

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, November 16, 2017, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

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

*Derrek Space participated via telephone conference.

Ms. Connie Crowther brought the meeting to order at 8:38 a.m.

Motion:

Mr. Derrek Space made a motion to approve the minutes of the October 2017 meeting. Ms. Alexandra Pantin seconded the motion, which passed unanimously.

Resignation of Chairperson Tina Sayago

Ms. Higgins Fallon informed members that she received a visit from Chairperson Tina Sayago, who has resigned from her position on this Board. After attending the Board and Committees seminar of last month, she thought it was on her best interest to resign from her duties, due to potential conflicts that may arise as a result of her magazine business. Chairperson Sayago was gracious in her brief tenure and Committee members wished her well. Mayor Valdés-Fauli will appoint a new Chairperson to this Committee.

Report from Public Affairs

Ms. Higgins Fallon provided an update of all waste collection operations the City is currently doing after dealing with debris from Hurricane Irma. Beginning Monday, November 20, enforcement of all city procedures begin again for residents who need to follow the regular guidelines of when to put out garbage and bulk trash for pickup, and how much they are allowed to place on swales.

Ms. Crowther said it is very important to communicate this new phase and the city should go the extra mile, as this could be an issue to ignite complaints from residents. Higgins Fallon said that the City is including this announcement on Herald ad, and it is being communicated in this week's e-News. Ms. Crowther suggested communicating to residents what the City does regarding Christmas trees recycling and to consider doing special collections after Christmas.

Ms. Higgins Fallon announced that our City Attorney Craig Leen is leaving for a high profile position in Washington DC. The City Commission has selected Miriam Ramos as the new City Attorney. Her office is working on this announcement, as well as several other tasks regarding Leen's departure and Ramos' swearing-in ceremony. Ms. Crowther said that Mr. Jose Acosta, who she knows as a professor at FIU, was appointed to the Department of Labor and he is cherry picking talent to take with him to Washington.

The City's is also working on an upcoming installation of Cruz-Diez work on painted sidewalks at City Hall, Aragon Avenue and the Coral Gables Museum. This is a very exciting public art project that Public Affairs is helping communicate to residents. Members asked about the logistics of the paint on the sidewalks. Higgins Fallon said that this is only a temporary painted display until end of January.

Ms. Higgins Fallon also provided an update on the City Commission's recent vote to move forward the annexation application of Little Gables to the county. Mr. Space inquired that this issue had been discussed at the Economic Development Board, of which he was a previous member, and wanted an update on the annexation of Ponce Davis/High Pines. Ms. Higgins Fallon said that there are two separate annexation projects, one being Little Gables and the other Ponce Davis/High Pines that are moving along on different timetables. Ms. Crowther said that she has received a few phone calls regarding opposition to the Little Gables annexation.

The City Commission has decided to appoint a citizen Blue Ribbon Panel that will guide the administration on post-storm recovery and debris collection in the future. This comes as a result of residents providing feedback of what worked and what didn't during the recent Irma experience. She will keep Committee members informed about this new panel.

Ms. Higgins Fallon introduced Rayza Collazo from the Information Technology Department. She announced that Mr. Eric Machado has left the city to work for Palmetto Bay and Rayza is taking over his duties. Ms. Collazo provided a brief update on the IT projects that relate to communications, such as the update of the City's website and app. She showed members a temporary layout of the new website, which is going to have new photographs. Once the website is ready to be launched, she will return with a more detailed presentation to gather input from Committee members. Ms. Higgins Fallon said that the city also wants to put a beta test site running concurrently with the existing web so as to give the public time to compare and provide important feedback. Ms. Crowther said that she would like to fully review the new website design once it moves along and provide assistance throughout the approval stage. Ms. Higgins Fallon said that this Committee will be more involved, once City Manager has approved the proposed layout. Ms. Pantin inquired about the color on the bottom scrolls. Ms. Collazo said that on a regular view it's more of a greenish color and can be seen on a wider monitor screen.

Current event and projects

Ms. Higgins Fallon discussed upcoming events and projects such as the Junior Orange Bowl Parade, which takes place the Sunday after Thanksgiving. On Saturday, November 18, there's an electronic recycling event at City Hall's parking lot that is very popular. Finally, on November 25, the city encourages everyone to shop at local stores as part of Small Business Saturday.

Ms. Crowther shared that she tries to attend events that are sponsored by the City. She had the opportunity to go to a digital seminar organized by the Chamber and the BID. She thought it was an excellent seminar to help retailers promote their businesses. She shared with the merchants attending that they need to push the message that parking is available throughout Downtown and that sharing this message is not only good for the City, but also for the merchants. She thinks there is a mental block regarding lack of parking, but she knows it's not true.

CGTV Update

Mr. Rocha showcased a live Facebook video that was taken on Halloween at City Hall. Ms. Space would like to have a copy of it. Mr. Rocha said that CGTV will be covering the Junior Orange Bowl Parade live again this year and will be covering also the Tree Lighting Ceremony.

Ms. Crowther brought additional copies of the Chamber magazine she writes every year. This is the 10th year she has been doing this publication, and she writes all the stories and takes all the photos. This is a collaborative project with information about the city's history as well as the various businesses.

With no further issues to discuss, the meeting was adjourned at 9:11 a.m.