

Communications Committee
Meeting of March 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

For caution of COVID-19, members participated solely through Zoom.

Discussion started at 8:40 a.m.

City Elections

Pantin showcased the voting ad that will come out in Miami Herald Neighbors and in full page in the Coral Gables Magazine.

In terms of additional voting participation efforts, she explained more people have requested mail-in ballots than have voted in previous elections. People can drop them off at the library or have them be mailed. The city clerk will be sending out a letter to all the homeowner associations with the voting information and flyers for distribution, as well as other community organizations. Pantin said she is open to suggestions for other organizations to spread information.

Chairperson Gonzalez-Levy suggested the Beacon Council if they would include it and the Women's Club.

Crowther commented how surprising it is the citizens aren't more involved with voting at the municipal level.

Pantin stated the finding that the southern part of the city is less involved, and Mr. Derek Space inquired if it had to do with a lesser amount of polling locations.

Pantin commented it not the case. That while only the library is available for early voting this is the first-year early voting has been offered. Mail-in ballot is available to everyone, and it will be more prevalent this year.

Social Media

Pantin showcased Women's History Month social media campaign, highlighting top female leaders in the city.

Two future campaigns in April are Earth Month and Autism Awareness. Pantin said there will also be a story involving a police car that's wrapped for Autism Awareness. The car will go to a new officer in Coral Gables who is very excited since he has a brother with autism, and for him it's very personal.

There will also be a program for Coral Gables residents where they can register and identify if a resident has autism or other conditions such as dementia and Alzheimer's so that first responders are aware if called.

People have to self-register. Pantin asked if anyone has ideas on how to get the word out to please let her know.

Chairperson Gonzalez-Levy asked for the information to be passed on to the FIU Children's and Family Center.

Miracle Mile

Pantin showcased Univision's coverage of the upcoming proposed Zoning Code changes on Miracle Mile.

Chairperson Gonzalez-Levy said she found some empty locations that were being utilized as exhibits as art studios and thought it was a great idea. She asked if this was a city project.

Pantin commented it's being done by the property owners.

Pantin shared a Miami Herald Business Monday article that showcased Giralda Plaza as a happening place.

Other

It is the last weekend for Coral Gables Illuminate.

The next ad for Coral Gables Magazine will be about how Coral Gables has restaurants with celebrity chefs.

Saenz gave an explanation of the minutes, and that if the committee meets in person next month they will be able to approve.

With no other items to discuss the meeting was adjourned.