

**CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING**

Minutes of February 21, 2014

Members	F	M	A	M	J	J	A	S	O	N	D	J	F	
Herb Levin Liana Perez	A	+	+	+	+	+	+	P	P	*	P	P	P	Mayor Jim Cason
Luba De Witt Sam Joseph	E	x	x	x	*	*	*	E	P	*	A	P	P	Commissioner Pat Keon Commissioner Maria Anderson
Les Pantin III Carlos Perea	P	x	x	x	*	*	*	P	P	*	P	A	P	Commissioner Vince Lago Comm. Ralph Cabrera Jr.
Jerry Santeiro (deceased)	P	x	x	x	*	*	+							Comm. Frank C. Quesada
Connie Crowther David Stiefel	P	x	x	x	*	*	+	P	P	*	P	P	P	Vice Mayor William H. Kerdyk

* No meetings

x No quorum

+ Resigned

Staff in attendance:

Maria Rosa Higgins Fallon, Public Affairs Manager

Guest:

Lourdes Sori, Motorola Solutions

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

Approval of minutes

The minutes from the January meeting were circulated for approval.

Motion: Connie Crowther motioned to approve the January meeting minutes.

Luba De Witt seconded the motion and it passed unanimously.

Strategic Communications

Higgins Fallon informed members that every year her department presents a Strategic Communications plan which is part of the budget process. She has attached of copy from last year's plan and asked for input from their perspectives about how it can be improved.

Crowther indicated that she considers the City a strength because there is so much to focus on and there are many good things to present. According to her, the city has an outstanding communications team.

De Witt indicated that sometimes we don't know what the Commissioners are doing or what their plans are. She would like to see more information about their agenda as a whole City Commission, and be aware of what they are doing.

Crowther also said that communications need to be very transparent, where priorities are set as a group with external measurements to show achievements. She suggested enhancing transparency in communications.

Chairman Levin also thinks that the City does terrific things such as the e-News newsletter, the insert on CBS4 Magazine and Coral Gables Television. His suggestion was to do more citizen outreach to let them know that these tools are available. Many people are not aware the Commission meetings are online and also archived. He suggested profiling each Commissioner on e-News, in an interview format, including their photographs.

Levin also added that we should try to do more co-op marketing with other media, such as the classical radio station he had suggested. Higgins Fallon will invite representatives from the Economic Sustainability Department to a future meeting to talk about sponsorships with other entities. Levin also suggested doing a collateral piece about signing up for e-News or tuning to CGTV that would be distributed to Chamber of Commerce or BID members and merchants. He also shared his recent experience at Development Services where he received great service. He was very impressed with how fast the process was, especially with the new computerized service numbers. He suggested collecting the emails from these transactions for e-News.

Crowther agreed that it was important to share the new service improvement at Development Services, especially with architects or other organizations like Latin Builders. Previously, there were a number of people who didn't want to do business with the City because of the bottleneck that occurred on the third floor. She suggested doing community outreach such as seminars with American Institute of Architects and other groups, either off hours or on the weekends. It is important to share the service improvement initiatives at this department because this is still a lingering issue in the city.

Levin also suggested doing more publicity for the Coral Gables app for mobile homes, and talking to Google about wiring the city with super speed internet.

Upcoming Events

Higgins Fallon briefly updated members of upcoming programs such Pioneer Day of March 2, the Water is Life exhibit and seminar of March 13, the Merrick Arts Festival which is part of the Sundays on the Porch with George of March 9, and Carnival on the Mile and Sidewalk Sale of March 1 and 2, which is a big attraction for the Downtown area.

CGTV

Higgins Fallon showcased a video regarding actual moon rocks being shown at a local school. This story was profiled on CGTV and was picked up by the *Miami Herald* with a story on Neighbors. This is just an example on how the City is helping promote our local schools. Higgins Fallon also distributed the latest e-News issue.

Lourdes Sori from Motorola attended the meeting as an observer.

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