

City of Coral Gables

405 Biltmore Way
Coral Gables, FL 33134
www.coralgables.com



Meeting Minutes

Wednesday, November 8, 2023

8:45 AM

Communications/Public Affairs Conference Room

Communications Committee

Board Member Ashley Airaghi
Board Member Diana Arellano
Board Member Paul Delbo
Board Member Sergio Gonzalez-Arias
Board Member Sabrina Lacle

CALL TO ORDER

Meeting called to order at 8:42 a.m.

ROLL CALL

Present: 5 - Board Member Airaghi, Board Member Arellano, Board Member Delbo, Board Member Gonzalez-Arias and Board Member Lacle

APPROVAL OF THE MINUTES

PERSONAL APPEARANCES

NEW BUSINESS

Art Month

- Member Airaghi suggested reaching out to KAWS and other artists to help promote the city's public art.
- Chair Lacle suggested highlighting city art that can be viewed during daylight and evening hours.
- Member Gonzalez-Arias mentioned challenges of parking downtown and suggests the city promotes Freebee, Downtown Express, etc.

City App

- City webmaster Nicolas Saenz joined the meeting and provided a preview of the city app that is currently under development. He provided a description of project goals and timeline.
- Pantin mentioned inviting the city's IT Director Raimundo Rodolfo to the next meeting for an explanation/demonstration.

Police Recruitment

- A recent police recruitment video was shown.
- Member Airaghi shared insight from spouse's experience in law enforcement.
 - After discussion, the committee members recommended that future videos should showcase the city as well. They felt showcasing city neighborhoods would be an incentive for prospective applicants.
- Vice Chair Arellano recommended adding a call-to-action earlier in the video.

OLD BUSINESS

Centennial update

- Pantin mentioned that the Communications department is working on building a centennial website.
 - The website is planned to provide residents with the ability to share their stories.
- One of the most recent videos produced for the oral history project features Coral Gables Chamber President Mark Trowbridge. Video

was shown.

CITY COMMISSION ITEMS

Pet Waste Stations

- Member Gonzalez-Arias motioned, Arellano seconded for Pantin to work with City Attorney’s Office on a proposed recommendation to Commission to make pet waste stations available for adoption by residents and/or businesses. Recommendation would include a two-pronged approach. In addition to pet waste station adoption, the city should develop an educational campaign highlighting aesthetic and contamination issues associated with this issue including penalties for noncompliance.

DISCUSSION ITEMS

December meeting

- Committee was polled to see if they wished to meet in December.
- Member Gonzalez-Arias moved to cancel the December meeting, motion seconded by Arellano, approved unanimously.
- Next meeting is scheduled for Jan. 10, 2024.

ITEMS FROM THE SECRETARY

ADJOURNMENT

Meeting adjourned at 9:47 a.m.

NOTE