

Communications Committee Meeting
Wednesday, January 12, 2022
8:30 a.m.

Committee:

Connie Crowther, present
Diana Arellano, Present
Caroline Blumberg, Present
Derrek Space, Present
T.J. Villamil, Present

Staff:

Martha Pantin
Nicolas Saenz

Commission:

Mayor Vince Lago

The meeting reached a quorum and began at 8:34 a.m.

I. Approval of minutes

Motion to approve the minutes. Crowther made a motion, Space seconded. All were in favor.

II. Meet with Mayor Vince Lago.

Mayor Vince Lago said he values the committees and thanked them their work.

- **Request**

Lago discussed transparency in Coral Gables, in how he brought forward plans of action for residents to be heard via meetings, open door policy, etc. but still some feel as though their voices are not being heard. He asked the Committee how can the City show people all that work that is being done to provide transparency.

Lago asked the Committee to look over and review his strategic plan.

Crowther suggested the Committee also review the results to the Mayor's "Listening Tour" results.

Villamil discussed for both Mayor Lago and the department to think about creating a brand when a message needs to be put out and used Suarez's "Cafecito Talks" as an example. Some ideas were to create a brand on transparency, creating content on how Coral Gables is more open. It helps when the brand is behind a personality.

III. Social Media Report

Pantin presented an overview of social media analytics.

Regarding video content, Arellano suggested to do split testing and try different videos for ads. She stated a high production, edited video is not always necessary and having content that feels more in the moment could help the feeling of transparency.

On the discussion of creating a brand, Villamil suggested making interview based content. Crowther recommended taking advantage the centennial interviews to arrange for that. Arellano said on creating branded content, it has to be put out every week. It cannot be sporadic.

IV. Website update

The City's new website will be launched in one to two more months. It's in the testing phase, and the designs have been approved.

V. Adjournment

Crowther asked if there were any other items to discuss. With no other items, she asked for a motion to adjourn. Villamil made a motion, all agreed.