

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Thursday, October 15, 2015, 8:30 a.m.**  
**Youth Center Conference Room**  
**405 University Drive**  
**Coral Gables, FL**

MEMBERS	O	N	D	J	F	M	A	M	J	A	S	O	COMMISSIONERS
	'14	'14	'14	'15	'15	'15	'15	'15	'15	'15	'15	'15	
Herb Levin <b>Margarita Delgado</b>	P	P	*	*	P	P	*	*	P	R	P	P	Mayor Jim Cason
Luba De Witt <b>Derrek Space</b>	E	E	*	*	P	P	*	*	P	A	P	P	Commissioner Pat Keon
<b>Les Pantin III</b>	P	P	*	*	P	P	*	*	P	P	A	E	Commissioner Vince Lago
<b>Connie Crowther</b>										P	P	E	Vice Mayor Frank C. Quesada
<b>TJ Villamil</b>										P	E	P	Commissioner Jeannett Slesnick

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

**STAFF AND GUESTS:**

Maria Rosa Higgins Fallon, Public Affairs Manager  
Michael Rocha, Coral Gables Television  
Raimundo Rodulfo, Information Technology Department

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Mr. T.J. Villamil joined the meeting via conference call.

Chairperson Margarita Delgado brought the meeting to order at 8:38 a.m.

**Motion:**

**Mr. T.J. Villamil made a motion to approve the minutes of the September 2015 meeting. Mr. Derrek Space seconded the motion, which passed unanimously.**

**Information Technology Update**

Committee Chairperson Margarita Delgado asked for an update from the Information Technology Department. Mr. Raimundo Rodulfo introduced himself as the Assistant Chief Information Officer for the IT Department. He reported that last December the City introduced the Coral Gables mobile app. He encouraged everyone to download it on their smartphones. The app is available on the Apple Store and Google Play Store. On this app, users can connect with the city anytime, anywhere. Users can look at events, look at Trolley stops, find a parking space, request and provide feedback from the city and integrate with social media.

Mr. Rodulfo showed a public service announcement produced by CGTV regarding the app. The app currently has 2,000 downloads and the objective is to increase this number. It has 1,400 regular customers and has received 1,700 requests for information so far. The goal is for every Coral Gables homeowner and business owner to have the app.

Mr. Derrek Space inquired if the app has a clickable list of contacts to connect with other locations such as the Biltmore Hotel, police and fire. Mr. Raimundo said that IT has recently made that enhancement but he will check on that. Mr. Raimundo continued reporting that the app has capabilities to upload photos that are GPS coordinated. Departments are routed requests coming from the app, and citizens will receive an acknowledgement reply from a staff member.

Mr. Raimundo reported that the app includes ParkMe and Pay-by-Phone applications for users to find and pay for parking through their smartphones.

Ms. Margarita Delgado inquired if there are sensors on City streets to assist in finding parking. Mr. Raimundo acknowledged that sensors are located only in parking garages. He explained the various approaches for smart parking systems. Ms. Delgado commented that this sensory technology is very expensive.

Mr. Raimundo reported that the app will show the real-time location of the Trolleys as part of second phase upgrades. He also highlighted the collaborations with other portals such as online services to improve communications with citizens, neogov to find jobs, and playables to register for classes at the Youth Center.

Mr. Michael Rocha suggested adding an icon on the app for users to watch CGTV live. Mr. Raimundo will place it next to the Facebook icon.

### **New Business**

Ms. Delgado reported that she had met with Mayor Cason to know his vision regarding citizens' outreach that this Committee can consider. Mayor Cason said that the Commission is approving a lot of people-oriented items. Ms. Higgins Fallon will pass this information to the Committee as they relate to communications.

Mayor Cason also informed Ms. Delgado that the City has 31 advisory boards and would like this Committee to be aware of their important projects. Mayor Cason is interested in promoting transparency and community outreach. Ms. Higgins Fallon will go through boards' minutes and will report back to the Committee on things related to communications. Ms. Delgado pointed out the new development projects and how they might interrupt traffic and create noise. Mayor Cason also wanted feedback from the Communications Committee on how to communicate with the public. Mayor Cason spoke about sustainability and traffic management on his annual speech. Ms. Delgado thinks that this Committee can assist in mitigating the public irritation caused by big development projects. She would like to invite the PIO for the Streetscape Project to the November meeting to discuss the project's timeline regarding public outreach.

Ms. Higgins Fallon shared a copy of the invitation produced for Commissioner Slesnick's Brainstorming Session held last week. She also distributed an invitation layout of upcoming Town Hall being organized by Commissioner Lago. Ms. Higgins Fallon reported that Mayor Cason has requested the creation of a web page regarding Sea Level Rise. Her office is working with the Information Technology Department and others to populate this new page, which is set to go live this week.

### **Report from Public Affairs**

Ms. Higgins Fallon distributed copies of the Swearing-in Ceremony invitation for new Police Chief. All members are invited to attend. She also showed last week's Sunday ad published in the Herald. Her office is handling this project, with the assistance of Marketing Specialist from Parks and Recreation. She is also working with him to design the upcoming citywide magazine, which is scheduled to be distributed January 2016. She also distributed copies of the latest Facebook metrics, which show a weekly total reach upward trend of 250 percent. She distributed copies of the employee picnic flyer that was produced to promote the event, as well as the special issue of Community Newspapers published to commemorate the City's 90<sup>th</sup> anniversary.

Mr. TJ Villamil commented that he has been watching all of CGTV video postings on Facebook and he thought the team was doing an amazing job.

### **Report from Coral Gables Television**

Mr. Michael Rocha from CGTV showed photographs of the new studio. The project is expected to be completed at the end of this month. He described the interchangeable light patterns of the studio. He also reported that Commission meetings can now be viewed on smartphones.

### **Current events and projects**

Ms. Higgins Fallon reported that the City Charter Review will meet this Monday, October 19; a special City Commission meeting to discuss Paseo de la Riviera on first reading will meet on October 22; a mandatory workshop for Boards and Committees members is being organized for November 5. She will provide further details, but asked members to mark their calendars. A streetscape open house is scheduled for November 18, from 3-7 p.m. at one of the storefronts in Miracle Mile. Ms. Higgins Fallon also distributed the latest copy of e-News for their information.

Mr. TJ Villamil requested to include the conference call-in number in the monthly meeting reminders.

With no further issues to discuss, the meeting was adjourned at 9:09 a.m.