

**City of Coral Gables
Communications Committee Meeting
Nov. 8, 2022**

Connie Crowther, Chair
TJ Villamil, Vice Chair
Diana Arellano
Caroline Blumberg
Derek Space

Staff: Martha Pantin, Michael Rocha, Nicolas Saenz

Guest: Raimundo Rodulfo, Innovation and Technology director

Meeting was called to order.

1. Motion to approve Oct. 12, 2022, Minutes

Motion made by Blumberg, Seconded by Space, approved unanimously.

2. Holiday Outreach

Pantin shared the events happening in Coral Gables for the holiday season and showcased the “South Gables Living” article about happening events.

3. Coral Gables Map

Saenz shared the current map and spoke about the planned update. Committee agreed that the map needs to have a more modern look and that some points highlighted can be left out since the audience is most likely visitors.

Rodulfo brought up creating something more interactive, that combines that physical map with a digital space. Villamil discussed the digital twin that Orlando, Florida’s visitor center uses.

4. New City App

Pantin to follow-up with Mayor’s Citizens Advisory Council regarding participating at a future meeting to discuss the app.

Rodulfo briefed the committee on the planned development of the new city app. The city has \$150,000 budget for the development for this fiscal year. There are three ways to proceed: a solutions-based approach, custom development, and R & D.

5. Centennial Celebration Update

Pantin provided an update and Rocha premiered video of Crowther. Crowther requested that in addition to the current list there be a man on the street view as well and that ideally it would be with Story Corp. Staff advised that it was planning to do a man on the street at the Farmers Market.

Crowther thought it was important to involve school children on the day of the centennial in some manner.

Arellano thought it would be great if the city could get Dave Barry who is a resident to participate in the project.

Pantin advised that she is planning to reach out to other committees and boards for input. Crowther offered to assist in this endeavor.

6. Why Coral Gables? Update

Pantin provided an update on the campaign. The campaign has performed very well with engagement and increased the number of LinkedIn followers. Pantin thanked Arellano for the Cosentino contact. The Cosentino video will be part of the second series of videos and will premiere in January.

Villamil suggested that a series with local consulates be considered. Pantin advised that there had been a previous effort titled We are coral Gables that featured consulates that had not performed well.

7. Motion to Adjourn

With no further business to discuss Villamil made motion to adjourn, Space seconded, and approved unanimously.