



**City of Coral Gables  
CITY COMMISSION MEETING  
January 26, 2010**

**ITEM TITLE:**

Communications Committee Meeting Minutes of December 17, 2009

**SUMMARY OF MEETING:**

The minutes from the December meeting were circulated for approval. Motion: David Stiefel motioned to approve the December meeting minutes. Sam Joseph seconded the motion and it passed unanimously.

Following up on a discussion held at the last meeting, Higgins Fallon presented a list of words that could be considered as possible taglines. At the last meeting, City Manager Salerno discussed adding a tagline to “The City Beautiful”: Progressive ~ Historic ~ International. This tagline would only be used for economic development marketing purposes.

Maria Garcia liked the terms “Vibrant” and “Dynamic.” Sam Joseph liked “Trendsetting” and “Mediterranean.” Steifel suggested using “Coral Gables 2.0” or “City Beautiful 2.0.”

Joseph indicated that he would put the word “Historic” first, then “International,” and then either “Vibrant” or “Dynamic.” He also liked the term “Unrivaled” but other cities might not approve of.

Joseph said that he was willing to accept either “Vibrant” or “Dynamic.” Matt Bokor agreed. Higgins Fallon will present both terms “Vibrant” and “Dynamic” to Mark and to the City Manager. She will bring the issue back for further discussion at the next meeting. Members agreed.

Higgins Fallon informed members that the Junior Orange Bowl Parade will take place on January 2. Coral Gables Television will be airing the parade live starting at 6 p.m.

She also informed members about the upcoming Farmers Market, which takes place from January 16 through March 27.

Higgins Fallon showed the Tree Lighting Ceremony and the Merrick House Open House television spots.

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

**ATTACHMENT(S):**

1. Minutes of December 17, 2009