

**CITY OF CORAL GABLES**  
**Communication Committee Meeting Minutes**  
**Wednesday, April 10, 2019, 8:30 a.m.**  
**Public Affairs**  
**405 Biltmore Way**  
**Coral Gables, FL**

MEMBERS	A	M	J	J	A	S	O	N	D	J	F	M	A	COMMISSIONERS
	'18	'18	'18	'18	'18	'18	'18	'18	'18	'19	'19	'19	'19	
<b>Sandra Gonzalez-Levy</b>	P	P	+	*	*	P	P	P	P	P	P	P	E	Mayor Raul Valdes-Fauli
<b>Derrek Space</b>	P	P	+	*	*	P	P	A	P	P	E	P	P	Vice Mayor Pat Keon
<b>Alexandra Pantin</b> <b>Connie Crowther</b>	E	A	+	*	*	P	P	E	A	R	P	P	P	Commissioner Vince Lago
<b>Connie Crowther</b>	P	P	+	*	*	P	P	P	P	P	RA			Vice Mayor Frank Quesada
<b>TJ Villamil</b>	E	P	+	*	*	P	P	P	P	P	P	P	P	Commissioner Michael Mena

A = Absent  
E = Excused Absence  
P = Present  
R = Resigned  
RA = Reappointed by different  
Commissioner  
\* = No Meeting  
+ = No Quorum

**STAFF AND GUESTS:**

Maria Rosa Higgins Fallon, Public Affairs  
Michael Rocha, CGTV

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After achieving a quorum, the meeting began at 8:31 a.m.

Mr. TJ Villamil and Ms. Derrek Space participated over the phone.

**Approval of Minutes**

**Motion:** Mr. Derrek Space made a motion to approve the minutes of the March 2019 meeting.  
Mr. TJ Villamil seconded the motion, which passed unanimously.

Ms. Higgins Fallon provided an update regarding last month's discussion with the Innovation Council. She has received the first tape which needs to be edited to delete any promotion of vendors. They have not received the second tape. CGTV will air the current production once edited and will be glad to air consequent programming as they are provided by the Council.

### **Public Affairs Report**

Ms. Higgins Fallon shared the results of yesterday's General Election. A runoff election for the City Commission Group 4 is scheduled for April 23 with a following Induction ceremony set for April 26. CGTV went live to report the results in coordination with the City Clerk's Office and Miami-Dade County Elections, as well as posted results on all social media platforms.

Ms. Higgins Fallon attended the Government Social Media Conference last week and learned many new strategies for communicating on social media. She is going to put a list of best practices for Facebook, Twitter and Nextdoor that she will share with CGTV staff in order to improve communications.

Ms. Connie Crowther provided an update regarding the tree collateral project and the meeting conducted with members of the Landscape Services Division: Brook Dannemiller and arborist Jorge Rivera. They discussed at length the type of information they would like to share and agreed upon the production of various door hangers with tree-related information. At this meeting Ms. Crowther suggested contacting John Allen from the Coral Gables Museum in order to cross-promote programs. She has since contacted Mr. Allen and he is very interested in partnering with the City to offer a lecture on the subject, which the Coral Gables Museum does the last Wednesday of the month. Ms. Crowther would like to partner with the Museum in creating a program that celebrates the trees in Coral Gables, as a Tree City USA. The Museum is not interested in doing another photography contest. Ms. Higgins Fallon will contact staff at the Landscape Division to suggest having Mr. Rivera or another representative give a lecture at an upcoming date, after the month of May. Mr. Space agreed that this topic would be of great interest and beneficial to the residents.

Ms. Higgins Fallon provided further updates on other outreach campaigns such as the smoke testing for sanitary sewers being conducted citywide, the upcoming Sun Stories temporary exhibit at Giralda Plaza scheduled for this summer, and a community meeting scheduled tomorrow to discuss ideas and proposed design for a new dog park.

### **Current Events**

Other events discussed that Communications is working on included Arbor Day for April 26, Recycling your electronics for May 4, and the very popular Eggstreme Egg Hunt for April 20.

Ms. Crowther discussed the new app Nextdoor that she has been using recently. She encouraged everyone to use it as it is a good way to understand what's going on in your neighborhood. Ms.

Higgins Fallon reported that she is managing the public agency postings on Nextdoor with relevant information. She attended a seminar about the usage of this platform at last week's social media conference and intends to use it more.

Ms. Higgins Fallon distributed the latest issue of the *Living in the City Beautiful* magazine.

With no further issues to discuss, the meeting was adjourned at 9:15 a.m.