and finalize in June 2022.
- Director Rodulfo said he does not have a funded item for the app yet and would like to start allocating funding next year.
- Council member Cruz states that app should be launched sooner because the public needs to be aware of current events and should be aware sooner.
- Council member Osle asked I.T. Director if the funds are allocated faster will the project be completed more quickly (in 2022). Raimundo replied that he would need to speak to the City Manager about that.
- Council member Osle suggests to I.T. Director to create an app that is interactive because that is the most impactful way to reach the public and get their attention. It is more impactful than traditional magazines because most people don't read them anymore and simply toss them away.
- Council members ask if members could individually approach directors regarding availability of funding for the state of the art mobile app through their own department budgets.
- Chelsea adds resolution of Mayor Lago's Strategic Priorities Plan Priority #9: Trailblazing with Technology to be added to the April 26th Commission Meeting agenda.
- Director Rodulfo will bring item to City Manager.
- Goal is to try to get funds for app as soon as possible.
- Council member Osle asked I.T. Director if project can commence this year 2022? And if approximately \$150,000 can be allocated and approved? Director Rodulfo will have an answer regarding funds allocation and app requirements by next Mayor's Council Meeting in May.
- Communications Director Martha Pantin provided feedback on the app (ex: not to overwhelm the public with too much information at once). She discussed how the city is currently using a subscription emergency notification service called Everbridge. She also stated that engagement and followings have increased on the city's social media platforms as well as the number of subscribers.

Another option would be to go directly to the City Manager with a specific figure to request the funds.

- Members of the council would like to follow up on funds and requirements for new state of the art app by next Mayor's Council Meeting in May.

NEW BUSINESS

- Council Member Cruz as well as board member Board member J.C. Diaz Padron highlighted innovative features that should be included in new app. For example, include a “filter” feature or push notifications in which the public can filter and choose the topics and issues that gain their interest in order to avoid an overwhelming amount of information.
- Council member Diaz Padron points out that Coral Gables website should include a message informing the audience that there is an app that can be downloaded to stay updated with current events.
- Council's goal is to accelerate Mayor’s agenda.
- A resolution of the City Commission of the City of Coral Gables, Florida, Amending Mayor Lago’s Strategic Priorities Plan to include Priority #9 – Trailblazing With Technology will be discussed and included during April 26th commission meeting.

DISCUSSION ITEMS

Council member Cruz makes a motion that virtual participation including voting is allowed by Council members as long as there is a quorum of 4 members physically present.

Present: 5 - Chairperson Hamon, Vice Chairperson Osle, Board Member Bucelo, Board Member Cruz and Board Member Diaz Padron

Absent: 2 - Board Member Snow and Board Member Trowbridge

ADJOURNMENT

Meeting was adjourned at 9:42 a.m.

NOTE