

City of Coral Gables Communications Committee Annual Report – October 2008

Members: Leslie Pantin Jr., Chair
Richard Chimelis
Katherine deBlij
Vivian More
David Stiefel

Secretary: Maria Rosa Higgins Fallon

1) Is the Board serving the purpose for which it was created?

Created by Resolution No. 30143 and Renamed under Resolution No. 30324, the Communications Committee has the purpose to advise the Commission and City Administration on issues of public relations and electronic government. The Communications Committee has assumed the duties of the Cable Advisory Board which was eliminated in 2005.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee is fully serving the purpose for which it was created.

2) Boards Major Accomplishments

The Communications Committee is proud to have accomplished the following during 2008:

e-News. In 2008, the City of Coral Gables sent biweekly City Beautiful e-News to thousands of subscribers. E-News continues to be a popular and cost-effective way to communicate with Coral Gables stakeholders about City programs and events. All messages were also translated in Spanish and all are posted on the City's web site.

Coral Gables Television: In 2008, Coral Gables Television continues its successful programming such as the monthly one-hour show "Coral Gables Now", the biweekly "Newsdesk" and the signature shows "What's Happening," "Historic Homes," "Golden Gables," and "On The Scene." A new interview show called "Powertalk" was initiated. During this year, two additional Davey Awards were obtained for "Historic Homes of Coral Gables," and "Our Gables."

GABLES Radio 1620 AM: GABLES Radio 1620 AM celebrated its second anniversary as the voice of Coral Gables. A loop with City information is recorded every week and can be heard on car radios when driving throughout Coral Gables. The radio broadcasts information such as e-News bulletins, history of Coral Gables, event listings, and traffic reports.

Golden Gables: Golden Gables also celebrated its second year of publication. More than 5,000 golden residents currently subscribed to the quarterly newsletter produced by the Office of Public Affairs and is mailed at no cost to inform residents about City programs and events. This publication has been very well received by senior residents.

Newsletter: In 2008, the City converted its printed *City Beautiful News* to an online version.

Public Awareness: The following are examples of Public Awareness campaigns conducted in 2008 promoting the City of Coral Gables:

- Green Your Commute
- Coral Gables Museum
- Online web services
- New defibrillator law
- Waste to fuel Green solutions
- Green Forum
- New Interim Police Chief and Building and Zoning Director
- Tropical Storm Fay Preparedness
- Senior Art Contest

Xchange The bimonthly employee newsletter continued to be distributed on-line.

Coral Gables Web Site. The Communications Committee continued to work with Information Technology Department to upgrade the look, content management, and usability of the City's Web site, www.coralgables.com.

3) Amending the Ordinance that created the Committee to better enable the Committee to serve the purpose for which it was created.

It is the opinion of all Committee Members that the Ordinance that created the Communications Committee does not need to be amended.

4) Should the Committee's membership requirements be modified?

The Communications Committee consists of five members, with the Mayor appointing the Chairman of the Committee and the Commissioners each appointing one member.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee membership requirement does not need to be modified.

5) What is the cost, both direct and indirect, of maintaining the Board?

Currently, there is no cost to maintain this Board.

6) Reports on authorized fundraising, bank accounts, and grant applications and approvals.

Not applicable.