

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, April 21, 2016, 8:30 a.m.**  
**Youth Center Auditorium**  
**405 University Drive**  
**Coral Gables, FL**

MEMBERS	A	M	J	A	S	O	N	D	J	F	M	A	COMMISSIONERS
	'15	'15	'15	'15	'15	'15	'15	'15	'16	'16	'16	'16	
Herb Levin <b>Margarita Delgado</b>	*	*	P	R	P	P	E	P	P	P	P+	P	Mayor Jim Cason
Luba De Witt <b>Derrek Space</b>	*	*	P	A	P	P	P	P	P	E	P+	P	Commissioner Pat Keon
<b>Les Pantin III</b>	*	*	P	P	A	E	A	P	P	P	A+	P	Commissioner Vince Lago
<b>Connie Crowther</b>				P	P	E	P	P	E	E	E+	P	Vice Mayor Frank C. Quesada
<b>TJ Villamil</b>				P	E	P	A	P	P	P	A+	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  
Michael Rocha, Multimedia Production Manager

Chairperson Margarita Delgado brought the meeting to order at 8:34 a.m.

**Motion:**

**Mr. Derrek Space made a motion to approve the minutes of the February 2016 meeting. Mr. Les Pantin seconded the motion, which passed unanimously.**

**Miracle Mile Streetscape Project Update**

Mr. Victor Menocal from Ric-Man International was invited to provide an update on the Miracle Mile and Giralda Avenue Streetscape. The project started on April 8 with root-pruning work. The construction is expected to last until fall of next year. Drainage work will begin next month until June.

Miami-Dade County Water & Sewer Department (WASD) is going to do water service replacements on Giralda Avenue. Mr. Menocal provided additional construction timelines regarding the project.

Chairperson Margarita Delgado inquired about the Maintenance of Traffic plan. Mr. Menocal provided an update. He will be handing out a MOT schedule every week. Further updates will be provided as information needs to be disseminated.

Mr. Menocal provided an approved timeline for the sequencing of the Streetscape Project that is the result of working with business owners. Restaurant Row's work will begin in June as part of the Phase 1. As part of the Phase 2, work will start on the 100 block toward the east.

Chairperson Delgado also inquired about communicating this construction information to the public. Mr. Menocal explained that Ric-Man will send all communications in at least three ways, through their company's email blast and duplicating this message to the Business Improvement District's merchants, as well as the City's through the Public Affairs Office. They will also share the information with the Chamber of Commerce, and will post this information on the Facebook and social media channels. Members commented that it is critical to communicate this information in real time.

Ms. Connie Crowther said that it was important to communicate with the merchants about the points of ingress and egress for Miracle Mile and Giralda. Mr. Menocal said that Ric-Man has a full-time person whose sole responsibility is to talk to the affected businesses.

Ms. Crowther also inquired about signage for the project in general. Mr. Menocal went over the signage information. Hours of construction was also discussed. Mr. Menocal reported that he is working on project signage with the BID as part of their marketing campaign to identify available parking. The mission is to promote that businesses are open at all times during this construction.

Chairperson Delgado also inquired if these communications will be done in English and Spanish. Mr. Menocal agreed.

With no further issues to report, Mr. Victor Menocal left the meeting. Members thanked him for his participation.

## **Public Affairs Report**

Mr. Les Pantin inquired about the recent city announcement about removing concrete buttons from the right-of-ways. Ms. Higgins Fallon said she has heard of only one complaint from an e-News reader so far.

Ms. Higgins Fallon distributed the latest issue of the City Beautiful Magazine. It has been distributed to approximately 17,000 homes. Members were pleased with the publication.

She also distributed invitations to the upcoming Streetscape Groundbreaking Ceremony which is scheduled for April 28 at 10:30 a.m. Members were invited to attend.

Ms. Higgins Fallon also announced the upcoming 90<sup>th</sup> Anniversary Finale event scheduled for May 1, 7 p.m. at the Venetian Pool. The bottom of the pool will be the site of an orchestra concert, as it was done in the 1920s. Members loved the concept. Ms. Higgins Fallon also provided a link for the latest issue of the employee newsletter, the Gables Xchange, which is done quarterly. Ms. Crowther commented on how important it is to include employee communications but many companies don't realize its value.

Ms. Crowther said that she will be working again to write the Chamber of Commerce's annual magazine and requested if anyone had ideas for stories to send them to her. The Chamber magazine will be published this August.

### **Report on Coral Gables Television**

Mr. Michael Rocha reported that CGTV will be taping the 90<sup>th</sup> Anniversary Grand Finale on May 1 as well as the Groundbreaking Ceremony.

He showed two video clips: the first was the Coffee Talk interview with UM President Dr. Frenk, and the second was a preview of a program done to promote the issue of Autism. This special show is in its final stages of completion and will commemorate April as National Autism Month. Members were pleased with this presentation.

### **Current Events & Programs**

Ms. Higgins Fallon reported on the following projects that her office has been working in the recent weeks: The AAA Bond Rating from S&P's that the City has recently obtained, making it the only City from Miami-Dade County to have AAA ratings from both S&P's and Moody's. The new Mobile Permit Service designed to assist seniors and people with mobility issues to obtain a small residential permit in the comfort of their own home; the new ordinances regarding the prohibition of concrete Buttons on Right-of-Ways and the prohibition of using Styrofoam products for Coral Gables vendors and permit seekers; the latest Sea Level Rise presentation, which was taped by CGTV; and the branding of City fleet to comply with the current branding.

Ms. Crowther inquired the status of the construction at Segovia traffic circles. Ms. Higgins Fallon will request the most updated information and will report back.

## **City e-News Update**

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