

Communications Committee
Meeting of February 10, 2021
Summary of Minutes (No approval, Discussion Only)

Staff and Guests (virtually)

Martha Pantin, Communications and Public Affairs
Michael Rocha, Communications and Public Affairs
Nicolas Saenz, Communications and Public Affairs

Board Attendance (virtually)

Connie Crowther-P
Sandra Gonzalez-Levy-P
Derrek Space-P
TJ Villamil- P

Due to COVID-19 concerns, members participated solely through Zoom.

Derrek Space notified he would be late. Discussion started at 8:37 a.m.

Showcase of PR/Events/Social Media

Pantin showcased a CNN story about a joint effort of 18 fire departments vaccinating Holocaust survivors. The Coral Gables Fire Chief was heavily involved as he leads the regional association of Fire Chiefs.

News videos, FB live, and pictures were shown regarding the Police and Fire HQ opening ceremony.

Pantin showcased a social media report for Black History Month and discussed what is in store for social media regarding Women's History Month. She stated that if anyone has other months of appreciation or themes that should be included for observance on social media to please let her know.

Voting

Pantin discussed elections coming up in April. There is a low turnout of residents, usually 25% or less. Communications hopes to improve that by placing ads and asked the board that if they have any ideas for tag lines or headlines encouraging voting. There will be an ad in the April edition of Coral Gables Magazine. Other efforts are planned as well.

Crowther advised that she has some ideas but that she would like to further develop. One of them is about letting your voice be heard because currently that is an important topic in Coral Gables, and the ad can be informational after grabbing the residents' attention with a headline.

Chairperson Gonzalez-Levy asked if there are available funds to send a flyer to all the residents. Pantin advised that she would cost out to see if possible and would also reach out through other avenues for distribution.

Further Discussion: COVID-19, Business Grants, Time Capsule, and Events

Chairperson Gonzalez-Levy discussed COVID-19 information at FIU. The university has been encouraging people to test frequently especially now that testing is easier. She stated the city should urge people to test frequently as well, and to include that in future messages regarding COVID-19.

Pantin agreed and said information regarding testing will be added to the website.

Chairperson Gonzalez-Levy congratulated Communications on the coverage received regarding businesses for training and grants.

Pantin explained that this is an Economic Development initiative, and that Communications has been leading the PR charge. This program has received coverage in local media.

Crowther inquired as to the status of the time capsule at the old Public safety Building. Pantin will follow-up regarding move. Crowther Connie discussed its potential for publicity and that she will also reach out to Mark Trowbridge from the Chamber regarding the status.

Chairperson Gonzalez-Levy discussed how the Carnaval on the Mile and Calle 8 have been canceled and asked if there will be other events in the city.

Pantin gave a rundown of Illuminate Coral Gables which kicks off Feb. 13 for a one month run. Eight art and light installations include Kiki Smith's "Blue Night" on Giralda Plaza will be displayed Wednesdays through Sundays. Illuminate has been handling the PR and we have worked with them to have a more coordinated outreach effort.

Channel 2 is doing a segment on the city's Art in Public Places program and installations and Illuminate.

Pantin gave an update about the department's larger goals, trying to consolidate and make sure the city has one voice. For example, the Police and Fire HQ dedication was a city event, run by communications.

In a conversation with the City Manager, elevating the brand is a major focus, for example, acquiring a much more aesthetically pleasing podium and the step and repeat. These are small but important details that make things look like Coral Gables.

Pantin added, "You can reach out to me if there's any suggestions that you may have of how we can continue to elevate our brand and our Communications."

Chairperson Gonzalez-Levy asked the board if there were any other questions or suggestions at this time.

With no other items to discuss, the meeting was adjourned.