

City of Coral Gables

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



Meeting Minutes

Thursday, September 12, 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 ACCESS THE MEETING VIA ZOOM:

Join Zoom Meeting

<https://coralgables.zoom.us/j/85988868932>

Meeting ID: 859 8886 8932

CALL TO ORDER

Meeting was called to order at 8:34 a.m.

ROLL CALL

Paul Delbo and Sergio Gonzalez-Arias: Absent

Motion to excuse absense: Diana Arellano moves, Ashley Airaghi seconds

APPROVAL OF THE MINUTES

Arellano moves to approve, Airaghi seconds

PERSONAL APPEARANCES

NEW BUSINESS

Trash Talk Initiative:

Discussion of current trash communication challenges - Break the Box, Scoop the Poop, overloading of trash bins and solutions/recommendations of how to engage the community.

OLD BUSINESS

Centennial Update

Social Media report

ENEWS

Hot Spots

Centennial update:

Review of the city's centennial site including latest Oral History videos - currently at 38 finished videos so far and several have been filmed but are still finalizing, newest Frame the Memory photos submissions - 14 submissions received and posted so far on the site. Communications Department is open to receiving oral history interviewee suggestions. Very positive feedback from community so far.

A variety of centennial activations and events were discussed including an event at the Venetian Pool.

Suggestion would be to include Beaux Arts Festival organizers as a prospective interviewee.

Social media report:

Social media statistics for June-August 2024 were shared with committee members. Top rated posts centered on Fourth of July and Taste the Gables.

ENEWS:

Latest ENEWS promo reels were shown.

Labor Day ENEWS was shown as a successful edition that profiled the business community and served as content for social media posts on LinkedIn.

Hot Spots:

Latest Hot Spots videos were shown - Fine-Line Furniture and Il Duomo

DISCUSSION ITEMS**ADJOURNMENT**

Airaghi moves to adjourn, Arellano seconds.

Meeting adjourned at 9:16 a.m.

NOTE