



**City of Coral Gables
CITY COMMISSION MEETING
February 23, 2010**

ITEM TITLE:

Communications Committee Meeting Minutes of January 21, 2010

SUMMARY OF MEETING:

The minutes from the January meeting were circulated for approval. Sam Joseph motioned to approve the January meeting minutes. Maria Garcia seconded the motion and it passed unanimously.

Following up on last month's discussion regarding the enhanced tagline, Higgins Fallon reported that the concept suggested of using "City Beautiful 2.0" was not embraced by the City Manager. He did, however, like the terms "Vibrant" and "Dynamic." Sam Joseph preferred the term "Dynamic" instead of using "Progressive." Matt Bokor shared the same hesitation of using the word "Progressive." Committee members preferred the usage of the word "Dynamic," followed by the terms "Historic" and then "International."

Higgins Fallon presented a draft of a marketing plan for the upcoming Census 2010. This group is the official Complete Count Committee representing the City of Coral Gables. Higgins Fallon asked for the Committee's participation in community outreach. Joseph agreed to do community outreach to the businesses and the Chamber. Garcia will handle the homeowners association.

Higgins Fallon provided an update on the City's effort toward the Haiti Relief.

Higgins Fallon showed the Census 2010 public service announcement. She will distribute copies to all members.

Higgins Fallon distributed the latest copy of e-News. With no other business to discuss, the meeting was adjourned.

ATTACHMENT(S):

1. Draft Minutes of January 21, 2010