

Communications Committee
Meeting of December 9, 2020
Summary of Minutes (No approval, Discussion Only)

Staff and Guests

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

Board Attendance (virtually)

Connie Crowther-P
Sandra Gonzalez-Levy-P
Derrek Space-P
TJ Villamil- P

For caution of COVID-19, members participated solely through Zoom.

We Can We Will

Ms. Martha Pantin discussed the “WE Can We Will Campaign”, a digital campaign in municipalities.

Ms. Connie Crowther recommended the campaign should use transit signage such as bus wraps and to utilize other county resources.

Chairperson Gonzalez-Levy recommended to send the campaign to major universities and other major organizations for inclusion.

Ms. Pantin also stated how the department will incorporate Coral Gables branding and content into the campaign to personalize for residents.

Chairperson Gonzalez-Levy discussed other groups that could help such as Public Relations Society of America and Ms. Connie Crowther added that the Public Relations Student Society of America would be helpful as well.

Ms. Pantin stated she would draft a letter on behalf of the committee to send to the county’s Communications Director.

Vaccine

Chairperson Gonzalez-Levy asked about the City’s vaccine rollout plan.

Ms. Pantin explained the current situation but will have more information after the County’s Commissioner meeting. The City is keeping up with all possible solutions, UM is may help deliver vaccines, but as the County set up more testing sites, less and less people utilized the City’s.

Announcements

Ms. Pantin explained how posts are being boosted and is gaining followers and that e-news has gone weekly and joined over 9,000 subscribers. Ms. Pantin showcased news videos, the first, We are Coral Gables International, Colombian Consulate, and the second, a hotspot on Bachour. These videos highlight targeting places both with large followers and smaller but more niche followings to reach out to different audiences.

There is a new person covering Coral Gables from Miami herald. Ms. Pantin discussed how there has been ongoing outreach, and she will be introduced to the City Manager, trying to ensure that we, the City, are a part of the conversation when being talked about.

Gables residents will be able to get Santa to come to them on a Fire Truck giving out candy and take the children's wish list.

At the end of January the new public safety building will have its public opening. Invitations to the board members will be sent out.

Commissioner Jorge Fors Jr. is meeting with a potential appointee to add as a new member.

Ms. Connie Crowther asked about the time capsule placed in the PSB and wondered if its getting moved to the new one. Mr. Michael Rocha will follow up for that information.

A general discussion was made about the monitoring of unpleasant NextDoor comments. It's helpful to know what the problems in the City are, but every single, specifically uncordial or inappropriate, comment cannot be responded to.

Mr. Derek Space inquired about car break-ins in North Gables and Pine Crest area. Ms. Pantin stated the department is working with the Police PIO to put out more information on that.

No action or motion was taken, but with no more updates or ideas to discuss, the meeting was adjourned.