

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of February 17, 2011

Members	F	M	A	M	J	J	A	S	O	N	D	J	F	
Matt Bokor C.L. Conroy	P	P	P	P	P	*	*	+	P	x	P	x	P	Mayor Donald D. Slesnick II
Sam Joseph	P	P	P	P	E	*	*	P	P	x	P	x	P	Commissioner Maria Anderson
Maria Garcia	E	E	P	P	A	*	*	A	A	x	P	x	E	Comm. Ralph Cabrera Jr.
Chuck Martinez		P	P	E	P	*	*	P	P	x	P	x	P	Comm. Wayne "Chip" Withers
David Stiefel	P	P	P	P	P	*	*	P	P	x	P	x	P	Vice Mayor William H. Kerdyk Jr

* No meetings

x No quorum

+ Membership discontinued

Staff in attendance:

Maria Rosa Higgins Fallon, Office of Public Affairs
Raimundo Rodulfo, Information Technology Department

Guests: Carlos Sarmiento, FDOT

The meeting came to order at 9:30 a.m.

Approval of minutes

The minutes from the December meeting were circulated for approval.

Motion: Chuck Martinez motioned to approve the December meeting minutes. Sam Joseph seconded the motion and it passed unanimously.

Traffic Safety Team

Higgins Fallon introduced Carlos Sarmiento, Community Traffic Safety Coordinator for FDOT who has approached the City of Coral Gables with a new initiative.

Sarmiento distributed packages to all Communications Committee members with information on the Community Traffic Safety Program which is a state-wide program funded by FDOT. The purpose of these teams is to address traffic safety concerns in order to reduce and eliminate fatalities on the roadway through the E's approach of engineering, enforcement, education and emergency services. A team ideally has representation from all four Es and can be made up of one or multiple cities. He explained that he presently handles 13 teams in Monroe and Miami-Dade counties, with the City of Coral Gables being the newest addition on a trial basis. He has met with members of Public Works and Police/Fire Departments to whom he has pitched the program. The Gables team will discuss traffic safety issues and then assign tasks as needed eliminating the extra bureaucracy steps.

Sarmiento also explained that he works with grants as FDOT has grants available for agencies wanting to promote issues related to traffic safety. The City can apply every year for these grants if

it has a particular program initiative in mid. Grants can cover infrastructure improvements in school areas such as the installation of sidewalks that would improve the fostering of walking/biking to school. The packages distributed contained samples of materials that are available to educate drivers in a variety of traffic safety issues.

Chairperson C.L. Conroy inquired about obtaining information contained in the packages. Sarmiento replied that he will send emails to municipalities listing the materials available for distribution. She suggested distributing the driving education materials to young adults who are getting new driver's licenses. Sarmiento said that the materials are currently being made available to students ages 16-24.

Committee members thanked Carlos Sarmiento for his presentation.

Information Technology Update

Raimundo Rodulfo from the IT Department reported on the new website development. He stated that this is a work in progress and the new web design has been created by a company named Vision Internet. IT has been working with the City Manager's Office, Public Affairs and Economic Sustainability Department on this project. He demonstrated the new design, with its various menus, icons and links.

Chuck Martinez asked when the new website is expected to go live. Higgins Fallon replied that the City is currently training all users, as all departments need to input their content on their pages and this will take time. Realistically a lot of work needs to be done and all departments need to pull together to populate the new website.

Rodulfo explained that the work of updating content will depend on the departments' functions, i.e. Human Resources will update job postings, Public Affairs will update news and calendar, etc.

Sam Joseph inquired who will be reviewing the writing style. Rodulfo explained that IT will review technical issues, Public Affairs will approve content and style, and Economic Sustainability will review content image.

Committee members agreed that the new web design is an improvement from the existing website.

Upcoming Projects - Events

Higgins Fallon reported about the Pink Snails that are currently being exhibited in the City of Coral Gables. They will be in exhibit for two months. She also informed members that a new Police Chief has been selected.

She informed members about the Wednesday Jazz in the Gables, a new program in partnership with the BID and Miami Jazz Cooperative held every Wednesday at the Coral Gables Museum Plaza.

Conroy asked why was this program set up from noon to 2 p.m.? Higgins Fallon replied that the partners are trying to target the downtown lunch crowd. Conroy stated that the program is flawed

because it is not in the center of all things during lunchtime and people walking cannot see the event. She thought it was a great idea, but the event should be held at night.

Joseph inquired how this program is being advertised. Stiefel also agreed that the event is not in a high traffic area.

Higgins Fallon will inquire about the reason behind having this event at lunch and not after work.

Joseph suggested checking out North Miami's MOCA program which brings jazz every Friday night to downtown North Miami. This successful program is heavily promoted and it has become an institution.

Coral Gables Television

Higgins Fallon showed a CGTV clip on the live coverage of the Junior Orange Bowl Parade. She also distributed the latest e-News information.

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