

Communications Committee Meeting
September 8, 2021
Draft Minutes

Staff

Martha Pantin, Communications and Public Affairs
Michael Rocha, Communications and Public Affairs,
Nicolas Saenz, Communications and Public Affairs

Board Attendance

Connie Crowther - Present
Derrek Space – Absent (participated via Zoom)
TJ Villamil - Absent
Diana Arellano - Present
Caroline Blumberg - Present

After achieving a quorum, the meeting started at 8:35 a.m.

Arellano made a motion to approve the June 9 minutes. Blumberg seconded. Approved.

Pantin went over the Board's Annual Report and its approval. Arellano made a motion to approve and confirm the report's statements. Motion was seconded by Blumberg.

Crowther added that it was a thorough report.

Pantin discussed the Break the Box Coral Gables campaign, including the plan and what other ideas are being put into action. She asked to please share any ideas on getting the word out and who might help in participating online in breaking the box that would garner attention.

Pantin and Rocha reviewed plans for the city's September 11 20th commemoration event.

Pantin shared response to Bea Hines Miami Herald Neighbors column reference to Burger Bob's.

Crowther said she asked that the letter to the media be shown to the committee because it's an excellent example of how to respond and the work Pantin accomplishes.

Pantin highlighted the Mayor's State of the City action plan explaining it's important not just to write a speech but to also to be involved in the planning and outreach of the event.

Crowther said that it would be good for the committee members to know the results of Mayor Lago's Listening Tour, the campaign where residents could voice their concerns and thoughts on what the future of the City should be. She explained that a major issue is people may not understand the City's services as the services have gone through changes over the years. She mentioned having Deena Bell-Llewellyn from Public Works as a person that could help further ways to discuss information of services that need outreach.

Pantin said she would reach out to Bell-Llewellyn to speak with the committee and Crowther also suggested Mayor Lago. The committee agreed that learning firsthand from employees in the City about ongoing projects could be helpful in how to promote those projects. Pantin suggested Rodolfo from IT to discuss IT's projects as they are accomplished yet difficult to explain.

Space stated he had not heard of the Listening Tour and that it's important everyone is aware of the tour and its results. He shared the importance of the recycling information campaign.

Arellano brought up the idea of placing a sticker on what's not recyclable. Pantin stated she would ask about it. She advised this could be a labor issue.

Arellano suggested that videos on social media use subtitles because not everyone turns on sound. Blumberg mentioned subtitles can be added to 'stories' as well.

Blumberg asked about the ethics training, and the scheduling was discussed.

The meeting was adjourned.