



# Town of Cutler Bay

Town Hall  
10720 Caribbean Blvd  
Cutler Bay, FL 33189

## Meeting Minutes Town Council Workshop

### *MAYOR AND COUNCIL MEMBERS*

*Mayor Peggy R. Bell*  
*Vice Mayor Ernest N. Sochin*  
*Council Member Mary Ann L. Mixon*  
*Council Member Sue Ellen Loyzelle*  
*Council Member Roger Coriat*

### *CHARTER OFFICIALS*

*Town Attorney Mitchell Bierman*  
*Town Attorney Chad Friedman*  
*Town Manager Rafael G. Casals*  
*Town Clerk Jacqueline N. Wilson*

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Wednesday, February 24, 2016

6:00 PM

Council Chambers

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### 1. CALL TO ORDER, ROLL CALL, PLEDGE OF ALLEGIANCE, MOMENT OF SILENCE & INVOCATION

Mayor Bell called the meeting to order at 6:09PM. Town Clerk Jacqueline Wilson called the roll. Mayor Bell led the Pledge of Allegiance. Mayor Bell requested to move item D up on the agenda after item B.

**Present** 5 - Mayor Peggy Bell, Vice Mayor Ernest Sochin, Council Member Mary Ann Mixon, Council Member Sue Ellen Loyzelle, and Council Member Roger Coriat

#### A. Discussion Regarding Presentation Protocols When Presenting Before State Legislators, and Federal Legislators

Mayor Bell suggested the Council speak with a united voice when presenting to governmental entities. Town Attorney Chad Friedman referenced section 2.1 of the Town Charter to clarify the protocol on representing the Town. Council Member Mixon spoke in favor of the Mayor representing the view of the Council and suggested following a similar protocol for pictures with dignitaries. At the request of Vice Mayor Sochin, Town Attorney Chad Friedman provided clarification on expressing a personal opinion and advised that statements be disclosed as a personal opinion and not the position of the Town. At the request of Mayor Bell, Town Attorney Chad Friedman advised that notification be given to the Town Clerk to inform the rest of the Council when a member of Council plans to meet with a governmental entity. At the request of Council Member Loyzelle, Town Attorney Chad Friedman will distribute a memorandum providing guidance as to the activities the Town Council can undertake to support other candidates seeking elective office.

#### B. Discussion Regarding Future Fund Raising Efforts for Town's Community Fund Through Miami Foundation

There was discussion regarding future fund raising efforts for the Town's Community Fund. By general consensus, the Council designated the Annual Golf Tournament Event proceeds to support the Cutler Bay Community Fund. Town Manager Rafael Casals announced efforts to expand the Annual Golf Tournament Event to reserve the entire course for the entire day. Council

Member Mixon suggested coordination of a silent auction for the event.

**C.** Discussion Regarding Advisory Committees

- Completion of Mission, Goals and Objectives
- Creation of Individual Web Pages
- Submittal of Agenda and/or Minutes (Audio) to Town Clerk's Office
- Attendance Log Sheets (Excused vs Unexcused)
- Removal Process
- Current Vacancies
- Special Events/Workshops Recommended by Advisory Committees

Town Clerk Jacqueline Wilson requested uniform guidelines for advisory committees. There was a general consensus among the Council for committee liaisons to provide committee policies to the Clerk for distribution to the Council for review. Mayor Bell suggested the Council provide advanced notice of potential committee planned events. Council Member Mixon suggested the Town Council Announcements section of the Regular Town Council Meetings be utilized for committee event announcements, including potential committee planned events.

**D.** Discussion Regarding Social Media; Proposed Outlets and Policy

- Creation of Town's Facebook Page
- Creation of Town's Twitter Account, YouTube Channel and Instagram Account
- Project Next Door (MDPD)
- Public Records Aspect

Town Manager Rafael Casals introduced Acting Administrative Services Director Jazmin Gonzalez to report on current practices associated with communication and public outreach. Acting Administrative Services Director Jazmin Gonzalez suggested adoption and implementation of a Social Media Policy for the Town. Miami-Dade Police Lieutenant Peter Zaharakos and Major Hector Llevat reported on the Project Nextdoor program promoting neighborhood safety and communication. There was discussion on the maintenance of the social media platforms. Town Attorney Chad Friedman introduced Weiss Serota partner Alison Smith to present social media guidelines for government entities and the public records aspect of social media use. Council Member Mixon requested Town Attorney Alison Smith provide a handbook of the guidelines regarding the use of social media. At the request of Vice Mayor Sochin, Town Attorney Chad Friedman provided clarification on the use of social media as a private citizen, reminding the Council that Town related business is subject to public record. Town Attorneys Chad Friedman and Alison Smith advised the council proceed with caution. There was discussion on social media training.

At the request of Mayor Bell, the meeting recessed at 8:20PM and reconvened at 8:35PM.

**E.** Discussion Regarding Enhanced Marketing Efforts

- Community News Print
- City Guide Map Print
- Video Uploads (ie: Doral TV)

Town Manager Rafael Casals presented marketing and communication methods for the Town including the Community Map Program, video uploads and the Cutler Bay News.

## **2. Town Council Questions/ Comments/ Discussion**

**Council Member Mixon thanked Acting Administrative Services Director Jazmin Gonzalez for stepping up in her new role.**

## **3. Adjournment**

**Mayor Bell adjourned the meeting at 9:59PM.**

For complete audio recording of this meeting, please visit [www.cutlerbay-fl.gov](http://www.cutlerbay-fl.gov) or contact the Town Clerks Office at (305) 234-4262.