

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of February 21, 2008

Members	F	M	A	M	J	J	A	S	O	N	D	J	F	
Leslie Pantin Jr.	P	E	P	P	E	P	P	P	P	E	P	E	P	Mayor Donald D. Slesnick II
Richard Chimelis	P	P	P	A	P	P	E	E	P	A	E	P	P	Commissioner Maria Anderson
Katherine deBlij	P	A	P	P	P	P	P	P	P	P	P	P	P	Comm. Ralph Cabrera Jr.
Vivian More	P	E	P	E	A	E	P	E	E	P	E	P	P	Comm. Wayne "Chip" Withers
David Stiefel	P	P	P	P	P	A	P	P	A	P	P	P	P	Vice Mayor William H. Kerdyk Jr.

Staff in attendance

Maria Rosa Higgins Fallon, Public Affairs
Daiana Rocha, Public Affairs
Michael Rocha, CGTV
Grethel Salas, IT

The meeting came to order at 9:30 a.m.

Approval of Minutes

The minutes from the January meeting were circulated for approval.

Motion: David Stiefel motioned to approve the January meeting minutes. Vivian More seconded the motion and it passed unanimously.

Electronic Newsletter

Higgins Fallon distributed a printout of the electronic City Beautiful newsletter. This is the first time that this newsletter is done on-line. It includes a full Spanish translation at the bottom of each page. She indicated that this has been e-mailed to all subscribers of e-News as well as City board members.

Leslie Pantin asked if this newsletter was posted on the web. Higgins Fallon indicated that it is on the homepage under "Welcome to our first on-line newsletter" link. She talked about the newsletter's easy navigation, with a scroll down menu to find the story link.

Vivian More asked if there had been any problems with mailing the html. Higgins Fallon replied that she received a couple of calls from people who couldn't download the postcard. She sent them the link and they were able to get to the newsletter. In future issues, she will include two links to make it easier for those computers that do not allow html files. Richard Chimelis also said that it could be a result of bad coding.

Higgins Fallon went through the newsletter and indicated that she tried to put as many stories with informational links.

Coral Gables Television

Higgins Fallon provided an update about additional programs that CGTV is doing in the new studio. Staff began to use the other side of the studio to provide news updates after Commission meetings, like a CNN news updates. She showed the latest News Desk taped. These updates are being done every other week in English by Liane Morejon and in Spanish by Daiana Herrera. Members of the Committee were pleased with the news.

News Desk is taped on Thursdays after Commission meetings and goes on air by Friday of that same week on rotation for two weeks.

Higgins Fallon also reported that a new Powertalk show was taped with David Brown who was interviewed about what he has accomplished in the last six years as City Manager. This show will air in the upcoming weeks. She inquired about other ideas for future guests for Powertalk. Members are welcome to send their input and suggestions on guests for future Powertalk shows.

Katherine deBlij would like to see people be able to write in questions for Powertalk guests. In order to do this, the public needs to know the schedule of future guests to send questions ahead of time. Higgins Fallon said she has not scheduled future guests, but she can work on a list to coordinate. deBlij also would like to see Commission members routinely on the show. Higgins Fallon said that all have been invited, but some have declined to participate.

Higgins Fallon also reported that every year CGTV puts together a video for the Employee of the Year luncheon to celebrate the best employees of the City. She showed the video that will be shown at this year's luncheon.

Information Technology

Grethel Salas from the IT Department reported that for the past couple of months her office has been working with the Victims Advocate Unit from the Police Department to reach citizens victimized by crime. She went through the page design done for them.

Board updates

Higgins Fallon distributed the latest copies of e-News for Committee member information.

With no other business to discuss, the meeting was adjourned.