



City of Coral Gables
CITY COMMISSION MEETING
December 15, 2009

ITEM TITLE:

Communications Committee Meeting Minutes of November 19, 2009

SUMMARY OF MEETING:

The minutes from the October meeting were circulated for approval. Motion: Sam Joseph motioned to approve the October meeting minutes. David Stiefel seconded the motion and it passed unanimously.

Higgins Fallon distributed copies of email from Communications Committee member Vivian More resigning from the board. Higgins Fallon distributed copies of the latest November/January 2010 issue of *Golden Gables*.

Raimundo Rodulfo conducted a live demonstration of list server system developed for the Public Affairs Office.

Matt Bokor welcomed City Manager Pat Salerno to the meeting. Salerno said that the trademark of “City Beautiful” is the right message, but if this city is going to compete with other communities, we must go beyond that. “The City Beautiful” could use a tagline that would provide additional information. The tagline should indicate what we value as a community. There were three things that he thinks could be added to the “City Beautiful” notation: the words “Progressive ~ International ~ Historic.” Committee members agreed with the City Manager.

Instead of a branding initiative, City Manager Salerno suggested taking small incremental steps by developing a tagline after “The City Beautiful” that could be used only in economic development initiatives. Bokor agreed that his effort would be an enhancement for economic development.

Committee members thanked the City Manager for his time.

Higgins Fallon talked briefly about upcoming events such as the Holiday Spectacular scheduled for December 4 in front of City Hall, and the Dine Under The Stars previously discussed.

Higgins Fallon announced that Coral Gables Television has been nominated for an Emmy. Awards will be presented December 5th in Orlando. Higgins Fallon distributed the latest copy of e-News. With no other business to discuss, the meeting was adjourned.

ATTACHMENT(S):

1. **Draft Minutes of November 19, 2009**