

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

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

Chairperson Margarita Delgado brought the meeting to order at 8:33 a.m.

**Motion:**

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

**Motion:**

**Chairperson Margarita Delgado made a motion to excuse the June 2016 absences of Ms. Connie Crowther due to health reasons and of Mr. TJ Villamil due to his marriage. Mr. Derrek Space seconded the motion, which passed unanimously.**

### **Report on Public Affairs**

Ms. Higgins Fallon was happy to report that Coral Gables Television has been awarded seven national Telly award for their recent productions. The package regarding the purchase of the Fink Studio on Ponce de Leon won a silver Telly Award. Six bronze Telly Awards were also achieved for the following videos: the Big Toy Extravaganza, Mayor for a Day, Tour of Kitchens, the social media posting of Police Chief surprising a young resident for his birthday, and two awards for the Embracing Autism special report. An award presentation will be scheduled for the August City Commission meeting where all the reporters assigned for these stories will be recognized. Ms. Higgins Fallon will forward the information once confirmed to invite all members of the Communications Committee to be present.

Ms. Higgins Fallon distributed the latest marketing materials from the Streetscape Marketing Coordination Team which meets every other week to discuss ongoing efforts to promote the work of Miracle Mile and Giralda Avenue Streetscape.

Chairperson Margarita Delgado asked if there were any further complaints from residents or businesses regarding the construction work. Ms. Higgins Fallon said that the City has not received many complaints that she is aware of. Construction is being done at night, and residents around Aragon buildings have not made any major complaints. Ms. Higgins Fallon will keep them updated on any further developments.

Ms. Connie Crowther asked what other complaints the city is receiving about. Ms. Higgins Fallon said that there are residents that do not like the sculptures being installed at Segovia Circles. Chairperson Delgado agreed that these sculptures are unbecoming to the City. Mr. Villamil has also heard similar complaints since he resides near the sculptures. Ms. Crowther said that she likes the sculptures, and they are a good alternative from what the City has had in the past. She thinks that people will like them once they are finished. Ms. Delgado agreed that beauty is in the eye of the beholder.

Ms. Higgins Fallon distributed copies of the latest issue of the Gables Xchange, the July issue sent to the City employees. She will email a link for members to read all the stories that are written about them.

Ms. Higgins Fallon also informed members that the full-time positions that she requested for next fiscal year were not funded in the budget. Chairperson Delgado asked if there was something that the Committee could do to insist on funding full-time social media positions. Ms. Higgins Fallon replied that she had a brief conversation with the City Manager and was told that the City is only funding two additional full-time positions this year for other mandated-work.

Mr. Derrek Space suggested rewriting the job description as a digital marketing position that will encompass more than just social media. His concern was that this position was not approved

because it lacked depth in the roles and responsibilities assigned. In his experience, workers that are not working above and beyond their main duties are being laid off, and that is what is happening in his company.

Mr. Villamil agreed that the social media and digital position is mission critical and perhaps the description of social media just doesn't communicate well with the administration. He thinks there is a valid request for a digital marketing personality that can introduce videos, manage all online communications and manage social media accounts.

Mr. Space said he would help with the job description to make a good business case. Ms. Higgins Fallon will forward him the information that was presented to administration. Ms. Alexandra Pantin will also share her job description as digital marketing sales.

Lastly, Ms. Higgins Fallon said that she is working on the September issue of the *Living in the City Beautiful* magazine. All the writing has been done and now the magazine is in the design stages.

### **Current events and Projects**

Ms. Higgins Fallon reported that the Adult Activity Center has relocated across from The Palace Coral Gables on Andalusia Avenue. The City is planning an opening ceremony for the month of September. She will keep members updated once the details are confirmed.

Her office is also working on a legacy video for Mayor Cason which will be presented at the September's Chamber of Commerce monthly breakfast. This will be a special video which will recap all the accomplishments of the City since Mayor Cason was elected in 2011.

At next week's City Commission Meeting, the topic of annexation of Little Gables and High Pines will be discussed. Members were updated about this topic and discussed the benefits and disadvantages of annexing these two areas.

Members were reminded that there will be no meeting in August. The Communications Committee will reconvene on September 15. Higgins Fallon also distributed the latest issue of e-News.

Ms. Crowther said that she has been working on the Chamber of Commerce's magazine. This magazine issue is focusing on people. She has interviewed 35 to 40 people in Coral Gables, and after celebrating the 90<sup>th</sup> anniversary, she has asked them about what they will expect when the City celebrates its centennial.

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