

**CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of December 18, 2008**

| Members | D | J | F | M | A | M | J | J | A | S | O | N | D | |
|-------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------|
| Leslie Pantin Jr. | P | E | P | P | P | P | P | * | * | × | E | P | P | Mayor Donald D. Slesnick II |
| Richard Chimelis | E | P | P | E | P | P | A | * | * | × | A | + | + | Commissioner Maria Anderson |
| Katherine deBlij | P | P | P | P | E | P | P | * | * | × | P | P | P | Comm. Ralph Cabrera Jr. |
| Vivian More | E | P | P | P | E | P | P | * | * | × | P | E | E | Comm. Wayne "Chip" Withers |
| David Stiefel | P | P | P | P | P | P | P | * | * | × | P | P | P | Vice Mayor William H. Kerdyk Jr. |

*** No meetings**

x No quorum

+ Membership discontinued

Staff in attendance:

Maria Rosa Higgins Fallon, Public Affairs

Belkys Perez, Public Affairs

Gee Chow Ming, Information Technology

Margarita Cardenas, Information Technology

Raimundo Rodolfo, Information Technology

Scott Boylard, Planning Department

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

Approval of minutes

The minutes from the November meeting were circulated for approval.

Motion: Katherine deBlij motioned to approve the November meeting minutes. David Stiefel seconded the motion and it passed unanimously.

Appointment of new member

Committee members were informed that on Tuesday, December 16, Mr. Samuel Joseph was appointed as new member of the Communications Committee. Maria Rosa Higgins Fallon will follow up and will invite him for the January meeting after official paperwork has been filed with the City Clerk's Office.

Higgins Fallon distributed a schedule of upcoming meetings for 2009. Meetings will take place the third Thursday of the month at 9:30 a.m. at the Youth Center Conference Room.

She also distributed draft copy for the upcoming winter issue of the online newsletter. Higgins Fallon provided an update on the various projects that Coral Gables Television is working on. Staff Belkys Perez will be hosting this year's Junior Orange Bowl Parade. The crew is working on preparing for a pre-parade show, which starts at 6:30 p.m. A number of segments are being produced showcasing what goes on behind the scenes, what employees do and who are some of the volunteers of this big event. She invited all members to tune in to Channel 77 as they are working very hard on this year's production.

Higgins Fallon also distributed a letter for their signature that will be mailed to former Communications Committee member Richard Chimelis. The letter thanks him for his many years of service.

David Stiefel inquired about why the Junior Orange Bowl is called that since there is no longer an Orange Bowl parade. Higgins Fallon replied that this event is put together by the Junior Orange Bowl Committee and it is a separate organization than the previous one. Leslie Pantin also replied that when he was President of the Orange Bowl he attempted to tighten the relationship between these organizations but was not successful. The Junior Orange Bowl Parade is the only parade left in town.

Pantin also inquired about the status of advertising sales of the Trolleys. Higgins Fallon said that her office is working with Trolinet to produce a Trolley Guide as stipulated by the contract. Because of the delay in the signing of the contract, the company is now facing a hard economy where there are not a lot of potential advertisers. She estimates that the ad sales will be slow at the beginning but hopefully things will pick up.

Information Technology Update

Margarita Cardenas from the Information Technology Department gave a presentation on the TerraFly project. This is a project that Florida International University is working with NASA and is currently available to the City at no cost.

The concept is similar to Google Earth but with more applications. Users can identify a zone on an aerial map and select from a list of menus such as which schools or restaurants are close to this area. She walked them through a series of options that users can use to find out about a particular zone and its surroundings. This information is linked to information provided by the Census, and MLS real estate listings, among other sources. The IT Department is still waiting to get full confirmation on how often this information is updated. The idea is to post this information on the City's homepage to add value to the users. Communications Committee members agreed that this was good information to post.

Higgins Fallon suggested including a disclaimer on the City's page stating that the City does not endorse any businesses listed on this service and that the posted information may not be completely updated. Members agreed.

After this presentation, the Information Technology Department will work on posting this information on the City's homepage.

Coral Gables Television

Higgins Fallon showed some promotional videos that Coral Gables Television has produced for the holiday season and are currently running on Channel 77.

She wished all Communications Committee members a happy holiday season and great things to come for 2009. With no other business to discuss, the meeting was adjourned.