



City of Coral Gables
CITY COMMISSION MEETING
May 27, 2008

ITEM TITLE:

Communications Committee Meeting Minutes of May 15, 2008

SUMMARY OF MEETING:

Approval of minutes: The minutes from the April meeting were circulated for approval.

Motion: David Stiefel motioned to approve the April meeting minutes. Richard Chimelis seconded the motion and it passed unanimously.

Golden Gables

Committee members received a copy of the May/June/July issue of Golden Gables which was recently distributed to 5,000 subscribers. Belkys Perez reported that Public Affairs is working closely with the Senior Division to promote the programs being held at the new Senior Center.

E-News

Higgins Fallon distributed two new layouts proposed for e-News which includes sponsorship banners and side tiles. The design still has the sophisticated Coral Gables look and the ads are non-intrusive. She reported that the Sponsorship, Advertising and Multimedia proposal is in the hands of the City Manager and City Attorney for their review and comments.

Trolley Advertising

Higgins Fallon reported that the Procurement Division is attempting for the second time to do a Request for Proposal to find a company that would sell multimedia advertising inside the trolley. Communications Committee member David Stiefel has agreed to serve on the Selection Committee and he confirmed receiving all pertinent information.

Technology Update

Margarita Cardenas showcased the Legistar function currently available to the public on the web. She demonstrated the user-friendly capabilities of reading the agendas posted on-line. Cardenas also reported about the web extensions that IT is currently working on to track permits on-line. This function will be used by Building and Zoning, Fire and Public Works departments.

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

ATTACHMENT(S):

1. Draft Minutes of May 15, 2008