

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, February 16, 2017, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

| MEMBERS | F | M | A | M | J | J | A | S | O | N | D | J | F | COMMISSIONERS |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------------------------------|
| | '16 | '16 | '16 | '16 | '16 | '16 | '16 | '16 | '16 | '16 | '16 | '17 | '17 | |
| Margarita Delgado | P | P+ | P | P | P | P | * | P | E | P | * | P | E | Mayor Jim Cason |
| Derrek Space | E | P+ | P | E | P | P | * | P | P | P | * | P | P | Commissioner Pat Keon |
| Les Pantin III Alexandra Pantin | P | A+ | P | P | P | P | * | P | P | P | * | P | P | Commissioner Vince Lago |
| Connie Crowther | E | E+ | P | P | E | P | * | P | P | P | * | A | P | Vice Mayor Frank C. Quesada |
| TJ Villamil | P | A+ | E | P | E | P | * | P | E | E | * | P | P | Commissioner Jeannett Slesnick |

A = Absent
E = Excused Absence
P = Present
R = Resigned
* = No Meeting
+ = No Quorum

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs Manager
Michael Rocha, CGTV Production Manager
Eric Machado, Information Technology Department
Ernesto Pino, Public Works Department

Acting Chairperson Connie Crowther brought the meeting to order at 8:29 a.m.

TJ Villamil participated on conference call.

Motion:

Mr. Derrek Space made a motion to approve the minutes of the January 2017 meeting. Mrs. Alexandra Pantin seconded the motion, which passed unanimously.

Streetscape Update

Mr. Ernesto Pino, Assistant Public Works Director, provided an update of Miracle Mile and Giralda Avenue Streetscape. He said that after a rough start, various issues with the contractor and the underground system have been addressed. Construction is being done from block to block on Miracle Mile. This project has a new system of structural soil for the trees' roots. It will prevent the uplifting of pavers due to the growth of the roots. Pavers are being installed on the 200 block of the south side of Miracle Mile where Miracle Theater is, as well as the 100 block. The last block to be worked on will be the LeJeune. Construction is also moving along on Giralda Avenue.

Mrs. Crowther pointed out that there are two valet stations on each side of Giralda Avenue to facilitate parking.

Mr. Pino said that the goal is to have substantial completion of Giralda by April or May. Miracle Mile is expected to be completed by December of this year.

Mr. Derrek Space asked questions regarding parking. Mr. Pino said that it will change to parallel parking. He also informed members that the furniture to be used on the Mile such as the benches and bollards are coming from Spain next week.

Mrs. Crowther said that this new layout will be result in a boom for restaurants since seating will be added on sidewalks. She recommended educating visitors that it is safe to park in the garages.

Mr. Pino mentioned that there will be a much better way finding system that will direct people at each block to park at the garages.

Mrs. Crowther said that the new underground system to protect the roots from breaking the pavers makes an interesting story for the media.

Mr. Pino explained the lighting fixtures that will adorn Giralda Avenue. Mrs. Crowther said that this will be great for events like Giralda under the Stars. Mr. Pino said that there is the possibility that Giralda will be closed permanently to vehicle traffic. He also announced that there is a simultaneous project going on the north side of Miracle Mile done by the County's Water and Sewer, replacing the water main along Miracle Mile.

With no further questions from members, Mr. Ernesto Pino left the meeting.

Update on Public Affairs

Mrs. Higgins Fallon informed members that crime has been reduced last year citywide by 6.8%. This positive message has been used for a Herald ad and a video report to the Commission.

She also informed that the upcoming summer issue of the City Beautiful magazine will be solely about parks and recreation programs, focusing on summer camps.

With the assistance of CGTV, her office is continuing to help the recruitment process to find additional police officers. A new video targeting the northern states of New York, New Jersey, Pennsylvania, Ohio, Michigan and Maryland is enticing existing police officers to transfer south to Coral Gables. Mrs. Crowther said that police recruitment is an issue all over the country, with many cities looking for police officers.

Mrs. Higgins Fallon said that Facebook is doing very well and becoming popular as we already have more than 6,000 likes. Mr. Michael Rocha talked about the success of Facebook Live and how many people comment on instant postings.

Mrs. Higgins Fallon distributed a recently designed e-News postcards. Her office is looking for additional subscribers and will use this collateral to promote more sign-ups at events. Currently we have more than 8,000 subscribers. She also reported on a new campaign to educate the public to not park their cars on the swales.

Current events and Projects

Mrs. Higgins Fallon was proud to announce that Coral Gables has achieved a triple, triple A bond rating. In addition to the existing AAA ratings from Moody's and Standard & Poor's, the City was able to achieve a similar third rating from Fitch's Rating.

Mr. Michael Rocha is currently working on the extensive Employee of the Year video and will showcase it at the next meeting.

As part of February, the team is promoting a new social media campaign about #LovingCoralGables. In regards to the new website design, Mrs. Higgins Fallon informed that the photo shoots are going well for the pictures that will be used on the homepage.

Lastly, she informed members that in the upcoming budget cycle, her office was told that it would be a tight fiscal year and to not expect additional funding.

Coral Gables Television Update

Mr. Rocha showcased members the #LovingCoralGables video used in the February social media promotion.

Information Technology Update

Mr. Eric Machado reported that the new website design is moving along. The landscape photographs are mostly done, and they are working on a few of the model-based photography.

Ms. Higgins Fallon distributed the latest copy of e-News.

Mrs. Crowther announced that she will be travelling to Tahiti and won't be available to attend next month's meeting.

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