

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of February 18, 2010

Members	F	M	A	M	J	J	A	S	O	N	D	J	F	
Leslie Pantin Jr. Matt Bokor	P	P	P	P	E	*	*	+	P	P	P	P	P	Mayor Donald D. Slesnick II
Sam Joseph	E	P	P	P	A	*	*	P	A	P	P	P	P	Commissioner Maria Anderson
Katherine deBlij Maria Garcia	E	P	P	P	+	P	*	*	P	P	E	P	P	Comm. Ralph Cabrera Jr.
Vivian Moré	P	E	P	P	P	*	*	E	A	+				Comm. Wayne "Chip" Withers
David Stiefel	P	P	E	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, Office of Public Affairs

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

Approval of minutes

The minutes from the February meeting were circulated for approval.

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

Census 2010

Matt Bokor thanked Sam Joseph for his presentation this morning at the Chamber of Commerce's breakfast regarding the Census count.

Sam Joseph appreciated the support of Committee members. Maria Garcia was present at the breakfast but could not attend this meeting.

Higgins Fallon spoke about additional census awareness initiatives. She informed members that she has drafted a proclamation to be presented at the March 9th City Commission meeting. She is requesting the presence of all Committee members, if possible. Members should plan to say a few words on behalf of what this Committee has done to promote the census in Coral Gables. This proclamation will be presented probably between 9-9:30 a.m. and members should plan for a 10-minute presentation.

She also described the work done in conjunction with Sam Joseph for the Chamber of Commerce's breakfast. Approximately 200 flyers were distributed this morning at the breakfast. Higgins Fallon is also working with Maria Garcia for an upcoming presentation to Coral Gables High School. Approximately 250 students will attend to view the public service announcement and will receive flyers. She is also working with Garcia to send information to Coral Gables homeowners association. Most of these associations prefer to receive the information through email.

Higgins Fallon also reported about census information being disseminated through e-News, the Winter online newsletter, the website and through public service announcements on Coral Gables Television.

Golden Gables

Higgins Fallon distributed the latest version of the *Golden Gables* publication. It is distributed to 5,000 seniors in Coral Gables and through various points of distribution like the Youth Center and the Senior Center. It is also being distributed at the Farmers Market.

Coral Gables Television

Higgins Fallon showed a public service announcement produced at CGTV regarding the census which is Coral Gables specific. Members liked the production.

Higgins Fallon distributed the latest copy of e-News. She reported about upcoming renaming of Washington Park to happen most likely the first week of March.

Bokor inquired about the vacancy in this Committee. Higgins Fallon replied that Commissioner Withers has appointed Chuck Martinez to be his representative on the Communications Committee. She will contact and invite Martinez to the next meeting.

Bokor had a question regarding dead zones for cellular phones within the City. Higgins Fallon said she was not aware of any issue with cellular phone coverage, but will inquire and report back.

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