

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, October 19, 2016, 8:30 a.m.
Youth Center Auditorium
405 University Drive
Coral Gables, FL

MEMBERS	O	N	D	J	F	M	A	M	J	J	A	S	O	COMMISSIONERS
	'15	'15	'15	'16	'16	'16	'16	'16	'16	'16	'16	'16	'16	
Margarita Delgado	P	E	P	P	P	P+	P	P	P	P	*	P	E	Mayor Jim Cason
Derrek Space	P	P	P	P	E	P+	P	E	P	P	*	P	P	Commissioner Pat Keon
Les Pantin III Alexandra Pantin	E	A	P	P	P	A+	P	P	P	P	*	P	P	Commissioner Vince Lago
Connie Crowther	E	P	P	E	E	E+	P	P	E	P	*	P	P	Vice Mayor Frank C. Quesada
TJ Villamil	P	A	P	P	P	A+	E	P	E	P	*	P	E	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
Eric Machado, IT Analyst, Information Technology Department

Mr. Derrek Space, as acting Chairperson, brought the meeting to order at 8:35 a.m.

Motion:

Mrs. Alexandra Pantin made a motion to approve the minutes of the September 2016 meeting. Mrs. Connie Crowther seconded the motion, which passed unanimously.

Information Technology Department Update

Mr. Eric Machado, IT Analyst, provided an update on recent IT projects. He will be taking on new responsibilities that will be coordinated with the Communications team such as web content management, the City mobile app, Facebook needs and other similar tasks. He will work closely

with Ms. Higgins Fallon to ensure all communication messages and technology are centralized and tracked properly.

Among the recent projects are QFlow, which is currently being used by the Development Services Department. The program organizes the flow of customers, when they have a scheduled meeting or their service turn is up, with a screen that allows video displays to advocate or educate the public.

Mrs. Connie Crowther suggested including enough content on waiting-room screens so the public does not see the same video clips.

Mr. Derrek Space would like to see content no longer than 5 to 10 minutes in case viewers missed important information, and they have another opportunity to see it.

Mr. Machado informed members that the vendor is making Coral Gables a hallmark city with free graphic design in exchange for showing the products to other municipalities that could become potential customers.

Mr. Machado also informed members of the centralized digital signage, which is currently being used internally among employees. The second phase will be to provide external signage and billboard exposure, as long as it complies with the city's sign regulations. The signage equipment will be weather protected. He is working with Venetian Pool to place outdoor signage that will display hours, events and schedules for the venue. IT will centralize all content to provide additional service to city departments.

IT is also working on updating the city mobile app. Mr. Machado said that the app was introduced about two years ago. IT is working on revamping the look to meet the city's branding standards. The acting Chief Information Officer has worked on the technology requirements of the city app, such as ParkMe and PaybyPhone.

Mr. Machado also informed members of the status of the current website redesign. The city will migrate web content and design to a new vendor. A service agreement is being signed, and after completion they will move forward with the web migration. All departments have been asked to streamline their web content in preparation for the redesign. The new website design will be very photo-centric, with simple links and expandable menus. It will also meet ADA compliance. IT is working with Lighthouse for the Blind to ensure web accessibility meets their standards.

Mr. Space inquired if the city is working with interns from the University of Miami for some of these projects. Mr. Machado said that they are working with unpaid interns from both UM and FIU. He added that he teaches a computer course at Miami-Dade Wolfson Campus and he provides some referrals for potential interns from the pool of students.

Mrs. Crowther said she was glad that Mr. Machado was on this Communications Committee team. Mr. Machado replied that he will attend future meetings and to feel free to provide any vision related to technology-communications and that he will do his best to make it happen.

Mr. Machado added that coming soon to City trolleys are live-feed GPS technology that will indicate the position of incoming trolleys on the City app route. Other capabilities that this program will provide are internal and external signage on the trolleys and additional public safety features such as dash cams. He will provide further updates on this project.

Members thanked Mr. Machado for his report and participation

Report on Public Affairs:

Ms. Higgins Fallon reported that information on the upcoming City Charter Amendments was publicized on e-News. An upcoming Special e-News will be distributed this Friday informing readers about the Charter Amendments as well as the Amendment 1 issue that is included in the November 8 ballot.

Following the guidance of member TJ Villamil, Ms. Higgins Fallon purchased similar Iphone equipment to produce various Facebook Live feeds. They rehearsed a Facebook Live feed at the last City Commission meeting. CGTV will continue to offer Facebook Live feeds for upcoming events.

Ms. Higgins Fallon informed members that her office and entire city staff were busy with the Emergency preparations for Hurricane Matthew. Fortunately, it was only a rehearsal.

She also informed members that her office has been working for Mayor Jim Cason's state of the city video, which will take place tomorrow at the Coral Gables Chamber of Commerce breakfast. This is the reason why she rescheduled this month's Communications Committee meeting.

She also shared that Coral Gables Television has produced two important public service announcements: Lock your cars to prevent vehicle break-ins and how to drive through a roundabout. Members discussed the need to educate the public on how to drive through the city's traffic circles.

Current events and projects

Ms. Higgins Fallon reported on a recent social media campaign launched by her office, #CoralGablesMyHome. The mission is to increase the number of Facebook likes, using dolls of Raggedy Ann and Andy since they have a special connection with the city. This campaign will run October through December.

The Economic Development Department is organizing a Wellness Wednesday program, every week until May 2017, offering yoga, zumba and boot camp classes. The idea is to lure people to stay after the exercise classes and dine or shop in the Miracle Mile area.

For the first time, the city is hosting a Pumpkin Patch event this Saturday, October 22 at Merrick Way, from 11 a.m. until 5 p.m. Members thought this was a great idea.

e-News Update

Ms. Higgins Fallon distributed the latest issue of e-News.

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