



City of Coral Gables
CITY COMMISSION MEETING
October 13, 2009

ITEM TITLE:

Communications Committee Meeting Minutes of September 17, 2009

SUMMARY OF MEETING:

The meeting came to order at 9:30 a.m. The minutes from the June meeting were circulated for approval. Motion: Sam Joseph motioned to approve the June meeting minutes. Maria Garcia seconded the motion and it passed unanimously.

Higgins Fallon distributed a copy of the letter of resignation from Communications Committee Chairman Leslie Pantin. Mayor Slesnick will appoint a new member to the Communications Committee.

Arts and Culture Specialist Catherine Cathers was introduced. The Cultural Development Board discussed the stipulation of having all cultural grantees to acknowledge the city's support in their marketing materials. They proposed including the established branding of "Coral Gables, The City Beautiful" on these materials. Stiefel agreed that if we own this branding, we should use it.

Information Technology

Raimundo Rodulfo discussed a new tool that the IT Department is using to monitor the City's web. It is a hosting service that automatically checks the more than 1,000 pages that are currently in the City's web, making sure that there are no broken links, no spelling errors and provides accessibility compliance as well. The IT Department is also working on developing a list server to assist the Public Affairs Office to maintain the database of e-News emails. Rodulfo also discussed a new project that deals with intellectual trademark. With the proliferation of social network, the City is trying to protect its name. Facebook recently approved a change in their policy that allows organizations to have more control of their intellectual property. Right now IT is in the process of reserving 15 names for the City.

Maria Garcia agreed that it would be a good idea for the City to have its own Facebook page. Joseph said that Facebook provides automatic updates of events which would be beneficial. Stiefel said that this is a first step to something new and that it is important to jump into it.

Joseph suggested pilot testing a Facebook page using this Committee as the first circle of friends before it is sent citywide. Other members agreed.

Budget Message

Higgins Fallon distributed copies of *Straight Talk*. This communication was born after several political organizations were confusing readers regarding what the City is trying to do fiscally. Garcia said that she attended the first budget hearing and she asked people if they've received *Straight Talk*. People acknowledged receiving it and were now getting both sides of the story. She said that *Straight Talk* was a good idea.

Emergency Rescue Transportation Fee

Higgins Fallon distributed a copy of outreach plan designed to inform residents regarding the new Emergency Rescue Transportation fee. Her office has developed a Citizen's Guide with easy to understand Q&A to explain the new program. This will be communicated through e-News, the web, and Coral Gables Television.

H1N1 Outreach

Higgins Fallon distributed copies of information being distributed to residents regarding the H1N1 flu. The City is being proactive in providing information to residents in advent of the new flu season. Her office will continue to communicate updates from the CDC and the Health Department.

Coral Gables Television

Higgins Fallon showed two packages prepared by Coral Gables Television. The first one was a "What's Happening" on coming back to school, and the second one was "Coral Gables Tell You How" on how to find parking in the City.

With no other business to discuss, the meeting was adjourned.

ATTACHMENT(S):

- 1. Draft Minutes of September 17, 2009**