

# City of Coral Gables

405 Biltmore Way  
Coral Gables, FL 33134  
[www.coralgables.com](http://www.coralgables.com)



## Meeting Minutes

Wednesday, November 13, 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*

**TO ENTER VIA ZOOM:**

**CALL TO ORDER**

Meeting called to order at 8:32 a.m.

**ROLL CALL**

**Present:** 4 - Board Member Airaghi, Board Member Arellano, Board Member Delbo and Board Member Lacle

**Absent:** 1 - Board Member Gonzalez-Arias

**APPROVAL OF THE MINUTES**

**APPROVAL OF THE ANNUAL REPORT**

**NEW BUSINESS**

**Halloween and holiday activations in Coral Gables**

**OLD BUSINESS**

**Halloween Downtown activations**

- Halloween on the Mile was well attended. Economic Development is polling businesses to determine interest in continuing event. Day of the Dead Activation took place on the same day at Ponce Circle Park.
- Drink or Treat was a new activation this year spearheaded by Economic Development offering Halloween drink specials and special menus.

**Holiday events in the city**

Press release is drafted and ready to send out with details of city and community holiday events. City routinely submits events and receives coverage by the Florida Villager, Gables Living, and Axios.

Member Airaghi asked if the city works with Coral Gables Magazine. The city does send information however it does not advertise in publication.

**CENTENNIAL UPDATE**

Martha Pantin gave an update to the Commission at the second commission meeting in October.

Commission has requested that the city begin working on an event to close out the celebration at the Venetian Pool. Since the pool is currently being refurbished, the event will take place once the work is complete. Event is slated for December 2025.

Oral history project continues, there are approximately 40 interviews posted. A vendor has been contracted to produce 20. Communications is reaching out to all former elected officials to participate in the project.

Centennial banners in conjunction with University of Miami on Ponce between Granada and San Amaro is an example of a joint project.

Farmers Market will feature an interactive audio booth staffed by Communications staff. Booth will feature prompts for questions. Testimonials will be used to engage community and will be stored in archives. Centennial ornament is a limited-edition piece on sale at the online Coral Gables Shop which is run by Economic Development. Path to 100 exhibits, the museum has been coordinating exhibits, they will house the oral history project. The Chamber of Commerce is planning an event at the Miracle Theatre on April 29, the date of the centennial. Public Affairs will share working document with listing of activations with committee members at December meeting. The major events are available on the centennial website.

## **SOCIAL MEDIA REPORT**

Shared report with metrics. Member Airaghi requested that additional insights regarding engagement be shared specially requested Instagram Professional Dashboard insights moving forward. Also advised that once the RFP process has been finalized she would like the agency to present to the committee so that they can provide further input.

## **HOT SPOTS**

Showed Hot Spot segment featuring Motek restaurant in downtown Coral Gables which performed well.

## **ADJOURNMENT**

Next meeting scheduled for Wednesday, Dec. 11 at 8:30 a.m.

Meeting adjourned at 9:08 a.m.

## **NOTE**