



City of Coral Gables
CITY COMMISSION MEETING
May 9, 2017

ITEM TITLE:

Congratulations to Michael Rocha who holds the title Multimedia Production Manager, recipient of the "Employee of the Month Award," for the month of May, 2017.

BRIEF HISTORY:

The nomination was submitted by Maria Rosa Higgins Fallon who stated the following:

“Creative. Loyal. Unstoppable: These are the words that come to mind to describe Coral Gables Television’s Multimedia Production Manager, superstar Michael Rocha.

Without much fanfare this January, Michael Rocha celebrated his 10 year anniversary as an employee of the City of Coral Gables. He has done so much in the last decade to improve how we communicate to our residents on screen, that it is hard to list them all.

Before Michael came on board, CGTV was only a PowerPoint television station that would put you to sleep if you watch it for too long. Today, we are the envy of television production by many other cities who call us to congratulate CGTV, wanting to replicate the caliber and creativity of our programming. If you want to know what Michael is all about, simply tune in to Channel 77 or Channel 99, watch any of our weekly video productions, or scroll through the City of Coral Gables Facebook page to watch our eye-catching videos. CGTV is an Emmy-nominated, multiple Tellys award-winning station and it’s because we have a great leader called Michael Rocha.

Do you know who comes up with a new idea for the Employee of the Year video? It’s Michael Rocha. He should get an award for simply doing this, year after year, always making the last production the best one ver. Until next year’s EOY video, of course.

As his boss for the past 10 years, Michael Rocha is not only great at what he does, he always has the best interest of our CGTV team. I personally admire his loyalty toward the greater cause, and no matter how big or menial the job is he’s the kind of guy that always has your back. And *you know* that you can’t say that about everyone that works with or around you! 😊

I believe that you should give the Employee of the Month Award to an employee, not because he or she is popular. But because over the years this employee has demonstrated superb competency, creativity, integrity, loyalty and dedication – and I couldn’t think of anyone more than Michael Rocha to be deserving of this award.

Besides, it would be very funny to see him on his own Employee if the Year video production at the end of the year. I already have a few funny ideas for him to do.

I hope you agree with me that it’s time to show some love to our own TV creative genius.”

ATTACHMENT(S):

1. Employee of the Month Notification Letter