



**City of Coral Gables**  
**CITY COMMISSION MEETING**  
**April 28, 2009**

**ITEM TITLE:**

Communications Committee Meeting Minutes of March 19, 2009

**SUMMARY OF MEETING:**

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

Raimundo Rodulfo from the IT Department reported that the department is testing some tools to improve the City's website. The IT Department has found a good company that will provide improvements to the website for a yearly subscription of around \$1,000 to \$2,000.

Maria Rosa Higgins Fallon reported on the selection of the new City Manager. Higgins Fallon said that she is waiting on the leadership of the new City Manager to rebuild the city's image. Pantin suggested having town hall meetings around neighborhoods with this message.

Sam Joseph agreed that the Committee's role is to make sure the city is seen in the best light. Pantin said that previously the media has reported on personal stories. However, the latest Herald story was about taking a shot at the City of Coral Gables.

Higgins Fallon said that once the new City Manager is on board, she will extend an invitation for him to attend a future Communications Committee meeting so that all these ideas and issues can be presented to him and explore ways in how this Committee can assist.

Higgins Fallon distributed copies of the printed Voter's Guide. She also distributed copies of an election ad that will be placed on The Herald announcing the ballot issues. Higgins Fallon also reported that public service announcements are currently running on CGTV. Election information has also been posted on the website. Her office is informing, not advocating, about the issues.

Stiefel brought up the usage of the City's e-news mailing list for partisan use. He would like to request the legal department to provide guidelines for these groups which are using a public list to better identify themselves, especially if they represent a political interest.

Higgins Fallon showed the video "The Gables Bunch" presented at the recent Employee of the Year ceremony. She also showcased the public service announcement currently running on CGTV about upcoming elections. The last video shown was a Spanish version of Newsdesk to remind members that this news segment is also produced in Spanish after the Commission meetings. With no other business to discuss, the meeting was adjourned.

**ATTACHMENT(S):**

1. Draft Minutes of March 19, 2009

**AGENDA ITEM NO. \_\_\_\_\_**