

CITY OF CORAL GABLES
Communication Committee Meeting Minutes
Thursday, November 20, 2014, 9:30 a.m.
405 University, Coral Gables, Florida 33134

MEMBERS	N	D	J	F	M	A	M	J	J	A	S	O	COMMISSIONERS
	'14	'13	'14	'14	'14	'14	'14	'14	'14	'14	'14	'14	
Herb Levin Chair	P	P	P	P	P	P	P	P	*	*	P	P	Mayor Jim Cason
Luba De Witt	E	A	P	P	E	P	A	A	*	*	P	E	Commissioner Pat Keon
Les Pantin III	P	P	A	P	P	E	P	P	*	*	P	P	Commissioner Vince Lago
Vacant													Commissioner Frank C. Quesada
Connie Crowther	P	P	P	P	P	P	P	P	*	*	P	P	Vice Mayor William H. Kerdyk, Jr.

A = Absent
E = Excused Absence
P = Present
* = No Meeting

STAFF AND GUESTS:

Cynthia Birdsill, Acting Assistant City Manager
Michelle Cash, Marketing Manager, Economic and Cultural Development
Belkys Perez, Marketing and Events Specialist, Economic and Cultural Development
Jorge Casuso, Business Development Analyst, Economic and Cultural Development
Letty Ellis, Adult Activities Coordinator, Parks and Recreation
Rodolfo Roman, Public Affairs Specialist
Michael Rocha, Multimedia Production Manager, CGTV

Meeting Motion Summary:

Mr. Pantin, III made a motion to approve the minutes of the October 26, 2014 meeting. Ms. Crowther seconded the motion, which passed unanimously.

Ms. Crowther made a motion to recognize the work Ms. Maria Rosa Higgins-Fallon did on behalf of the Board. Mr. Pantin, III seconded the motion, which passed unanimously.

Mr. Levin brought the meeting to order at 9:30 a.m.

1. Review of the minutes of the September 18, 2014 meeting.

Mr. Pantin, III made a motion to approve the minutes of the September 18, 2014 meeting. Ms. Crowther seconded the motion, which passed unanimously.

Marketing & Communications

2. Discussion of Visitor Center Launch (CGTV Video)

Ms. Cash gave a presentation about the City's new Visitors Center at the Coral Gables Museum. The center features a kiosk and a touchscreen TV that features points of interest and has a dedicated staff member to help visitors. Its opening coincides with efforts by the Greater Miami Convention and Visitors Bureau (GMCVB) to promote destinations other than Miami and Miami Beach. Ms. Cash said that the new Visitors Center was a partner in GMCVB's Miami Attractions month, and she showed a video of the event produced by CGTV. She said the GMCVB also promotes the new Center on its landing page. Ms. Cash noted that the "Discover Coral Gables" video has received nearly 10,000 views and that the City's partners and commercial organizations have shared the video on their web sites.

3. Discussion of Golden Gables Magazine & Adult Activity Center

Ms. Ellis presented an update of Golden Gables Magazine and the Adult Activities Center. She publishes a bi-monthly calendar of activities. She suggested that the Calendar could be published every three months and that the magazine could be dropped. Ms. Crowther said that the two could "work together" and suggested combining both into one publication produced every three months that includes feature stories and the calendar. Ms. Cash suggested giving the reader a choice to receive it in print or online. Mr. Levin suggested making the calendar accessible on the City's new APP and through a link in e-News.

4. Discussion of Branding Initiative Update

Ms. Cash updated the Board on the City's branding efforts. She noted that the City currently uses different colors and typefaces, making its visual identity inconsistent. There is a need to determine approved colors and establish how the existing logos should be used. Once uniform brand guidelines are established, departments should be trained so they understand how it should be used. The City also needs to come up with a positioning statement that is more indicative of where we are today. Ms. Cash said the City plans to hire We Are Charrette, a St. Augustine marketing firm that has done work for cities and major companies. She anticipates the firm can start working on the branding in January.

5. Discussion of City e-News: Transition to Email Marketing Solution

Ms. Cash discussed changes that are being made to e-News. Plans are underway to upgrade the technology to a different platform, such as Constant Contact or Mail Chimp,

which will make it easier to measure readership, track the number of views for each item and better manage the design and layout. Ms. Crowthers welcomed the change, saying that she found Mail Chimp to be “nimble,” allowing you to “do things quickly every week.” Ms. Ellis said that apart from seniors over 85, everyone is online. Mr. Levin suggested that when an issue of e-News is sent, the subject line should include the title of a featured story. It was agreed this was a good idea. Ms. Crowther suggested asking readers to submit story ideas. She said that Coral Gables residents are frequent travelers and like to share the experiences from their trips. Ms. Ellis noted that the Activity Center has a Travel Club. Mr. Roman noted that e-News is now including embedded videos produced by CGTV.

6. Discussion of Social Media Policy Status

Ms. Birdsill informed the Board that the Social Media Policy has been finished. Mr. Pantin, III said that the City needs a universal hashtag and suggested that icons to access Facebook, Twitter and other social media platforms be included on e-News and other content the City sends to the public.

City Projects

7. Discussion of Miracle Mile and Parking Garages

Ms. Birdsill reported that the City issued the RFP for the two public parking garages on Andalusia Avenue and that a meeting with interested developers was taking place later in the day. The RFP calls for a total of 1,000 parking spaces, with at least 200 of those at the site across the street from Publix. She informed the Board that the City would be launching a marketing campaign to let visitors know where parking was available during construction of the two parking sites, as well as during construction of the Miracle Mile and Giralda Streetscapes. Mr. Levin suggested putting the Parking APP information on any new signs posted for construction. Ms. Crowther said it was imperative that the current parking structures be replaced.

8. Discussion of Streetscape: City/BID Communications Strategy

Ms. Birdsill informed the Board that on Tuesday, November 18, the City Commission voted to hire Cooper, Robertson and Partners, the designers of Museum Park Miami and Battery Park City, among other projects, to design the Miracle Mile and Giralda Avenue Streetscapes. She said the City has an opportunity to get the streetscapes done before the garages are replaced. Construction on the streetscape projects could start in August or September of next year. Mr. Pantin, III suggested that the new light poles installed as part of the project should include a Wi-Fi component. Mr. Levin said there was a need to clearly communicate the streetscape plan to the community. Ms. Birdsill agreed and noted that the City placed great importance on responding quickly to concerns expressed by affected businesses. Mr. Levin said the communications plan developed by the City should cover the periods before, during and after construction and warned that there could be a lot of negative stories generated by the merchants. Ms. Crowther suggested

that plenty of signage needs to be posted concerning the projects. Ms. Birdsill noted that there is more leeway with signs during construction. She said the City would consider hiring a PR firm. Mr. Levin stressed the importance of remaining in contact with businesses, including going door to door, and said he had a contact of a PR person who does this work for DOT, Margarita Delgado.

9. Discussion of Trolley Garage Resolution Communications Strategy

Depending on the Title VI analysis, Ms. Birdsill said the City will likely place the new Trolley facility in a building located near the City's Fire Station #2 on US 1. The developer that built the facility in Coconut Grove did not convey it to the City. As part of the settlement, the developer is giving the City \$3.9 million. Mr. Levin said it was important to get the "positive story out" when a site has been approved. Mr. Pantin, III said there should be a discussion on how to integrate the site with the proposed Underline, which would create a linear park underneath the Metrorail line. Ms. Birdsill said that the project provided a great opportunity for public art.

Other Topics (Discussion)

Ms. Birdsill announced that the annual Boards and Committees Appreciation would take place on December 3, 2014.

Ms. Crowther said she would like to wish Ms. Maria Rosa Higgins-Fallon well in her new post and commended her for the wonderful job she did for the Board. The other Board members agreed.

Ms. Crowther made a motion to recognize the work Ms. Fallon did on behalf of the Board. Mr. Pantin, III seconded the motion, which passed unanimously.

There being no further business, the meeting was adjourned at 10:30 a.m.

The next Communications Committee meeting will be held on December 18, 2014.

Respectfully submitted,

Jorge Casuso, Business Development Analyst, Economic and Cultural Development