

COMMUNICATIONS COMMITTEE MEETING

Oct. 12, 2022

Committee:

Connie Crowther, Chair

TJ Villamil, Vice Chair

Diana Arellano

Caroline Blumberg

Derrek Space

Staff: Martha Pantin, Michael Rocha, Nicolas Saenz

AGENDA

Meeting called to order

Approval of Minutes

Caroline Blumberg moved to approve minutes; Diana Arellano seconded the motion. It passed unanimously.

NEW BUSINESS

Hurricane Ian

During this storm the Emergency Operations Center was activated. It offered an opportunity to conduct a real time drill. Communications used the opportunity to produce videos with Mayor as well as some evergreen videos with the Police and Fire Chiefs.

Mayor Lago and Police Chief videos showcased.

The Everbridge notification system was used to inform residents. The system contains some 50,000 mobile phone numbers. City also used social media platforms to disseminate information and adapted that week's ENEWS to focus solely on emergency information. Additional ENEWS weren't sent since it is important for registered users not to feel they are receiving too many emails.

Committee members concurred that it is an important balance to maintain and to not send excess information.

Communications requested committee to provide input as to how to best reach the elderly population during an emergency.

Development Services Center

Pantin and Saenz advised of how communications is working with Development Services to help promote the new online permit submissions and how the office has produced a video of how to set up an account. The video was shown. Development Services requested four additional informational videos. The goal of the new online process is to improve the customer experience. A ribbon cutting, open house will be held soon.

Air Potato Campaign

An air potato awareness video was shown and Pantin explained the campaign. Committee members discussed setting up a contest like it is done for Lionfish in Biscayne Bay and pythons in the Everglades.

Pantin advised the committee of Com. Anderson's effort to reward those that bring in one pound of air potatoes with a \$10 gift certificate to Books & Books. She will set up a booth and do a weigh-in at one of the upcoming city events. There is a volunteer event at the Biltmore Golf Course on Sat., Oct. 15.

The video has performed well on social media and was included by David the Good in his YouTube channel with more than 200,000 followers.

There was discussion on the possibility of including the Air Potato Patrol at the Junior Orange Bowl Parade.

Centennial

Rocha spoke about how Communications continues to produce videos and previewed the Dona Spain interview video. Pantin gave an update on meetings that have been held in regards to Centennial discussion, such as with the Cultural Board and the Historical Resources Department. Crowther will be interviewed for one of the video segments.

Crowther mentioned how the centennial provides an opportunity to make Coral Gables a destination.

OTHER BUSINESS

Next meeting

Motion made by Villamil, seconded by Arellano to move next committee meeting to Tuesday, Nov. 8 since commission meeting was moved to Wednesday, Nov. 9 due to the elections. Motion passed unanimously.

Crowther requested that Warren Adams, director of historical resources be invited to the next meeting.

Updated from TJ Villamil

Crowther requested that Villamil update the Committee as to his role with Enterprise Florida. He spoke about how he is working to promote businesses in the state internationally and how they will be organizing missions in the coming year to places such as Japan. He encouraged anyone who is involved in international business to join a future mission.

Why Coral Gables?

Communications advised how they developed a new LinkedIn campaign: Why Coral Gables? It premiered at the Mayor's State of the City highlighting multinationals that are in Coral Gables: Amerant Bank, American Airlines, Bacardi, Fresh Del Monte, and Quirch. The first video featuring Bacardi will run on LinkedIn on Thursday, Oct. 13.

Pantin asked Committee members for suggestions of other companies that could be featured. Crowther and Blumberg suggested BBC.

Adjourn

Having no further business to discuss the meeting was adjourned.