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Communications Committee Meeting of March 20, 2014

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

Higgins Fallon introduced Cindy Birdsill and Michelle Cash from the Economic Sustainability Department. 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 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. 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.

Regarding the CBS4 Magazine, Cash explained that this magazine is distributed to every home in Coral Gables on a monthly basis. Regarding sponsorships, Cash welcome any information to proceed with new partnerships and her department will pursue those opportunities.

Levin also suggested translating the collateral material presented in Spanish. Levin will send a note to the Mayor asking for his support to translate these materials in Spanish.

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

Higgins Fallon showcased the video prepared for the annual Employee of the Year breakfast. Levin asked for an update regarding U-verse. Higgins Fallon reported that the new service is scheduled to launch on March 27.

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