

City of Coral Gables

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



Marked-Up Agenda - Draft

Wednesday, April 10, 2024

8:30 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

ZOOM INFO**CALL TO ORDER**

The meeting was called to order at 8:31 a.m.

ROLL CALL

Members present: Airaghi, Arellano, Delbo and Lacle. Members absent: Gonzalez-Arias. Lacle motioned to excuse Gonzalez-Arias' absence, Delbo seconded.

APPROVAL OF THE MINUTES

March meeting minutes were approved. Lacle motioned, Arellano seconded.

PERSONAL APPEARANCES**NEW BUSINESS****OLD BUSINESS**

Staff member Garcia presented current ideas for the city's upcoming centennial anniversary, including:

- Lapel pins
- Local schools painting fire hydrants in high-traffic areas
 - Pantin to follow up with the City Attorney's office regarding allowed colors and any other regulations.
- Oral History project
 - Airaghi mentioned a potential interviewee candidate
 - Communications staff to follow up.
- Communications staff to reach out to Beaux Arts regarding involvement in the centennial per Airaghi's suggestion.
- Communications staff mentioned meeting with the principal and pastor of St. Theresa School and Church of the Little Flower the week prior.
- Garcia presented a demonstration of an augmented reality program created by IT staff for potential use at historic sites.

- Pantin mentioned possibly coordinating a city trolley tour per the City Manager's suggestion.
 - Pantin to meet with Parking staff on this.
 - Airaghi mentioned offering sponsorship opportunities.

Garcia presented a mockup of a centennial-themed manhole cover for placement in high-visibility areas.

CITY COMMISSION ITEMS

DISCUSSION ITEMS

Social media followers/E-News subscriptions

- Airaghi suggested reaching out to the City Clerk's Office to add emails of registered voters in the city to the E-News subscriber list.
 - Pantin to follow up with City Attorney's Office re: adding these emails to the list.
- Pantin mentioned the A-frame poster placed at the Farmer's Market to promote sign-ups and possibly moving it to the Adult Activity Center.
- Arellano suggested creating a form to download a file (city map, etc.) in exchange for capturing email information.
- Communications staff are investigating alternatives to Constant Contact, including Flo Desk per Airaghi's suggestion.
- Garcia is working on a redesign of the existing E-News template.
- Lacle asked about including E-News in a welcome kit for new homeowners.
 - Pantin mentioned that the Mayor's Office used to handle this but no longer does.
- Garcia presented the rest of the report.
 - Garcia to investigate March 13 E-News click rate.
 - Instagram followers approaching 75,000 followers.
 - Committee members suggested a contest to increase followers (similar to previous contests at varying X0,000 follower marks).
- Why Coral Gables? campaign
 - Airaghi to provide Pantin with a contact at MasTec.

- Summer Recess
 - After committee discussion, Lacle motioned to not meet in July or August. Arellano seconded.

ITEMS FROM THE SECRETARY

ADJOURNMENT

Lacle motioned to adjourn at 9:36 a.m. Arellano seconded.

NOTE