

**CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING**

Minutes of March 20, 2014

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

Guests:

Cindy Birdsill, Economic Sustainability

Michelle Cash, Economic Sustainability

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

Approval of minutes

The minutes from the February meeting were circulated for approval.

Motion: Les Pantin motioned to approve the February meeting minutes. Connie Crowther seconded the motion and it passed unanimously.

Economic Sustainability

Higgins Fallon introduced Cindy Birdsill and Michelle Cash from the Economic Sustainability Department who were invited to talk about some of the projects that their department is involved with and how it relates to community outreach.

Birdsill gave an overview of her department's involvement which focuses in three main areas: marketing to the business community to increase the tax base, overseeing property administration and the city's real estate ownership, and managing the city's art and culture.

Cash explained that their role is more of external branding in order to retain business as well as to look for new commercial prospects. Her department works with Public Affairs through e-News and the City's cable station to promote programs such as the recent Water is Life cultural exhibition at the Coral Gables Museum. This event also included a lecture series to

raise awareness on the environment. The exhibit had a great opening night and more than 100 people attended the lecture.

Cash disseminated a four-color Discover Coral Gables brochure. She explained that her department works to market Coral Gables with the Beacon Council and the various Chambers of Commerce. They also look for selective advertising opportunities to co-op marketing with Visit Florida, for example.

Connie Crowther was glad to see this collateral. She works every year with the Chamber and client Andrew Rubin to produce the Chamber's annual magazine. Birdsill suggested providing information to her such as consulates and other current data. She suggested setting up a meeting to discuss how to collaborate on this piece.

Cash explained that they also work with the Greater Miami Convention and Visitors Bureau (GMCVB), the BID and the Chamber of Commerce to market Coral Gables as a destination. With their input they produced a Discover Coral Gables video that the GMCVB uses. The City also distributes it to many commercial real estate firms. This film will also be used at the Coral Gables Museum where they are planning to establish a visitor center with a kiosk. Visitors will be able to use a touch screen monitor and explore the city's main attractions.

Chairman Levin asked how the Discover Coral Gables brochure was distributed. Cash replied that they are distributed to hotels, through the CG Chamber and at events. Crowther said that this brochure, along with a City map, would be a great welcome packet. She informed members that there is an upcoming Public Relations Society of America (PRSA) meeting in April at JohnMartin's where she would like to distribute this information. Cash will provide brochures to her for this purpose.

Regarding the CBS4 Magazine, Cash explained that this magazine is distributed to every home in Coral Gables on a monthly basis. This is a great opportunity to include information about the City and that they collaborate with Public Affairs to develop copy material.

Cindy Birdsill left the meeting due to a pre-scheduled commitment.

Levin suggested having a broader distribution for the magazine. Crowther also suggested doing a campaign for additional e-News sign ups. Cash said that they are always working on promoting additional e-News subscriptions.

Les Pantin inquired if the City had a YouTube page. Higgins Fallon said that they do.

Regarding sponsorships, Cash welcome any information to proceed with new partnerships such as with WDNA or WLRN and her department will pursue those opportunities. They have collaborated with radio stations in the past, especially with events such as the Fourth of July.

Crowther also said that Communications Committee members are willing to assist the Sustainability Department with their contacts for any of their endeavors as they probably know every media from the past, present and future in the community.

Levin also suggested translating the collateral material presented in Spanish. He argued that a lot of businesses come from Latin American and Mexico and having information available in Spanish makes sense. He said he would look into his contacts to find a company that could underwrite this project. Crowther suggested other possible sponsors for underwriting Spanish materials.

Cash asked Pantin who was the official translator for the county. Pantin will find out and relay the information to her.

Levin will send a note to the Mayor asking for his support to translate these materials in Spanish. Members thanked Michelle Cash for her presence and information.

Upcoming Events

Higgins Fallon briefly updated members of the following upcoming programs:

Sundays in the Porch with George, Patchwork of Poetry, April 6

Arbor Day, April 11 at Coral Bay Park

Eggstreme Hunt and Helicopter Egg Drop at Youth Center, April 19

Pantin inquired about plans for unveiling the work currently being done at Ingraham Park. Higgins Fallon replied that the project still continues. She will inform members about a ribbon cutting ceremony as soon as she is aware.

CGTV

Higgins Fallon showcased the video prepared for the annual Employee of the Year breakfast. Members found the video very entertaining.

Levin asked for an update regarding U-verse. Higgins Fallon reported that the new service is scheduled to launch on March 27. She will keep members informed. Members asked her to inform resident Ruth Jacobs of this new service. They also requested to add a one-liner about Watching U-verse on e-News.

Higgins Fallon also distributed the latest e-News issue. With no further issues to discuss, the meeting was adjourned.