

City of Coral Gables

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



Meeting Minutes

Wednesday, December 10, 2025

8:30 AM

Communications/Public Affairs Conference Room

Communications Committee

*Chairperson Sabrina Lacle
Board Member Ashley Airaghi
Board Member Diana Arellano
Board Member Paul Delbo
Board Member Claudia Puig*

TO ENTER VIA ZOOM:**CALL TO ORDER****ROLL CALL**

Present: 4 - Board Member Arellano, Board Member Airaghi, Vice Chair Delbo and Chairperson Lacle
Absent: 1 - Board Member Puig

APPROVAL OF THE MINUTES

Committee reviews the November 2025 meeting minutes and moves to approve.

SOCIAL MEDIA REPORT

Staff member Nicole DeLuque presents November 2025 social media report. Staff member DeLuque shares top posts and how each platform is performing.

Board member Diana Arellano questioned the status of new subscribers to ENEWS.

Board member Ashley Airaghi pitched the idea to email registered voters if they'd like to opt in to subscribing to ENEWS.

Committee member Arellano also shared the idea of including a pop-up box on the website where people can sign up to ENEWS. As well as in event pages, when people are registering, they can have the option to subscribe to ENEWS.

HOT SPOTS

Staff member DeLuque shared the most recent Hot Spot video.

Board member Airaghi recommended filming a Hot Spot for the Holiday Store pop up.

Board member Arellano recommended filming Santayana Jewelers for a Hot Spot feature. She also suggested the idea of featuring a gym for a Hot Spot for January.

CENTENNIAL RECAP

Communications Director Martha Pantin shared the Coral Gables Centennial Grand Finale Concert coverage in the Miami Herald. Martha gives update on the Oral History project - currently at 99 videos toward the goal of 100, with the last video being filmed on Dec. 11.

NEW BUSINESS

EV Rate Change

Staff member DeLuque summarized completed and upcoming communications outreach for the electric vehicle (EV) rate change effective Monday, Dec. 15, increasing from \$0.30 to \$0.39 per kilowatt-hour (kWh).

Holiday activations in Coral Gables

Staff member DeLuque shared pictures of how the city is decorated for the holidays.

Board member Arellano mentioned Santa Maria has holiday décor, which would be good to send a photographer to take pictures of it.

DISCUSSION ITEMS**ADJOURNMENT**

Meeting adjourned at 9:30 a.m.

NOTE