

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Wednesday, November 13, 2019, 8:30 a.m.
Youth Center Conference Room
Coral Gables, FL

MEMBERS	N	D	J	F	M	A	M	J	J	A	S	O	N	COMMISSIONERS
	'18	'18	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	'19	
Sandra Gonzalez-Levy	P	P	P	P	P	E	P	P	*	*	P	P	P	Mayor Raul Valdes-Fauli
Derrek Space	A	P	P	E	P	P	P	P	*	*	P	P	P	Commissioner Pat Keon
Alexandra Pantin Connie Crowther	E	A	R	P	P	P	P	P	*	*	P	P	P	Vice Mayor Vince Lago
														Commissioner Jorge L. Fors
TJ Villamil	P	P	P	P	P	P	P	P	*	*	P	P	P	Commissioner Michael Mena

A = Absent
E = Excused Absence
P = Present
R = Resigned
RA = Reappointed by different
Commissioner
* = No Meeting
+ = No Quorum

STAFF AND GUESTS:

Maria Rosa Higgins Fallon, Public Affairs
Michael Rocha, CGTV
Nicolas Saenz, CGTV
Daiana Rocha, CGTV
Antonella Nakfour, CGTV
Erick Cuesta, CGTV
Rita Verrios, CGTV

Mr. Derrek Space participated over the phone

After achieving a quorum, the meeting began at 8:32 a.m.

Approval of Minutes

Motion: Mr. TJ Villamil made a motion to approve the minutes of the October 2019 meeting. Ms. Connie Crowther seconded the motion, which passed unanimously.

Introduction of CGTV staff

Ms. Higgins Fallon introduced the CGTV reporters and asked the Communications Committee to suggest new TV ideas taking into consideration the new talent.

Mr. Erick Cuesta is the newest reporter. He talked about his background, working at Univision, and discussed the idea of doing a weekly “Coffee Talk.” Mr. Cuesta also mentioned his latest video with CGTV, the Day of the Dead coverage, which was successfully received.

Chairperson Gonzalez-Levy inquired about CGTV’s viewership. Ms. Higgins Fallon stated Comcast and ATT cable do not provide ratings data. There are better analytics through social media as well engagement count. She explained a new FCC law change, where cable companies may charge municipalities for providing access to PEG Channels. The City is joining a lawsuit with other municipalities to prevent this.

Ms. Antonella Nakfour has been with CGTV almost two years now. Her reporting focuses on the City’s green spaces, culture, and art.

Ms. Daiana Rocha has been with CGTV for 12 years, winning an Emmy, doing investigative productions, and most recently trying to focus on how to better utilize social media. She is working on highlighting the Merrick’s Cottage.

Ms. Rita Verreos joined a couple months ago and is happy to be a part of the team and described her background, most recently as an anchor for FOX and Telemundo in both English and Spanish.

Ms. Higgins Fallon explained CGTV’s current resources and asked for ideas on what we're missing from the TV programming. Chairperson Gonzalez-Levy asked the time schedule for our programming. Ms. Higgins Fallon commented CGTV programming never goes black, and it is updated frequently.

Chairperson Gonzalez-Levy commented everyone has a TV, but not everyone has a social media, and that it’s important for CGTV to be making content that reaches out to elderly residents. She suggested doing research to obtain data in order to see what people are interested in. She also mentioned to focus on possible new business development. Chairperson Gonzalez-Levy noted that there are business leaders, bankers, and attorneys that could provide valuable content. She also recommended more “How-to” programming, instructional videos that explain certain rules and regulations, and promoting the Police Department’s Safety Aides.

Ms. Connie Crowther discussed her own background. She’s interested in covering more of the human stories. She commented that people see Coral Gables in a certain way, but not everyone is rich in Coral Gables. There are interesting stories and leaders in the community from people that aren’t normally thought of in the Gables. There are sports to cover that isn’t only golf. There are

younger people moving into the Gables. Ms. Crowther shared the story of seeing an older woman walking vigorously, and that woman was the voice of the Cayman Islands in South Florida. She's had a lifetime of tales, and there are so many people like that, with great stories that could be featured in CGTV.

Ms. Verreos commented that she ran a successful program called "Rita in Your Community" at her previous network, which consisted of human stories that connect with city. Mr. Cuesta asked to have specific times for certain events. Ms. Higgins Fallon noted that idea would work well with an e-news flash, perhaps with top three things to do/news flash of the week.

Mr. TJ Villamil also spoke about his background, a TV journalist originally and now has a media consulting company in Coral Gables, helps companies understand how to better utilize New Media.

Ms. Crowther shared more of her background. She worked as a journalist, director in FIU, and runs a private PR firm doing a lot of writing and editing. She has lived in Coral Gables for forty years.

Chairperson Gonzalez-Levy is senior vice president for external relations, strategic communications, and marketing at FIU.

Mr. Villamil stated Coral Gables has the platform to be its own TV production. There's room to be very creative and suggested concentrating on long-form content to be showcased weekly. New media companies that are winning audiences are doing this daily. Baby boomers are heavy users on Facebook. He gave the example of "The New Tropic" as a source that is doing well. It provides content daily, sometimes outsourcing with links that's not always their own content. Mr. Villamil suggested that once one has a large amount of content that's consistent then it's easier to break it down or branch out into other areas.

Mr. Villamil stated that companies doing well are posting content that's one, simple voice - an example being "The Daily Stoic," which started with a foundation and then went off to do other mediums. He also recommended having a specific voice, suggesting to do 3 or 4 "Coffee Talks" but choose something specific to focus those talks on. Chairperson Gonzalez-Levy agreed with TJ saying that people need to see consistency.

Ms. Rocha explained her recent idea of Gables Heroes show. Mr. Cuesta brought up the issue of working part-time and the challenges of doing this in 29 hours per week.

Mr. Villamil discussed that not every video has to be clean cut for social media. Coral Gables quality is important. CGTV shouldn't put a video out there if it's not good, but there should be room for other pieces that aren't necessarily of Emmy winning caliber.

Ms. Crowther suggested having another brainstorming meeting to knock out many ideas for CGTV. Chairperson Gonzalez-Levy agreed.

Mr. Cuesta says influencers stick to one particular thing and it's important to define the reporter's identity to help create engagement. Mr. Villamil and Chairperson Gonzalez-Levy agreed having a consistent, constant personality is what works on social media.

Ms. Higgins Fallon discussed doing more FB Live for certain events, which requires less post-production hours.

Report on Public Affairs

Ms. Higgins Fallon provided updates on recent work. Mr. Michael Rocha is accompanying the Mayor to Santa Tecla, El Salvador on a Sister City visit. This is the first time CGTV has accompanied a city delegation to chronicle the visit and post live information on social media.

As part of the Development Agreement with UM, the city is offering free basketball tickets for residents. Information is going to be included in tomorrow's e-News with the list of games available. Her office is also working on promoting the 2020 Census with an information campaign.

Current Events & Projects

The City is hosting a Recycle your Electronics events this Saturday, November 16 from 9 a.m. until 12 noon.

Communications will help promote the upcoming Caroling Competition which will be held at the steps of the 550 Biltmore Way building.

Finally, the City is preparing for the Tree Lighting and arrival of Santa event on December 6, which kicks off the holiday season in Coral Gables.

Mr. Derrek Space introduced himself over the phone.

Chairperson Gonzalez-Levy moved to adjourn. With no further issues to discuss the meeting was adjourned.