

# City of Coral Gables

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



## Marked-Up Agenda - Draft

Wednesday, December 11, 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*

**Zoom Information****CALL TO ORDER**

Meeting called to order at 8:35 a.m.

**ROLL CALL**

All members present.

**APPROVAL OF THE MINUTES**

Lacle moved to approve the October minutes. Arellano seconded.  
Approved.

**PERSONAL APPEARANCES****NEW BUSINESS****Solid Waste campaign:**

- Latest reel was shown
- New yard signs are in development for residents that request them.
- There is a news page on the city's website regarding solid waste. Committee suggests adding a QR code to the pet waste reminder sign to provide more information.
- A new reel is going to be developed regarding the Youth Center receptacle.
- Solid Waste 101 - Reminders about what people should be doing.
- A magnet with waste topics was discussed as a possibility. After discussion, it was determined best to proceed to send the information with the waste bill in June and residents can request a magnet for the information.

**OLD BUSINESS****Centennial Presentation:**

- Centennial working document was distributed and discussed.
- The City Commission presentation from the second meeting in October was shared.
- Highlighted that the city's float in the 2024 Junior Orange Bowl Parade will feature centennial banners.
- The Commission has requested a community concert be planned at the Venetian Pool at the end of the centennial year, in line with Venetian Pool's renovation project.
- The Art in Public Places sculpture that has been commissioned will be one of the signature projects. The sculpture will honor the

Bahamian and Black workers who helped build Coral Gables. The Communications and Public Affairs Office together with Cultural Affairs worked closely with the Lola B. Walker Homeowners Association throughout the process. The sculpture has been reviewed and was recommended by the Arts Advisory Pane and the Cultural Board, Arts Advisory Board to the Commission for approval. The City Commission unanimously approved. The artist has been selected and the work is in progress.

- Gables Go - Educational tour of city sites that integrates public art and historic sites with augmented reality.
- Centennial ornament is currently for sale at the Gables Shop.
- Engagement opportunities for Individuals and/or organizations include:
  - Oral History project, there are approximately 40 finalized and on the website. An outside contractor will work on 20 additional videos. Goal is to reach 100 videos.
  - Frame the Memory Challenge provides opportunity for individual and organizations to participate.
  - Audio booth will be set up each Saturday during the Farmers Market to capture the man on the street perspective and expand engagement.
  - Tree of the Year submission provides an opportunity for individuals to participate and nominate their favorite tree. The winner will be announced during the Arbor Day ceremony in April.
- City Archives looking to add to their repository of historic items based on community involvement.
- Essay contest in partnership with the Coral Gables Senior High is set for March 2025.
- Centennial pins were produced and will be distributed to employees, city board and committee members in 2025.
- Labor Day E-News will look at businesses with a long history in serving Coral Gables.

#### **Social media**

The November report was presented including professional insights as requested by Airaghi. Top posts included Birdie's Bistro and Day of the Dead celebrations.

- Reels get the most interaction.
- To maintain the centennial front and center throughout the year certain months such as Black History in February and Women's History in March will have a centennial theme. TFor certain holidays, Black History Month and Women's History month will have a centennial theme.
- Always looking for Hot Spot suggestions.
- Vine Communications will present at the January 2025 to discuss their overall social media strategy for the city.

## **CITY COMMISSION ITEMS**

## **DISCUSSION ITEMS**

A vacancy exists on the committee. If anyone knows anyone that is interested, they should submit their name to the City Clerk.

## **ITEMS FROM THE SECRETARY**

## **ADJOURNMENT**

With no further business to discuss, Lacle motioned to adjourn, seconded by Delbo.

## **NOTE**