



City of Coral Gables
CITY COMMISSION MEETING
December 14, 2010

ITEM TITLE:

Communications Committee Meeting Minutes of October 21, 2010

SUMMARY OF MEETING:

The minutes from the September meeting were circulated for approval. Chuck Martinez motioned to approve the September meeting minutes. Sam Joseph seconded the motion and it passed unanimously.

Newly appointed Chair C.L. Conroy introduced herself as the owner of a public relations, marketing, and social media firm. Her firm is celebrating its 20 years and has offices on Ponce de Leon Blvd. She lives and works in Coral Gables.

Rodulfo reported the evaluation of a customer relations management system that will replace the current Better Place System. Through this system, constituents can interact with government online. The Better Place System was developed by the Florida League of Cities 10 years ago and was at the time a robust technology. However, systems have evolved and can now offer more features. The Better Place is going to be phased out. IT is currently evaluating five different options. Rodulfo informed members about the systems being considered.

Higgins Fallon informed members about the Dalai Lama visit to the University of Miami. Coral Gables residents were offered 500 free tickets, given away at the Youth Center. Higgins Fallon informed members about an event organized by the Coral Gables Garden Club. Higgins Fallon also spoke about the events planned for Halloween. Another upcoming event is scheduled for November 12 when the Merrick House celebrates 100 years. Finally, Higgins Fallon informed members about extended parking enforcement hours.

Higgins Fallon showed two What's Happening Coral Gables segments regarding the new Coral Gables Museum and the new Art Cinema. She also distributed the latest e-News information.

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

ATTACHMENT(S):

1. **Draft Minutes of October 21, 2010**