

**CITY OF CORAL GABLES  
COMMUNICATIONS COMMITTEE MEETING  
Minutes of November 17, 2011**

<b>Members</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>		
C.L. Conroy <b>Liana Perez</b>	x	P	x	P	P	P	P	P	*	*	+	P	P	P	Mayor Jim Cason
Sam Joseph	x	P	x	P	P	E	P	P	*	*	P	A	A		Commissioner Maria Anderson
Maria Garcia <b>Carlos Perea</b>	x	P	x	E	P	P	P	E	*	*	+	P	P	P	Comm. Ralph Cabrera Jr.
Chuck Martinez <b>Jerry Santeiro</b>	x	P	x	P	E	P	P	+	P	*	*	P	P	P	Comm. Frank C. Quesada
David Stiefel	x	P	x	P	P	A	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, Office of Public Affairs

**Guests:**

Cindy Birdsill, Economic Sustainability Department  
Mia Cavaco, Coral Gables Chamber of Commerce  
Adriana Serna, Coral Gables Chamber of Commerce  
Mari Gallet, Business Improvement District

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

Approval of minutes

The minutes from the October meeting were circulated for approval.

Motion: Jerry Santeiro motioned to approve the October meeting minutes. Carlos Perea seconded the motion and it passed unanimously.

Resident Discount Program

Liana Perez welcomed this month's guests. They were invited to discuss the idea of creating a program similar to what Coconut Grove has which offers a 10 percent resident discount in restaurants and venues within the City. She suggested dedicating one night of the week when these discounts are offered to residents as well as their guests.

Mari Gallet liked the idea. She had included an article on the Bid Buzz asking members for feedback. She indicated, however, that this is the worst time of the year to communicate with merchants because of the holidays. Some Coral Gables restaurants, such as Red Koi, are already offering a discount to residents. She would like to explore in January if other venues would want to participate to see if there is an interest.

Carlos Perea inquired about how merchants promote these discounts. Gallet said that these promotions are included on their respective webpages and on [www.shopcoralgables.com](http://www.shopcoralgables.com). Some members also use social media and Groupon.

Perez suggested having either Mondays or Tuesdays as the discount nights and later try to expand the program adding more nights during the summer.

Cindy Birdsill suggested creating a webpage where all the available discounts and deals are posted and to work jointly to promote the program.

Mia Cavaco from the Coral Gables Chamber said this was a promising program. She is taking this information to Mark Trowbridge to see how it would work with Chamber members.

Perez said that there is no need to create a special card. Residents can simply show their drivers license while workers can show their ID or business cards. She inquired about how the Giralda Under The Stars project is doing.

Gallet said that the November night was successful. The second big night is scheduled for December 2, the same night of the holiday Tree Lighting. Restaurants bring their tables outside to serve meals, adding music and artists to the outdoors. The BID works with Art in the Park and with the Gallery Association to cross promote as a night to be in Downtown Coral Gables. Gallet asked Higgins Fallon to provide information about hours of the Holiday Park. Higgins Fallon will provide.

Gallet will confirm merchant's participation probably by first week of February. Cavaco will take this information to the Chamber to present to their Executive Committee.

Birdsill talked about the new city website which is ready to be launched. Her department is advertising for a Marketing position which will help in the promotional activities.

#### Upcoming Events/ Projects

Perez informed members about the University of Miami free lecture by Yale History Professor Carlos Eire on November 21. Also, residents will be able to receive free game tickets for the UM men's basketball games of Jan 22, Feb 1, 18 & 26, 2012. Higgins Fallon informed members that the grace period for truck restriction compliance was extended until February 8. Also, members were invited to the Holiday Spectacular scheduled for Friday, December 2.

#### Coral Gables Television

Higgins Fallon showcased programs produced by Coral Gables Television. Perez also inquired about the program to be produced for City hotels. Higgins Fallon said that CGTV is working on this project. Perez suggested that the Chamber and BID be involved.

#### City News Update

Higgins Fallon distributed the latest e-News information.

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