

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of May 21, 2009

Members	M	J	J	A	S	O	N	D	J	F	M	A	M	
Leslie Pantin Jr.	P	P	*	*	x	E	P	P	E	P	P	P	P	Mayor Donald D. Slesnick II
Richard Chimelis	P	A	*	*	x	A	+	+						Commissioner Maria Anderson
Sam Joseph									P	E	P	P	P	
Katherine deBlij	P	P	*	*	x	P	P	P	P	E	P	P	P	Comm. Ralph Cabrera Jr.
Vivian More	P	P	*	*	x	P	E	E	E	P	E	P	P	Comm. Wayne "Chip" Withers
David Stiefel	P	P	*	*	x	P	P	P	P	P	P	E	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

Raimundo Rodulfo, IT Department

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

Approval of minutes

The minutes from the April meeting were circulated for approval.

Motion: Katherine deBlij motioned to approve the April meeting minutes. Sam Joseph seconded the motion and it passed unanimously.

Golden Gables

Higgins Fallon distributed copies of the May-July Golden Gables. The issue includes a front page introductory message from the new City Manager.

Information Technology Update

Raimundo Rodulfo from the IT Department presented a proposed project that will secure consulting services to improve the look of the City's website. This includes web design and upgrade of technology from content management used since 2002 to Microsoft's new Share Point. The objective is to redesign the menus and overall look of the web, making it more contemporary. The City has had the same web design for the past five years. Rodulfo presented the proposed scope of work, but due to budget constraints, there is limited funding available. By using Microsoft as a partner, IT can use some vouchers provided to save on the cost of the upgrade. He explained that a total redesign of the website is not necessary, just the creation of templates with the latest technology that can be used by IT staff to implement in all web pages. IT will do the rest of the upgrades to save money. Rodulfo reported that IT has \$8,000 available to do the project. He welcomed any feedback from Committee members.

Higgins Fallon inquired about who will be involved in selecting a vendor. She suggested including a representative from the Communications Committee to be part of this process.

Vivian Moré also suggested contacting University of Miami students who are fabulous web designers.

Leslie Pantin suggested including Moré as the Committee's representative on this project.

Rodulfo further reported that he is putting together a list of qualified vendors. Moré will provide contact information of people she has worked with in the past that could be interested in this project. She also suggested using summer interns that can provide this work for free.

Upcoming Events

Higgins Fallon reported on events her office is working on. Next week, a portion of S.W. 37 Avenue will be co-designated as William Kerdyk Sr. Avenue. This co-designation between the City of Coral Gables, Miami-Dade County and the City of Miami is in honor of the late Commissioner Kerdyk Sr., father of current Vice Mayor Bill Kerdyk Jr. Higgins Fallon informed members that her office will be working on contacting the media, issuing press releases and producing a television news segment on this story.

Another scheduled event is Coral Gables Restaurant Week. Every year, the Business Improvement District organizes this event to highlight the various restaurants in Coral Gables. Her office will be working on creating a television news segment regarding this.

Pantin reported that he was involved in last week's Pow Wow, taking reporters from Mexico to Por Fin restaurant. He mentioned that a lot of restaurants were involved in Pow Wow, an event for the travel industry.

Higgins Fallon also informed members that her office is working on a feel-good project. A group of residents from the South Gables area are getting involved in a renaissance project to improve the aesthetics of the waterways. The Granada bridge will receive a makeover, thanks to a donation of approximately \$20,000 from the Parknership foundation, a project of Vice Mayor Kerdyk. The bridge will be repainted with the hopes of collecting additional donations to continue this work on the bridges of Maynada and Hardee Roads. Her office is working on promoting this story through press releases, e-News and a television segment.

Coral Gables Television

Higgins Fallon showed a 20-minute video interview with the Coral Gables Medical Director talking about swine flu prevention. She informed that her office was responsible for communicating prevention information to residents regarding this issue. As a result, this interview was produced and CGTV also aired a quick public service announcement on flu prevention, a message that was also transmitted on Gables Radio 1620 AM.

Sam Joseph inquired if the City provides flu shots for residents. Belkys Perez confirmed that Coral Gables partners with Humana and gives flu shots to seniors.

Pantin indicated the importance of this type of effective communications to prevent panic in the community.

City News Update

Higgins Fallon distributed the latest e-news.

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