

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, January 19, 2017, 8:30 a.m.**  
**Youth Center Auditorium**  
**405 University Drive**  
**Coral Gables, FL**

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

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Member Derrek Space brought the meeting to order at 8:35 a.m.

**Motion:**

**Mr. TJ Villamil made a motion to approve the minutes of the November 2016 meeting. Mrs. Alexandra Pantin seconded the motion, which passed unanimously.**

**Information Technology Update**

Mr. Eric Machado provided an update regarding recent IT projects. He is working on centralizing the digital content on the website. The website project was approved by the Public Safety Director and they are moving forward with the vendor. The Public Safety Director has

requested that the list of IT demands from each department be reduced to two major items. This will help facilitate the staffing requirements. Regarding the website, the vendor will produce a mock up sample which will be later presented to this Committee. He has been working with Ms. Higgins Fallon on securing landscape photographs that will be used on the homepage. They have approved photos from Nelson Tirado Gallery and today they will look at second photographer JC Ruiz's photos.

He also informed members that IT has to update the enterprise system used by Parks and Recreation to schedule classes, make reservations and class payments, since the program currently being used will become obsolete. This is a priority for them. Another priority is the replacement of the EDEN system which affects all departments. This is a massive undertaking that will include new program installation, as well as training and scheduling for all citywide users.

Mr. Space recommended that when selecting vendor, to add an additional cost of an extra 50 percent. Additional conversation was held regarding the email system used by the City, the cloud system, and the internet project.

Mr. Machado also provided an update on the city's digital signage. The city has a new system of digital billboards connected through a network. The vendor selected provides lifetime maintenance and capability of up to 250 displays on the system. IT is working to set up with various departments, including the installation of a digital signage at the Venetian Pool.

Members thanked Mr. Machado for his report. He left the meeting.

### **Report on Public Affairs**

Ms. Higgins Fallon distributed copies of the latest issue of the City Beautiful magazine. The next issue will be published in May. She also distributed via email a link to members so they could review the electronic employee newsletter, The Xchange.

Ms. Higgins Fallon provided a recap about the police recruitment efforts. Her office has helped promote a career fair held this past weekend which had approximately 250 applicants. The mannequin video posted on Facebook has received so far 50,000 views. Additional efforts include promotional posters, bumper stickers, flyers and magnetic cars decals. This is a three-year promotion her office will be embarking on.

Ms. Higgins Fallon also reported about the events held recently in December such as the Tree Lighting ceremony, a video PSA about 12-days of Xmas to promote shopping in Downtown, the tree recycling program introduced this year, the visit of Santa throughout the neighborhoods, the extension of the holiday parking courtesy, and the first responders Toy Drive.

### **Current events and projects**

Ms. Higgins Fallon presented a list of upcoming events. The Farmers Market began last weekend and will continue every Saturday until March 25. Commissioner Lago hosted a Town Hall meeting in December. Commissioner Slesnick is hosting a Town Hall meeting on January 26. CGTV is working on the production of an annual video to highlight the employees of the month. Last but not least, the County has begun the water main and sewer improvements along the north side of Miracle Mile.

Chairperson Margarita Delgado expressed her concerns about the delays on the project and how it is affecting merchants. Discussion was held about the situation.

### **CGTV Update**

Mr. Michael Rocha showed members the Police Mannequin video produced by CGTV.

Mr. TJ Villamil commented on the incredible adoption of social media and everything digital by residents of the City of Coral Gables since he has been a member of the Communications Committee. We are now engaging successfully and we're getting the attention of the Coral Gables audience. He said Facebook is perfect for our demographics.

Ms. Higgins Fallon distributed the latest copy of e-News. With no further issues to discuss, the meeting was adjourned.