**Minutes of the Meeting of the Mayor’s Hispanic American Advisory Meeting**

**July 16, 2024; 12:00 PM to 2:00 PM, Main Library/303 N Laura Street**

**Members Present:** Anamaria Contreras, Pablo Diaz De Sandi, Nicole Landa, Dr. Carmen Martinez, Jose Morales, Zergihno Garcia, & Sabrina Marcos Smith

**Staff Present:** Kara Tucker & Tereese Goodloe

**Administration Outreach Coordinator:** Yanira (YaYa) Cardona

**Guest Present:** CM Raul Arias & Evin Herzberg (ECA), Andrew Powers (ECA), Diana Sandoval (Florida Blue), Officer Gonzalez (JSO-International Affairs), Officer Medina (JSO-International Affairs), Officer Vargas (JSO-International Affairs), Denise Mengullen (Community Engagement Coordinator), Gray (invited by Jose)

* **Meeting Called to Order:** by Chair, Jose Morales at approximately 12:00pm
* **Pledge of Allegiance:** All stood for the pledge
* **Welcome & Introductions:**
* **Public Comment** – Invited by Anita – working with the Spanish Community in Miami and NY in different capacity created in Miami 27 years ago a PR Professional Association that’s still in effect, they do a lot of events to promote the Spanish Community in Miami to support the youth, we support other non-profit organization been doing this for 22years. Moved to Jacksonville 2years ago, last year sent a letter to Mayor Deegan have a meeting with Mayor Deegan Staff, we connected the director of Jacksonville with PR, want to do more business with Jacksonville.
* **Guest Speakers:** 
  + **Gray Kaveria**
* Does events for Latino/Cuban community
  + Concerts
  + Comedy shows

**Questions:**

**CM Arias –** *What kind of events are you doing for the community that actually benefit the community?*

**Gray Kaveria –** *Planning 2005 -2006 was doing something on the beach for summer, but we lost that event, it was at the beginning of the summer like a summer party, getting it back next year and would like help from the board.*

* **Alex Alston -** Overview of Office – formally a Division of Park & Recs Dept. as of May 15th, 2024**,** we are now our own office, ***Office of Sports & Entertainment,*** separate from Parks & Recs.

10 – 12 City Special Events every year:

* **Fireworks – 4th of July**
* **Georgia/Florida Football games**
* **Veteran’s Day Parade**
* **MLK Breakfast**
* **World of Nations**
* **Jacksonville Jazz Festival**

With Mayor Deegan’s Administration, there’s been a renewed effort to reach out and do events for Cultural Heritage month:

* **African American Heritage Month**
* **Asian Heritage Month**
* **Jewish Heritage Month**

We want to partner with each Advisory Board & Organizations to make sure we give the support to those events that it needs and if those organizations want to do things a little bit bigger, like the Hispanic Heritage Dinner or the Expo, our department is kind of uniquely positioned to help support efforts like, accepting sponsorships, paying for food and all the things that it takes to put on events. We’re trying to come up with ways on how do we help defray some of the cost.

***Q&A:***

* *Jose – for people who are wanting to start events who do they contact first?*

***Alex: anytime you want to start an event we’re a good place to start, my office also handles all City Special Event Permits for events that are going to be 500 people or more, or if you’re going to try to do an event at a city park. If your event is focused on out-of-town visitation then I would connect you to Mr. Michael Corey who’s over at Visit Jacksonville to make sure you’re maximizing what you can do to bring in folks from out of the area.***

* **Announcements: Jose Morales -** 
  + 1. We still need Bio’s and photos from all the new members
       - Group picture/request to meet with the mayor once we have quorum.
       - CM Arias suggest picking a date first and let everyone know – Mayor does a video every Thursday/in the office per YaYa.
    2. Attendance – need quorum/2 member left to be voted out, once out can bring 1 new member in and another once Jose terms off
       - CM Arias asked, what needs to happen for 2 members to be out?
         1. Can vote out if we have quorum
         2. letters already sent to Administrations to have thrown out
         3. letters already sent to members to resign
       - Per YaYa, Administration is going to have them out
       - ***Quorum – Jose already sent letters to remove from board, Motion to remove by Dr. Martinez, 2nd by Zergihno, moved to remove 2 members (Martha Torres & DeMika Jackson).***
    3. Hispanic JSEB – YaYa (passed flyers out)
       - Starts next month, August 20th – Main Library
       - 3rd Tuesday of every month, 6pm-8pm
       - 30min. workshop included (different from English JSEB)
         1. First workshop in September - social media
       - All Jax Chambers & Prospera will be present
       - Greg Grant (JSEB) will speak about the importance of being a JSEB certified business
       - Last hour – Q&A between small business and Greg Grant
       - 100% in Spanish, Prospera will translate
       - Looking for community partners to do 30min workshop – free
       - Will be going out on the news
       - Trying to get a budget – will give an update once know more

*Jose states* as an option to do monthly board meetings 4pm-6pm prior to monthly JSEB meetings or keep monthly board meetings as is, 12noon – 2pm and board members come back at 4pm for JSEB meetings.

*Jose suggests* homework for the board: decide on the Financial Literacy Forum & create a flyer to promote at the JSEB event.

* Literacy Hispanic Event at San Jose Elementary, last week of September or first week in October – Mayor will speak to the kids
  + - * Kids Hope Alliance donated 10 boxes of books
      * YaYa will give more update soon, still working on but will have the board participate some way or another
    1. Disability Expo – Flyers in Spanish, YaYa will post it.
       - MDC table - will have flyers for Hispanic Board
* **Approval of Minutes from 12/2023, 01/2024, 02/2024 & 03/2024 (Quorum)** 
  + Jose states we have quorum now that Dr. Martinez is here, motion to approve minutes by Pablo, 2nd by several members, moved to approve!
* **Meeting Schedule**
* Next Town Hall/*Outreach Event* (still planning)- Financial Workshop?
  + Pablo Diaz De Sandi will help and bring people to do financial literacy classes
* **Hispanic Heritage Month (Sept. 15 – Oct. 15) update**
  + Logo – working on colors, will have soon
* Schultz Center/Deer Wood location/Library – comparing venues
* Award Category pretty much done – Kara can update
* Programing set
* **September 15th Event:** *Pablo Diaz De Sandi*
  + Tailgate Fundraiser Event– for *Brian Strong Non-profit*: help families of children with Leukemia
    - Partnered with *Jaguars* – donating 250 tickets for Hispanic families
    - Families will get a Jackson Duval T-shirt
    - Partnered with *Landmark Foundation* – 375 people they can bring
    - Photo Opp
  + Selling Tickets (2nd part of Fundraiser Event)
    - offered at a discount ($45 per ticket)
    - $10 for every ticket sale donated to non-profit (*Brian Strong*)
    - access to Duval House (not a family atmosphere)
* Flyer should come out this week, will share with board
* **September 16th Events:** *YaYa Cardona*
* Mayor will formally present MHAAB & give proclamation for Hispanic Heritage Month
  + Create a Spanish Town Hall – Mayor will speak directly to Spanish Community – YaYa will translate – Parvez want the Board to help plan
  + Sister City – will give credit & acknowledgement to PR for 15yrs
* **Florida Blue Celebrates Hispanic Heritage Month: Diana Sandoval**
* Employee Resource Group
  + 1 – 3 Events
  + Space for small groups (music groups, etc.) to share their talents
  + More information to come
* **CM Arias: Support our community!**
  + Share Flyers from Pablo’s event on September 16th
  + New Fiscal Year starts in October/going through Mayor’s budget now (August) – allocate resources to other programs: If you know of any other Hispanic programs or Hispanic Non-Profits –
    - 1. have them reach out to CM Arias or YaYa
      2. Have them present in from of the board
      3. Make recommendation to YaYa and the Council
* If we show support to smaller events, can easily request more dollars for next year for Hispanic Heritage Month
* Requested for Garrett Dennis to come to the next meeting
* **Officer Gonzalez: JSO International Affairs Unit looking to be invested in Hispanic Heritage Month** -
  + keeping schedule from September 15th to October 16th as lite as possible to attend Events.
  + Please send dates/flyers as soon as possible
  + The sooner we get on our calendars the more probability we can assist events
  + 1 – 2 Representatives from JSO to show our support
  + Talk to community, answer questions, etc.
* **Discussion started by YaYa to Officer Gonzalez:**
  + **YaYa states –** annoyed with JSO’s new system with hiring Police Officers, states, “*it’s not fair for us event people… but theres 3 tiers that as an Event Planner I have to fill out the form… I ask for off duty cops cause that’s how it works for events, you have to be off duty and so I put in the system and it starts at a lower rate and they wait until it’s the last day where it’s the last rate and now instead of me paying $25 an hour for a policer officer, now I’m paying $70-something dollars an hour and that kills me as an event person! I just did my* ***904 Southside Fest****, I made zero money cause I’m paying for 3 cops $2333 dollars.”*
  + **Officer Gonzalez states –** you’re not the only one frustrated with that, it was taken off of JSO’s hands about a year ago, states JSO no longer- YaYa asked*, “so who do I go to to complain about this cause its cheating Event Planners like myself?”* Officer Gonzalez continues, JSO went to a 3rd- party company they’re the ones that’s handling this, there the ones that sets the rates now.
* **Old Business/New Business**
* Met with Garret Dennis last November and got some new board members in
* CM Arias and Garrett Dennis addressing the representation issue with Hispanics working with the city. CM Arias will get an update at the next meeting and will get a report on positions – Leadership? / Entry level?
* Attendance – sending letters out again this month as an update
  + ***Quorum met – Jose already sent letters to remove from board: Need motion & 2/3rds to remove - Motion to remove by Dr. Martinez, 2nd by Zergihno, moved to remove 2 members (Martha Torres & DeMika Jackson).***
  + Election of Chair & Vice Chair – get nominations in – *can* nominate yourself
* ***Still waiting on nominations***
* ***Can do here at meeting or wait till next meeting (August)***
  + MHAAB Board Secretary position still open
* ***Can open up nominations if needed***
  + Banner or new tablecloth – trust fund only $200
  + Sub-Committee – **Recommendations:** Jose Morales
    1. Social media & Business (Business would headline social media)
    2. Education, Healthcare & Wellness
    3. Public Safety, Veterans & Faith
* come back next month to vote on:
* Think of what Sub-Committee you want to serve on:
* FSCJ: English as a 2nd Language – Still need – option:
  + English Classes – Starting June 4th (update/YaYa)
* *3rd Tuesday of August, the 20th – Election Day! Event from 6 – 8pm JSEB meeting – Dr. Martinez states some people are pole workers and may not be able to attend.* ***Dr. Martinez is also a candidate!***
* *August 21st, 8am – 5pm: Hola Emprende Workshop at UNF*
* *Hispanic Chambers - Jax Bridges: Entrepreneur program - 3 months long, meet once a week, need people committed to the program, if know of anyone interested, doing in Spanish if can get attendee numbers*
* *First Coast Hispanic Chamber: host - 3rd Friday or every month, Social Cafecito – speaker on different variety of social themes*
* **2024 Goals** 
  + **Employment** – Percentage of Hispanic people working for city is 5%.
  + **Meeting with Mayor** – trying to get a meeting schedule with Mayor Deegan – come up with bullet points on topics to speak about
* ***Get together for picture for Bio’s – get dates from***
  + **Hispanic Heritage Month** – Awards categories will be emailed to the board by Jose Morales.
* **2024 Events –** If there’sevents or things you think we need to be in just bring it up and we will put it on the agenda.
  + Caesar Chavez – March 29th
  + Health & Wellness Fair – May
  + Inspire to Rise – Aida Seeraj hosting event about Youth Mental Health for Mental Health Awareness Month– Thursday, 05/23/2024
  + Achieving the Dream Luncheon – 05/30/2024
  + Public Safety – JaxReady Fest
  + Overdose on Awareness Month – August
* **Website –** No update
* **Adjourn Meeting**

**Chair:** Jose Morales / **Vice-Chair:** *Vacant*

**Members:** Anamaria Contreras, Pablo Diaz De Sandi, Miguel DiPierri,

Nicole Landa, Jorge Lopez, Dr. Carmen Martinez, Zergihno Roell Garcia,

Aida Seeraj & Sabrina Marcos Smith

**Disabled Services Division**

(904) 255-5466