

Communications Committee Meeting Draft
Wednesday, Nov. 15, 2021
8:30 a.m.

Committee:

Connie Crowther, Present
Diana Arellano, Present
Caroline Blumberg, Present
Derrek Space, Present (in-person and Zoom)
T.J. Villamil, Present

Staff:

Martha Pantin
Nicolas Saenz

Commissioner:

Jorge L. Fors, Jr.

I. Meet with Commissioner Jorge L. Fors, Jr.

Commissioner Fors thanked the committee for their continued work. The boards are helpful to the commissioners. He discussed a few key items pertaining to communications and finished by letting the committee know to feel free to bring up any ideas with him.

- **Website**

An important issue is the new city website. Fors mentioned that everyone knows what to do, and now it's important to keep checking in to make sure it moves along.

- **Location based notices**

Fors is working with IT to create location-based notices to decrease notice fatigue on residents, IT is working toward allowing residents to input their address so that they can choose to only receive notices that close to where they live/operate businesses. Residents will still have the option to receive other city notices as well.

- **Video content**

Fors expressed that the city should create more into video content and referred to a recent soccer program video as an example and pointed that data shows engagement increases with videos. Pantin mentioned this is true and added that the optimal videos should be about 20 to 40 seconds.

II. Approval of minutes

Motion to approve the minutes made by Villamil, seconded by Space, passed with all voting in favor.

II. Changing how the city communicates with the public

- **Sanitary Sewer Notice**

Pantin showcased with a lengthy explanation. The letter was difficult to read Goal is for the communications sent to residents a well-designed and the information be clear (see video for example).

- **Door Hangers**

Door hangers for trash pickup were presented. If trash or recycling isn't picked up due to a resident error, employees will leave a door hanger notice explaining the reason.

III. Biltmore Talking Points

Recently there have been e questions regarding the Biltmore's lease. Pantin created talking points and shared with the Committee.

IV. Asking what can be better

Pantin presented the new video that plays during waiting periods of the commission meeting. Pantin said it's a simple change that resulted in a good deal of positive feedback; it had been over 10-years since that video had been changed. She asked the committee to think of other ways, big or small, that the Coral Gables brand can be elevated. Much like the police slogan, "see something, say something."

V. Coral Gables Centennial Plan Brainstorm

There is no City committee for centennial planning yet as that would require for it to be sunshine and have meetings in-person and committee members would be unable to share ideas between themselves. Pantin stated that the city's plan of action to take is currently being discussed. The University of Miami (UM) is undertaking an oral history for their centennial anniversary. They have been advised that the city would like to work with them. Because of the city's video capabilities, the city is considering an oral history project.

Villamil suggested that a series of videos can be more impactful and suggested planners think like publishers/producers and the show is around the centennial. "You'll have better results over time." He suggested thinking of it as a living magazine.

Pantin has reached out to the Coral Gables Museum to develop an exhibition that's about the history of Coral Gables. Pantin wanted to get a hundred ideas big and small that can be developed. She is also meeting with the City of Miami to discuss how they handled their recent 125th anniversary celebration. They used an organization to act as their fiscal agent to be able to raise funds.

Crowther mentioned that she organized the 75th Anniversary for UM. She mentioned that the city has the gift of time to plan and showcase a book. She shared the book that was done for the university around the room as an example. Other suggestions include a history lecture series, a gala, street party, marathon/5k, concerts, sustainability event. Sponsorships from foundations and local businesses will be critical to success and this is a great opportunity from a media perspective.

Villamil added that for all these events there could be a reward system or loyalty program. Gamify getting resident participation. The more participation the better the prize.

VI.

- **Adjournment**

With no further business to discuss Arellano moved to adjourn the meeting. Motion was seconded by Blumberg and passed unanimously.