

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, September 12, 2018, 8:30 a.m.
Youth Center Conference Room
405 University Drive
Coral Gables, FL

MEMBERS	S	O	N	D	J	F	M	A	M	J	J	A	S	COMMISSIONERS
	'17	'17	'17	'17	'18	'18	'18	'18	'18	'18	'18	'18	'18	
Sandra Gonzalez-Levy							P	P	P				P	Mayor Raul Valdes-Fauli
Tina Sayago		P	R	*	*	R				+	*	*		
Derrek Space	*	P	P	*	*	P	P	P	P	+	*	*	P	Vice Mayor Pat Keon
Alexandra Pantin	*	E	P	*	*	P	P	E	A	+	*	*	P	Commissioner Vince Lago
Connie Crowther	*	P	P	*	*	P	P	P	P	+	*	*	P	Vice Mayor Frank Quesada
TJ Villamil	*	E	E	*	*	P	E	E	P	+	*	*	P	Commissioner Michael Mena

A = Absent
E = Excused Absence
P = Present
R = Resigned
* = No Meeting
+ = No Quorum

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV
Rayza Collazo, IT

Mr. Derrek Space participated over the phone.

After achieving a quorum, the meeting began at 8:36 a.m.

Motion: Mr. Derrek Space made a motion to approve the minutes of the May 2018 meeting. Mr. TJ Villamil seconded the motion, which passed unanimously.

Ms. Higgins Fallon presented a reminder about board absences and accepted excuses. She circulated a copy of Sec 2-54 of the Code which stipulates the general rules for accepting absences as being out of town, on jury duty or due to illness. She encourages anyone who's out of town to call in at the phone conference number 305-460-5611 to participate as Mr. Space is doing today.

As per the Committee's preferences, the meetings have been changed to the second Wednesday of the Month to avoid previous conflicts that were occurring on Thursdays. The upcoming meetings for the remainder of the year are October 10, November 14 and December 12.

Report on Public Affairs

Ms. Higgins Fallon reported that the RFP for the Public Engagement Portal has concluded and a recommendation from Procurements is forthcoming to the City Manager's Office. She thanked Ms. Connie Crowther and Mr. Space for their participation in the process. Unfortunately, due to a scheduling conflict Mr. Space was not able to attend the selection meeting. Mr. Sam Joseph from the School Community Relations also served in the selection committee, along with Lemay Ramos from the Information Technology and Ms. Higgins Fallon. As the process moves along and is ratified by the City Commission at an upcoming City Commission meeting, she will request the assistance of this Committee to implement the program.

Ms. Sandy Gonzalez-Levy inquired on the current situation with the City Manager. Ms. Higgins Fallon reported that at the September 11 City Commission meeting, the Commission accepted the resignation of City Manager Cathy Swanson-Rivenbark and Mr. Peter Iglesias was named as Interim City Manager. Members requested that Mr. Iglesias be invited at the next Communications Committee meeting for an introduction.

Ms. Higgins Fallon reported on current public awareness efforts for this hurricane season. She distributed copies of the upcoming WLRN radio messages scheduled every week. Ms. Crowther has listened to the radio messages and questioned the use of Gables Strong as a term that relates to calamity. Ms. Gonzalez-Levy and Mr. Villamil said that the term Strong has been used in FIU and Live Strong as a common theme for preparation.

Ms. Gonzalez-Levy made additional suggestions about communicating in pamphlets to seniors such as the city magazine or maybe distributing information through the Neighborhood Safety Aides. Ms. Higgins Fallon said that the last issue of the City magazine included a special insert with hurricane information.

Ms. Higgins Fallon distributed a copy of the proposed budget for the Office of Communications. For this upcoming year this office is being funded as last year. Ms. Gonzalez-Levy offered to contact respective Commissioners for additional funding. Ms. Higgins Fallon said that it was not necessary for this budget cycle.

Ms. Higgins Fallon distributed copies of the September-December issue of the Living in the City Beautiful magazine. She also mentioned that the scheduled presentation on sustainability efforts has been postponed until next meeting.

Report from Information Technology

Ms. Rayza Collazo from the Information Technology Department showcased the new city's website, which went live on September 1. She explained the new navigation clicks.

Ms. Crowther was pleased with the new design and said she used it a lot to get information for her writing. Additional discussion was held about the website new features.

Current Events and Programs

Ms. Gonzalez-Levy inquired about the Umbrella Project's last days. Ms. Higgins Fallon replied that they come down on Monday, September 17.

Ms. Pantin shared that Brickell City Center has areas decorated with fake grass where people can take photos. She will share the images with Ms. Higgins Fallon.

It was also announced that a live auction for the art posts of Venice in the Gables is scheduled for September 28. Lastly, the City is promoting pilot programs with electric scooters and shared pedal bikes. Discussion was held about the advantages and disadvantages of scooters and bikes.

Report from CGTV

Mr. Michael Rocha showcased the social media slides being use for hurricane preparedness. He also showcased a video about Umbrella Sky and its popularity.

He updated members about the recent upgrade of CGTV equipment at City Hall to high definition. He talked about the installation process during the summer and the various obstacles throughout. At this time, most of the equipment has been installed.

As an upcoming project, Mr. Rocha will be working on a State of the City video for the Mayor, which will be presented at the Coral Gables Chamber of Commerce breakfast on September 20.

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

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