

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of October 21, 2010

| Members | O | N | D | J | F | M | A | M | J | J | A | S | O | |
|-------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---------------------------------|
| Matt Bokor C.L. Conroy | P | P | P | P | P | P | P | P | * | * | + | P | | Mayor Donald D. Slesnick II |
| Sam Joseph | A | P | P | P | P | P | P | E | * | * | P | P | | Commissioner Maria Anderson |
| Maria Garcia | P | E | P | P | E | E | P | P | A | * | * | A | A | Comm. Ralph Cabrera Jr. |
| Vivian Moré Chuck Martinez | A | + | | | | P | P | E | P | * | * | P | P | Comm. Wayne "Chip" Withers |
| David Stiefel | P | P | P | E | P | P | P | P | P | * | * | P | 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
Raimundo Rodulfo, Information Technology Department

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

Approval of minutes

The minutes from the September meeting were circulated for approval.

Motion: Chuck Martinez motioned to approve the September meeting minutes. Sam Joseph seconded the motion and it passed unanimously.

Introductions

Newly appointed Chair C.L. Conroy introduced herself as the owner of a public relations, marketing, and social media firm. Her firm is celebrating its 20 years and has offices on Ponce de Leon Blvd. She lives and works in Coral Gables.

Communications Committee members Sam Joseph, Chuck Martinez and David Stiefel also introduced themselves followed by introductions by staff members Maria Rosa Higgins Fallon and Raimundo Rodulfo.

Information Technology Update

Rodulfo reported the evaluation of a customer relations management system that will replace the current Better Place System. Through this system, constituents can interact with government online. The Better Place System was developed by the Florida League of Cities 10 years ago and was at the time a robust technology. However, systems have evolved and can now offer more features. The Better Place is going to be phased out. IT is currently evaluating five different options. Rodulfo informed members about the systems being considered.

Conroy asked about the timing for this project. Rodulfo replied that IT is currently doing the evaluation and a pilot testing is planned for next month. After that, a management decision will be made. It is expected that a new system will be on board by 2011.

Martinez inquired if the systems considered allow for an immediate response to customers. Rodulfo confirmed that an immediate response can be sent via text message or email. Martinez also inquired if these systems allow advertising on a mobile application. Higgins Fallon replied that a proposal to advertise through all communication vehicles was presented to the previous and current City Manager. However, this item has not become an item for discussion. Martinez also inquired about how the chosen customer relations system will be promoted. Higgins Fallon replied that once selected, her office will heavily promote the new online system to inform residents of this new option.

Upcoming Projects - Events

Higgins Fallon informed members about the Dalai Lama visit to the University of Miami. Coral Gables residents were offered 500 free tickets, given away at the Youth Center. Conroy thought it was a good offer for residents and expected a long line for tickets.

Higgins Fallon informed members about an event organized by the Coral Gables Garden Club. They raised funds to install a life-size statue of Althea Merrick, mother of George Merrick. The dedication is planned for October 27 at 5 p.m. and all members are invited to attend. Higgins Fallon also spoke about the events planned for Halloween. Another upcoming event is scheduled for November 12 when the Merrick House celebrates 100 years. A fundraising gala is planned for that night.

Finally, Higgins Fallon informed members about extended parking enforcement hours. Beginning October 11, the City will be enforcing parking meters Monday through Sunday from 9 a.m. until midnight. Martinez inquired if the public will get courtesy notices. Higgins Fallon said the City is planning on gradually enforce this new parking hours and has communicated the change through e-News, the City's website, and CGTV.

Coral Gables Television

Higgins Fallon showed two What's Happening Coral Gables segments regarding the new Coral Gables Museum and the new Art Cinema. She also distributed the latest e-News information.

Conroy asked for a contact list of Communications Committee members. Higgins Fallon will provide.

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