

## COMMUNICATIONS COMMITTEE MEETING

**Feb. 8, 2023**

### **Committee:**

Connie Crowther, Chair

TJ Villamil, Vice Chair (via Zoom)

Derrek Space

Diana Arellano

Caroline Blumberg

**Staff:** Michael Rocha, Nicolas Saenz, Douglas Ramirez

### **ROLL CALL**

Quorum was reached and the meeting began at 8:34 a.m.

TJ Villamil participated via Zoom.

### **APPROVAL OF MINUTES**

Connie Crowther asked for edits to be made to the January Committee meeting minutes. Nicolas Saenz made the edits.

Derrek Space motioned to approve the December and January minutes. Caroline Blumberg seconded the motion, and it passed unanimously.

### **PERSONAL APPEARENCE**

Deputy Director of Development Services Douglas Ramirez spoke to the committee about the improved permitting and code enforcement experience for residents and business owners, primarily on the new 427 Development Services building and the city moving to fully electronic permitting.

Space and Diana Arellano inquired about data that would show how much faster permits are being done.

Ramirez responded that it depends on the permit, but that tracking the effort has begun recently. There will be useable data in the coming months, maybe a year.

Crowther asked Ramirez what else Communications could do to help the department and residents.

Ramirez said Martha Pantin has done a great job of working with them in disseminating information for the department, and that the department would coordinate with Martha to share with the committee.

### **OLD BUSINESS**

#### **Centennial Video**

Michael Rocha showcased the Barbara Stein video for the centennial. Fourteen videos have been completed so far.

Crowther mentioned she will be sending Rocha Dolly MacIntyre's information.

## **DISCUSSION ITEMS**

### **Board Members' Comments**

Crowther requested that members discuss what they were working on professionally as it could lead to unforeseen opportunities in terms of communications.

Space said his focus is on finance and analyzing comparisons between companies, which allows him to bring a different perspective to the committee. He'll speak more about what he's working on at the next meeting.

Villamil shared an overview of his work with Enterprise Florida and his outreach to companies interested in investing in Florida. He has been working closely with the Coral Gables Chamber of Commerce.

Blumberg discussed how apart from her job she also volunteers at her temple, and she's assisting them with the revamping of their new website. She spoke of how the new Coral Gables site has helped them with the redesign, and that if there's any better user experiences on the temple's website, she'll be able to share with the committee for the city's site.

Crowther discussed how volunteering is a great and important way to be part of the community.

Arellano spoke about her work with Overproof. The committee is welcome to ask her any questions regarding branding and social media. The company did not have the ability to advertise everywhere, so Arellano helped build their brand by focusing on organic search and growth on social media.

Crowther mentioned she's at a different era of her career as she's retired and has shifted her focus to volunteering. Her current focus is to mentor students and future leaders in public relations. She works with students and club organizations and provides guidance for planning events. A recent example is helping the UTrailblazers at UM put on a film screening in celebration of Black History Month with a panel discussion afterwards.

### **Adjourn**

With no further items to discuss the meeting was adjourned at 9:29 a.m.