

CITY OF CORAL GABLES COMMUNICATIONS COMMITTEE MEETING
MINUTES
April 13, 2022

Committee members present:

Connie Crowther, TJ Villamil, Caroline Blumberg, and Derrek Space

Diana Arellano via Zoom

Communications staff:

Martha Pantin and Nicolas Saenz

Guest:

Alberto Parjus, Assistant City Manager

I. Minutes approved

Villamil moved to approve the March committee meeting minutes. Motion seconded by Blumberg.

II. Alberto Parjus, Assistant City Manager

Hello and welcome.

III. Clean streets campaign

Parjus explained that as the city begins enforcement for cleaning, we must take care of our own areas. Since arriving he has been working on cleaning City Hall and other monuments. They are also looking at the 300 plus businesses located on Ponce. This is the start of a push for all commercial businesses.

Parjus explained that per city code or development agreement businesses, like property owners, are responsible for the maintenance of their sidewalks and swales including the alleys, up to the halfway point. Businesses must make sure that trees aren't growing in their alleyways. One of the ideas being looked at for economies of scale is to look at getting a master contract for cleaning.

He also discussed how keeping the city clean has benefits to promote Coral Gables as a community.

Space commented that communication could occur to all that have business licenses.

Pantin advised that one of the ideas to encourage participation is an annual award to be presented to a business that does a great job in maintaining their property, sidewalk, and swales to encourage others.

Saenz discussed the "Picture Perfect" idea for social media.

Crowther advised that committee members should think of ideas and tactics that would work to promote this campaign so that they could be discussed at the May meeting.

IV. Centennial

Project is moving forward. The oral history project is commencing and interview with former Mayor Dorothy Thomson has been scheduled. Looking at other ideas such as pop-up oral history interview sites.

Additionally, Dr. Paul George from History Miami has sent some ideas that could possibly be incorporated into the celebration.

Crowther suggested that contacting Story Core from NPR should be investigated. This is a project that began at Grand Central and pop-up sites can be applied for.

V. Property rights

Pantin provided brief background regarding the Gables village project.

VI. Adjournment

Prior to adjournment Parjus thanked the committee for their participation and commented that he has a long history of working in the public sector in both Miami-Dade County and City of Miami and that he believes that Coral Gables has a one of the finest staffs in government with a committed and dedicated team.

Crowther suggested that at the next meeting the committee have a brainstorming session to discuss how best to promote the clean streets campaign.

Item regarding transportation was deferred to the next meeting.

Having no further business Space moved to adjourn the meeting. Motion was seconded by Blumberg. Next meeting is scheduled for 8:30 a.m. on Wednesday, May 11 at the Communications and Public Affairs Office at the Police and Fire headquarters, 2151 Salzedo, first floor.