

**CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of March 20, 2008**

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

Staff in attendance

Maria Rosa Higgins Fallon, Public Affairs

Michael Rocha, CGTV

Margarita Cardenas, IT

Dashiel Lopez, IT

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

Approval of Minutes

The minutes from the February meeting were circulated for approval.

Motion: David Stiefel motioned to approve the February meeting minutes. Vivian More seconded the motion and it passed unanimously.

Cultural Board

Higgins Fallon explained that she has been in communications with Cultural Board Secretary Cathy Swanson about an incorrect statement included in their recent minutes indicating that Communications had requested the Cultural Board to submit a design for cultural information on the website. Higgins Fallon asked that this be clarified with the Cultural Board and copied Communications Committee members on correspondence. She reported that a meeting has been scheduled for this afternoon with City Manager, Cultural Development and Public Affairs to clarify the steps needed in order to develop this page and to determine who will be responsible for developing the copy to enhance the web page.

Leslie Pantin said that he would be willing to go to the Cultural Board and explain this himself, if there is a need to. Higgins Fallon will update the board of any future developments.

Sponsorship and Advertising

Higgins Fallon distributed copies of minutes from a February meeting between Commission Anderson and Commissioner Withers. One of the items discussed was future partnership opportunities to find additional sources of revenues for the City. The idea of using Coral Gables Television as a source to produce revenues was discussed, through possible partnerships with other cities that do not have television coverage, so that CGTV could offer these services for a fee.

Higgins Fallon wanted to open a discussion on the subject with Communications Committee members for their input on the subject. In the past, the City has not been in favor of advertising in their publications, but due to budget cuts, the consideration is now on the table.

Pantin thought it was a good idea as long as the television coverage offered to other cities does not interfere with coverage of Coral Gables.

Stiefel also wanted to make sure that legally Coral Gables Television, because it is a public access television, can do sponsorships without changing its status as a government channel.

Higgins Fallon explained that CGTV is a public education government channel and they have to abide by certain FCC regulations. Mostly, the station cannot be used for commercial purposes. However, they are allowed to have underwriting and sponsorships to cover certain costs. She reported that she has had a conversation with the City's legal counsel and he indicated that the City can charge third parties for production costs, when CGTV takes out the production truck and charge for labor and production.

She also said that there is a lot of air time that can be filled. CGTV does not produce enough shows to fill the air 24/7. Further discussion was held regarding sponsorship opportunities for CGTV.

Higgins Fallon proposed doing a business plan on Sponsorship and Advertising Opportunities to be reviewed and approved by the City Manager, City Attorney and forward to this Board for comments. This will include multimedia options for advertisers to reach viewers through Coral Gables Television, e-News, the City's website, printed newsletter and also the Trolley.

Stiefel inquired about other municipalities that already received our television coverage. Higgins Fallon responded that portions of Pinecrest can get CGTV. She has spoken with Pinecrest and they have a limited video system for coverage of their commission meetings for which they paid \$40,000. Their set-up is not like CGTV's.

Pantin also suggested contacting other Coral Gables institutions such as the Chamber of Commerce or cultural organizations which could have their own TV programs, for a paid sponsorship.

Stiefel said to be careful on developing the underwriting message to be shown on TV. He is aware that local public station WLRN cannot use action phrases in their underwriting messages.

DeBlij inquired if we knew how many people watch Coral Gables TV. Higgins Fallon said that Comcast has provided information about how many subscribers there are in Coral Gables which is around 70 to 80 percent. Direct TV has a small market in Coral Gables. Staff gets a lot of feedback about the shows aired on CGTV. Rating companies do not rate public access television.

Newsletter

Higgins Fallon reported that at the next Commission Meeting the Mayor has asked to discuss the distribution of the City Newsletter. He hopes to have it printed again. She will inform the Committee about the outcome of the discussion.

News Desk

Higgins Fallon showed Committee Members the latest edition of News Desk taped at Coral Gables Television.

Information Technology

Margarita Cardenas informed that IT was contacted by two vendors. One is to translate the entire website into different languages. She explained the services offered. Higgins Fallon inquired about the quality of the Spanish translation. Members agreed that these services still require a human translator to go over the sentences and didn't see a need for this. The second vendor contacted IT to offer kiosks in locations throughout the City to be used for advertisement. They are interactive and easy to use. Vendor will get advertisements to pay for the cost of kiosk's installation. Cardenas will provide further information to Higgins Fallon. Members would like to see a presentation at the next meeting to know more about these services.

Cardenas also distributed a year-report of website statistics. Members requested to see a year-to-year comparison of web pages at the next meeting.

Dashiel Lopez from IT also reported a new program created to allow potential vendors to register on-line and reply for bids through the web. Currently, Procurement is doing all the work manually. This system will allow them to post bid packages on the web and vendors will be able to send the bid responses online. The system will be available in the upcoming weeks.

Board updates

Higgins Fallon distributed the latest copies of e-News for Committee member information.

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