

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of April 17, 2008

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

Staff in attendance:

Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV
Belkys Perez, Public Affairs
Margarita Cardenas, IT

Guest:

Robert Koenig, Inline Sales Inc.

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

Digital Signage Presentation

Mr. Robert Koenig from Inline Sales introduced himself and provided a presentation on Digital Signage for Downtown Coral Gables. The company has done 15,000 installations worldwide with several done in large cities. They have a strong presence in France, United Kingdom and now are closing contracts in the U.S. These kiosks replace paper directory with on-line directories of where to eat and shop. It also gives more information about the cities. Advertising is placed to fund the system and there's simplicity to this design. At the top right, the system can put a game, restricted to 30 seconds. User clicks on bubbles to win a present, for example a cake given by tenant, mall owners or city. If user wins, he goes to redeem his cake to the shop which may spawn more business. The freebies generate a lot of revenue. With these games, the company has doubled the revenues of a shopping mall. Games are tailored to the customer. System is internet based and each user has a master key word to update the information. Owner will have control of information on kiosk.

Selling advertising funds the cost of the kiosk. Inline Sales works with Smartlite for advertising sales. Proposed idea to place kiosks on Miracle Mile that has the following categories: 1) Information and events, 2) Shop, Dine, Entertain and Stay, 3) Public Safety and Security 4) Revenue Generation or advertising. Further discussion was held about the digital signage capabilities.

Koenig said that the system is expensive to put in place but it is financed through advertising. One option for the City of Coral Gables is to put the system in place at the cost of Inline Sales and this company will fund the system by selling advertising. It would not cost the City a penny. City would have to provide the internet and electricity; 70 percent of clients go wireless for the internet.

Members of the Communications Committee agreed that this system will improve the shopping experience in Downtown Coral Gables.

Motion: Leslie Pantin motioned to recommend Digital Signage for the review of Coral Gables City Manager and Business Improvement District for consideration and implementation. David Stiefel seconded the motion and it passed unanimously.

Communications Committee members thanked Mr. Koenig for his presentation.

Approval of Minutes

The minutes from the March meeting were circulated for approval.

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

Information Technology

Margarita Cardenas reported a comparison of the web statistics from year to year. Information was distributed to members. She also reported that a Vendor Registration Page is now live on the City's homepage. IT is also working on a screen saver using high resolution photos which will be available on the City's website for free downloads. Lastly, she reported that Legistar, the program that displays the City Commission agendas, is now available to users through the City's web page.

Multimedia Business Plan

Higgins Fallon distributed members a proposed Sponsorship, Advertising and Multimedia Program. This is a plan to sell sponsorship and advertising through the City's communications vehicles including Coral Gables Television, e-news, City Beautiful Newsletter and Golden Gables. The proposal includes Diamond, Gold and Silver Sponsorship, packaging media buys according to the sponsorship level. There is also an option for outside companies to seek sponsorships for Coral Gables Television, producing shows at their cost and sharing revenues with the City on a 70/30 basis. Copy of this proposal has been provided to City Manager for his review. Higgins Fallon requested input from Communications Committee members.

Pantin said that the plan is very comprehensive and asked how the pricing was set. Higgins Fallon set the pricing of the sponsorships on the basis that Coral Gables has good name branding and did not want to set it too cheap. However, she is requesting feedback, especially on pricing since this is a working document. Pantin suggested adding exclusivity sponsorship to the top level. The Diamond sponsorship should have only one exclusive sponsor in their respective category. Members liked the proposed plan. Higgins Fallon indicated that she will wait for City Manager's input and then will forward the proposal to legal department for further review.

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.