

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of May 15, 2008

Members	M	J	J	A	S	O	N	D	J	F	M	A	M	
Leslie Pantin Jr.	P	E	P	P	P	P	E	P	E	P	P	P	P	Mayor Donald D. Slesnick II
Richard Chimelis	A	P	P	E	E	P	A	E	P	P	E	P	P	Commissioner Maria Anderson
Katherine deBlij	P	P	P	P	P	P	P	P	P	P	P	E	P	Comm. Ralph Cabrera Jr.
Vivian More	E	A	E	P	E	E	P	E	P	P	P	E	P	Comm. Wayne "Chip" Withers
David Stiefel	P	P	A	P	P	A	P	P	P	P	P	P	P	Vice Mayor William H. Kerdyk Jr.

Staff in attendance:

Maria Rosa Higgins Fallon, Public Affairs
Belkys Perez, Public Affairs
Margarita Cardenas, IT
Dashiel Lopez, IT

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

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 Golden Gables is reaching its second year, and this issue is the seventh edition. She reported that Public Affairs is working closely with the Senior Division to promote the programs being held at the new Senior Center. As an example, the cover story is about the Flying Fingers group which volunteers to benefit the Miami Children Hospital Cancer Center. A popular story for this issue was the Hurricane Door Hangers which a lot of seniors are calling to receive. Also, the Senior Citizens Advisory Board asked to include the application for upcoming art contest in October.

E-News

Higgins Fallon distributed two new layouts proposed for e-News which includes sponsorship banners and side tiles. As per previous discussion, the City is looking to possibly add sponsors to e-News and other vehicles and this is a proposed mockup of what it would look like. The design still has the sophisticated Coral Gables look and the ads are non-intrusive. The intention is not to make e-News too commercial and to stand out as the official newsletter coming from the City of Coral Gables.

Leslie Pantin inquired if the charge for the e-News ads would be based on number of hits. Richard Chimelis replied that in this case the charge would be for placement. Higgins Fallon also agreed

that the sponsorship opportunity is offered as a package deal. 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. The schedule includes a pre-bid conference happening today, and the selection committee is scheduled to review proposals in early June. Communications Committee member David Stiefel has agreed to serve on the Selection Committee and he confirmed receiving all pertinent information. The previous bid got no responses. Pantin requested an e-mail informing how many people showed an interest today on the pre-bid conference.

Katherine DeBlij required clarification about who will be selling advertising for the trolley. Higgins Fallon replied that the company that wins the bid will be responsible for selling trolley advertisements. Further discussion was held about the potential for additional revenues through this venture since 5,000 people ride the trolley every day.

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.

Pantin inquired if the City is promoting this update. Higgins Fallon said she was waiting until all the bugs were cleared, but now she will promote on e-News.

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. The web extension program is currently in the testing stage. People will be able to register and track the status of a permit and pay for the fee on-line. The departments are still figuring out the bugs of the system but it is expected to go live in the next months.

Pantin inquired about the possibility of replacing the current waste bills that are received with carbon copy. This antiquated billing reflects on the image of the City. Cardenas will inquire about it.

Board updates

Higgins Fallon distributed the latest copies of e-News for Committee member information.

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