CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, May 8, 2019, 8:30 a.m.
Youth Center Conference Room
Coral Gables, FL

MEMBERS	M	J	J	A	S	O	N	D	J	F	M	A	M	COMMISSIONERS
	'18	'18	'18	'18	'18	'18	'18	'18	'19	'19	'19	'19	'19	
Sandra Gonzalez-Levy	P	+	*	*	P	P	P	P	P	P	P	E	P	Mayor Raul Valdes-Fauli
Derrek Space	P	+	*	*	P	P	A	P	P	E	P	P	P	Commissioner Pat Keon
Alexandra Pantin Connie Crowther	A	+	*	*	P	P	E	A	R P	 P	 P	 P		Vice Mayor Vince Lago
Connie Crowther	P	+	*	*	P	P	P	P	P	RA				Commissioner Frank Quesada
TJ Villamil	P	+	*	*	P	P	P	P	P	P	P	P	P	Commissioner Michael Mena

A = Absent
E = Excused Absence
P = Present
R = Resigned
RA = Reappointed by different Commissioner
 * = No Meeting
 + = No Quorum

STAFF AND GUESTS:
Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV
Raimundo Rodulfo, IT
Lemay Ramos, IT
Nicolas Saenz, CGTV

After achieving a quorum, the meeting began at 8:31 a.m.

Mr. TJ Villamil and Ms. Derrek Space participated over the phone.

Approval of Minutes

Motion: Mr. Derrek Space made a motion to approve the minutes of the April 2019 meeting. Mr. TJ Villamil seconded the motion, which passed unanimously.

ZenCity Presentation

Ms. Higgins Fallon introduced members of the Information Technology Department to present an update on a new initiative, ZenCity.

Mr. Raimundo Rodulfo gave an overview on Zencity. It analyzes data from all different sources, getting actual feedback from data and learning with time how to analyze the information: artificial intelligence. It provides a public sentiment analytics and detects anomalies and trends. It also finds and targets misinformation. He gave case studies on incidents in which the system has helped. Green is positive, gray is neutral, red is negative on the sentiment wheel.

Chairperson Sandra Gonzalez-Levy asked what topics could be potentially negative in Coral Gables. Ms. Connie Crowther asked how the program is analyzed and clarified. Mr. Rodulfo assured them that the data analyzed is only public data, and not private conversations. He explained that staff can create a list projects or topics to be analyzed. Ms. Higgins Fallon further explained this feature.

Mr. Lemay Ramos stated that the program also gives a widespread idea of how people actually feel rather than one single person's feedback at a Commission Meeting which may be drowning out other voices.

Ms. Higgins Fallon discussed hypothetical news in the case someone says something false or incorrect on social media. She can go to the source, whether Facebook, Twitter or blog, and intercept the conversation to reflect an accurate discussion before a fake news goes viral.

Chairperson Gonzalez-Levy asked who will be running this program. Ms. Higgins Fallon replied that she'll do her best to analyze the data, but she has other responsibilities to attend to. Chairperson Gonzalez-Levy agreed that there is a need for a full-time social media staff and would like Committee members to offer support for additional staffing resources requests.

Mr. Rodulfo said the City Manager will be having a meeting over this. A major question that comes when someone is shown the program is, who will be monitoring it?

Chairperson Gonzalez-Levy inquired the staffing resources needed. Ms. Higgins Fallon and members of IT concurred that, at a minimum, a full-time social media coordinator is needed to coordinate all the citywide efforts and analytics. Chairperson Gonzalez-Levy suggested for this committee to advocate for this program and for the social media coordinator, as a matter of public safety especially with hurricane season approaching.

Mr. Rodulfo hopes that every City department is educated on this and takes advantage of the ZenCity dashboard.

Chairperson Gonzalez-Levy asked for paragraph of talking points to bring up to the commissioners and the mayor regarding the staffing issue.

Public Input

Ms. Higgins Fallon segued into Public Input saying the city is also implementing a new public outreach platform called Public Input, which will be integrated with ZenCity. She will present further projects to be introduced on this new platform at their upcoming meeting. The program was just recently approved.

Other Technology

Chairperson Gonzalez-Levy discussed her experience with a Sweetwater online municipal meeting. She shared that they have a tool where they can have a town hall meeting on the phone or computer. Ms. Connie Crowther and Ms. Higgins Fallon said that Public Input has that feature. It's now a matter of making sure the leaders use it. Mr. Rodulfo will research the Sweetwater application and will compare it with the new Public Input program. He will report back.

Mr. Rodulfo updated the committee on a partnership with WAZE. He will make a presentation at the next City Commission meeting.

Public Affairs Report

Ms. Higgins Fallon informed members about recent projects such as the Municipal Elections, the induction Ceremony, being awarded the Quarterly Leadership Award and upcoming Parks Master Plan. She inquired members if they would be interested in inviting new Commissioner Jorge Fors at an upcoming meeting. Members concurred.

Ms. Connie Crowther commended Ms. Higgins Fallon on the use of Nextdoor for meeting announcements. Chairperson Gonzalez-Levy said that's how she found her lost dog.

Current Events and Projects

Mayor Valdes-Fauli has scheduled a Mayoral Address on May 22nd. Ms. Higgins Fallon distributed information received from Landscape Division regarding a tree services door hanger. Ms. Crowther said that copy needs to be revised. Ms. Higgins Fallon will review and share her comments with Ms. Crowther and the Committee.

Other upcoming projects discussed were the Summer Camps at the Youth Center and Hurricane season preparation information.

City e-News Update

Ms. Higgins Fallon distributed the latest version of e-News, which has a new updated design.

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