

Communications Committee Meeting
Wednesday, Oct. 13, 2021
8:30 a.m.

Committee:

Connie Crowther, present
Diana Arellano, Absent
Caroline Blumberg, Present
Derrek Space, Absent (participated via Zoom)
T.J. Villamil, Present

Staff:

Martha Pantin
Nicolas Saenz

I. IT Presentation

Introduction of Raimundo Rodulfo, Coral Gables IT Director and Chief Innovation Officer who presented some current projects including:

- **WEBSITE replacement**

The city has selected to use the Drupal operating system, one of the leading technologies for websites, for the upcoming website. This digital experience platform is flexible and focused on the user experience. It has been used by governments such as Boston, Los Angeles, and Georgia, additionally by private companies such as Tesla, and other award-winning websites like NASA. We were looking for a user-friendly platform and the launch is expected in February.

The developer of the site for the city is Zoocha, a UK website developer that has developed sites such as Valencia, Spain, Kensington in the Greater London area, and UK site. We are currently meeting with departments to coordinate past website migration and have done outreach with residents for what feedback on what the new website should offer.

Committee was impressed by the presentation and asked to receive the information.

- **Smart City hub**

Rodulfo provided an overview of the Smart City Hub, a free tool that provides a variety of data on the city such as mapping and showing foot traffic in an area. He explained how the information available can be beneficial to businesses and gave an example of AIDA. AIDA is an artificial intelligence that tries to understand natural language for an easier search experience. Example, “find parking” brings up parking spots in the city. Coral Gables partnered with MIT to create it.

II. Approval of minutes

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

III. Coral Gables Country Club

Villamil mentioned how he received a letter from the City Manager regarding the issue and how it was very helpful and how he was able to send people information that were asking questions.

A video clip of Mayor Lago's comments at the Sept. 28 Commission Meeting was showcased.

IV. In the News

Showcased how Communications used the Mayor's State of the City to generate additional media coverage including an article in Community Newspapers and to generate positive engagement on social media by posting about businesses highlighted in the speech on LinkedIn.

V. Other Business

- **Coral Gables 100th Anniversary**

Crowther brought up how the Committee's resolution to create a Working Group to plan the 100th Anniversary of the City was presented and approved by the City Commission at their Oct. 12 meeting. Suggested a possible brainstorming session and how the committee could act as a resource.

- **Public Information Committee**

At the Oct. 12 City Commission meeting there was a resolution creating a Public Information Committee to work and develop a FEMA plan for flood insurance. Pantin explained that this was a FEMA requirement that will help Coral Gables obtain an improved rating which impacts the rates paid by property owners on their flood insurance. As per FEMA guidelines, the committee shall be composed of an insurance professional, a real estate agent, and a banker plus the city's Floodplain Manager and Public Information Officer.

- **Nicolas Saenz**

Pantin mentioned how Saenz has been promoted and is now a full-time employee.

- **Adjournment**

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

The next meeting of the Communications Committee is scheduled Wednesday, Nov. 10 at 8:30 a.m.