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

**August 20, 2024; 12:00 PM to 2:00 PM, Main Library/303 N Laura Street**

**Members Present:** Anamaria Contreras, Pablo Diaz De Sandi, Miguel DiPierri, Nicole Landa, Jose Morales, Zergihno Garcia, Aida Seeraj & Sabrina Marcos Smith

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

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

**Guest Present:** Parvez Ahmed,Greg Grant, Officer Gonzalez (JSO-International Affairs), Officer Vargas (JSO-International Affairs), Vince Caicedo (Supreme Lending) & Cristian Ruiz (Renew Home Solutions)

* **Meeting Called to Order:** by Chair, Jose Morales at approximately 12:00pm
* **Pledge of Allegiance:** All stood for the pledge
* **Welcome & Introductions:** All who were in attendance. Chair went through updates – Board member
* **Public Comment**
* **Guest Speakers:** 
  + **Vince Caicedo – Manager for Mortgage Company & Part-Owner of Real Estates Company. The Hispanic community has done so much for his companies, felt it’s only right to give back.**
* Last year held the very 1st Latin Tailgate in Jacksonville at the Duuuval House, 1611 East Duval St.:
  + Purpose – to support a local non-profit:
    - 3 Grains of Rice Foundation – last year’s non-profit
    - Raised somewhere around $13,000 in a 2-hour event
  + Non-profit this year, 2024:
    - Brian Strong Foundation – help families who have kids that are terminally ill at Wolfson Children’s Hospital
    - Tailgate – September 15th, 10am at the Duval House
    - Community aspect - Jaguars vs. Browns game – we are taking 250 families that never had opportunity to go to a football game
* Small Committee – Vince Caicedo, Pablo Diaz De Sandi, a local business Attorney, a local media person, and a local Real Estate Agent.
* Zergihno Garcia – sponsoring food from his restaurant to provide for the family
* Sponsors providing some drinks
* Need transportation sponsors
  + YaYa recommends hiring Ms. Yolanda who has a golf cart and Go Tucking also has 6 passenger golf carts and shuttles. Also, UF Health – Annamarie is contact, possibility they will donate shuttle busses.
  + Jose states talked to Ken Middleton
* Duval House Event will include:
  + Music
  + Food – Latin Creations, & More
  + Drinks
  + Games
* Community Event (not a family event): Flex Field next to Southside of Daily’s Place in front of Gator Blvd
  + Open bar
  + music

**Questions:**

**Aida Seeraj – game tickets for families by referral only?**

*Pablo states, been working with The Landmark Foundation to find the families to make sure all tickets are utilized as per Jaguars request, we have 250 are assigned and waiting list of 35 people, if you have more people can provide the link to put them on the waiting list.*

*Vince states, there for the community aspect event and working with the Jaguars in starting Hispanic Heritage Month they wanted families in seats and our goal is to get 85% attendance. The Duuuval House Event, its $25 to get in, that gets you drinks, food, and a good time. Ticket option, $90 includes access to the Duuuval House & a ticket to the game. We will get you flyers and all the information you need, any help will be greatly appreciated.*

* **Hispanic Heritage Month (Sept. 15 – Oct. 15)** 
  + September 15th Latin Charity Tailgate Event: Flyer attached
  + Logo – working on colors, will have soon
* Schultz Center/Deer Wood location/Library – comparing venues
* Awards – Rubric done, Laura working with marketing to post on website, will go live next week so people can start nominating
  + 1st week of September to submit nominations
  + Will review and choose winners
  + Categories – match up with mayor’s priorities - we will send out
  + 4 awards with 1 Keynote Speaker: Dr. Que
  + Programing set
* **September 16th Events:** *YaYa Cardona*
* Mayor has proclamation request; she start working on the week of.
  + Atrium good to go, will email regarding sound equipment
  + Will start working on the scheduling this week.
  + Mayor is booked for the dinner & for September 17th, reading to kids at San Jose Elementary School, 10:30am – 11:00am.
  + Will make invitations
  + Will send email with details of how we are going to get the word out
  + Event Scheduled from 12:00 pm – 1:30pm
  + Poster display that talks about the culture per Parvez
    - Will stay in the Atrium all month
    - Showcase History of Hispanic Heritage/Historical facts
    - Visual and/or text
  + Sister City – will give credit & acknowledgement to PR for 15yrs
* **Heritage Dinner: Unidos Jax- October 3rd**
  + Put out the *Save-the-date*
  + 10 tables sold
  + Approximately 28 individual tickets
  + Marketing campaign starts in about 2-weeks from now
  + 904 Happy Hour donated Tequila
  + Still need alcohol donations
    - Pablo introduced Cristian Ruiz, founded Rum Seltzer company with a few friends about 2 years ago.
    - Total Wine for 2 years
    - Casalu – rum based hard seltzer
    - In Hollywood & South Beach
    - Trying to expand, NY and NV
    - Partnership with Latin Tailgate – Casalu will be there!

*Discussion: Jose asked, “are all Board members invited to Unidos Jax?” YaYa replied, “Yes, they are, will work on that to get you guys tickets!”*

* **Announcements: Jose Morales -** 
  + 1. We need Board Members to update their Bio’s & resumes so we can add to website, please get with Kara if you have not done so already.
    2. Board Opening(s) – 1 Board position currently open, another by October as Jose Morales will term out.
       - Per YaYa, will forward resume of a prospect
       - Parvez Ahmed advised, if interested go to Boards & Commissions Website: [Jacksonville.gov - City Council Appointments](https://www.jacksonville.gov/city-council/city-council-appointments.aspx) and put in an application for appointment.
       - Jose Morales commented: it’s also a good opportunity to become Ad Hoc Members for the Board too.
    3. Hispanic JSEB – 1st one, tonight, here at Main Library
       - 67 companies registered, expecting 100
       - Meeting in the first-floor lounge, next month in the Amphitheater.
       - Today is like a welcoming – *what is this about, what is JSEB, who is Prospera, what do we do, and what to expect in the next 3 months!*
       - Programed all the way to December 2024
       - Next month will start a 30-min workshop, social media & learning workshop
       - 1st hour informative, 2nd hour - Q&A about resources that’s available to small businesses

*Greg Grant states the reason he wanted to get involved with this is to follow the mayor’s league that our contracting community & resources available look like our community. States is his goal to make sure the JSEB program represents the geographical location, which is about 14% Hispanic, so over the next 3 years the goal is to have awarded at least 13% of the city’s contracts to the Hispanic population*

* + - * Will introduce MHAAB at tonight’s meeting, next month will have a table space, let YaYa know if the Board would like a table.
        1. Pablo Diaz De Sandi offered to do a Financial Literacy workshop in Spanish from VyStar, YaYa states, “*we’ll probably talk for next year on that, maybe in January we can start.”*
        2. Additionally, Pablo states he’s been working with PS-27, regarding forum only for Hispanic entrepreneurs, start by doing a presentation with topic of *Investment Capital for Small Businesses* or by holding an event for small business entrepreneurs that includes a Shark Tank type of event with an award of $250,000 for the winner. Before doing the event, they would like to get the topics entrepreneurs of small businesses want to learn about.

**4.** Duval County Public Schools – short on bus drivers - $15,000 to get license…

* + - * + JFRD & JSO creating a program for classes a less expensive cost as incentive to get more people to become bus drivers
        + Community involvement/participation – retired, stay at home individuals
* **Approval of Minutes – 07/16/2024** 
  + - Quorum – 8 members in attendance
    - Motioned to approve by Pablo; 2nd by Miguel; all agreed; moved to approved!
* **Meeting Schedule**
* Town Hall/*Outreach Event* (still planning)- Financial Workshop?
  + Pablo Diaz De Sandi spearheading
  + Will be great compliment to any of the efforts through the Small Business Workshops (Hispanic JSEB) or,
  + Can do it stand-alone
  + Can include into the Subcommittee’s
  + VyStar is always ready to do
* Overdose Awareness Day – Aida Seeraj
  + August 31 – National Recognition of Overdose Day, our event this year will be on Friday, August 30
  + Put together purple bags (color for that day) filled with resources, information, Narcan, and information about where to go to get help
  + 100 – 300 bags past years, pushing for 400 this year
  + Targeting zip codes with the highest number of overdoses – 32210, 32244, 32254
  + Welcome anyone who wants to participate in the event
  + Outreach starting at 1pm
  + Adding a vigil this year – moment of pause to remember and honoring those that have passed due to overdose

*Discussion: Parvez asked through the Chair that Aida send the dates for the event, and he will send link on how to request Proclamation*

*Jose states need a motion to support and be a vendor at the Overdose of Awareness Event – motion made by Jose, 2nd by Pablo, no further discussion, all agreed, motion moved.*

*Aida states need information to include in the bags, both in English & Spanish.*

* Jax Bridges – Anamaria Contreras
  + currently accepting applications for small business owner
  + Free 3-month program
  + [www.Jaxbridges.com](http://www.Jaxbridges.com)
  + Applications close this weekend
  + All business levels
  + Have a clear idea of business
  + Do not need to be registered
* Hispanic Job Fair – YaYa Cardona
  + Would like for the Board to create one
  + Maybe in December or early January
  + Yearly thing
  + Pablo suggests to really put the subcommittees to work on this
* **Old Business/New Business**
* 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 – voted 2 members out, also sent letters out to those who have missed 3 or more meetings
  + Election of Chair & Vice Chair –
    - *Nominations for Chair – received motion for Zergihno, no further discussion, all agreed, nomination moved to approved for Zergihno as Chair*
* *Nomination for Vice Chair – received for Pablo, no further discussion, all agreed, nomination moved to approved for Pablo as Vice Chair*
  + MHAAB Board Secretary position – always an option
  + Sub-Committee – need to approve them & assign people, do not need to meet each month, just need to be published, showing day you are meeting and time:
    - **Social media & Business** 
      * *Zergihno, Pablo, Jorge & Anamaria*
    - **Education, Healthcare & Wellness**
      * *Nicole, Pablo & Aida*
    - **Public Safety, Veterans & Faith**
      * *Miguel & Jose*
* FSCJ: English as a 2nd Language – Still need
* **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***
* **2024 Past & Present 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
  + Jax Bridges - August
* **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**

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