



## **Revised/Edited**

### **Minutes of the Meeting of the Mayor's Hispanic American Advisory Meeting, September 17, 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, Jorge Lopez, Jose Morales, Dr. Carmen Martinez, Zergihno Garcia, Aida Seeraj & Sabrina Marcos Smith

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

**Guest Present:** Julby Boutin (Prospera), Diana Sandoval (Fl Blue), Freddy Restrepo (Arkon Builders), Officer Gonzalez, Officer Vargas, Officer Navarro & Officer Medina (JSO-International Affairs Unit), Arlene Ortiz (Pres of Sister Cities)

**Meeting Called to Order:** by Chair, Jose Morales at approximately 12:00pm

- **Pledge of Allegiance:** All stood for the pledge
- **Announcements: Jose Morales**

**1. We have nominations for Chair and Vice-Chair:**

- Zergihno Roell Garcia for Chair



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

- Pablo Diaz De Sandi for Vice-Chair
- 2. Elections are next month; we need quorum so let's all try to be here for that.
- 3. We still need some 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.
- 4. Hispanic JSEB: 6pm – 8pm, tonight, here at Main Library.
  - a. 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.

- **Public Comment:**



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

- **Julby Boutin** from Prospera, a non-profit organization, here to help the Hispanic Community with creating, sustaining, maintaining and growing your business through Prospera’s 4 specialty services:
  1. Consulting Services – bilingual, virtual, in-person
  2. Education – workshops, seminars
  3. Processing – access to capital
  4. Business Admin Services – where we help with business plans, accounting, etc.
- **Discussion:**

***Pablo commented:** (through the chair) stating while we’re starting with Prospera, he like to take this opportunity to put on record that the sub-committees we’re putting together should start linking what this Board wants to do for the Hispanic Community. Pablo states he would like to have goals of how much we want to help the Hispanic Community grow and how we are going to measure that? We can measure the total sales revenue growth of a number of Hispanic businesses that*



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

*are a part of Jacksonville so that we can show to the rest of this city what we can do as Hispanics for Jacksonville and for Northeast Florida. Hispanic Heritage Month is a great time to show more of our Culture, our voices but we have a great opportunity by having this Board come together and we need to take this opportunity and try to help build business growth and **Prospera** is part of that, the **Chamber of Commerce** is part of that, **Mexican Chamber of Commerce** is part of that so we should set ourselves goals and then the subcommittees work on how to achieve those, we should have goals on representation, cultural inclusion.*

***Jose commented:** in agreement with Pablo, states we identified in last meeting who was going to serve on what subcommittee, just to confirm...*

✓ **Social media & Business**

- Zergihno, Pablo, Jorge, Anamaria & Sabrina
- *Pablo appointed as chair*



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

## ✓ **Education, Healthcare & Wellness**

- Nicole, Pablo, Aida & Dr. Martinez
- *Aida appointed as chair*

## ✓ **Public Safety, Veterans & Faith**

- Miguel & Jose
- *Miguel appointed as chair*

*states next step is to decide when the subcommittees will meet. Maybe next meeting in October, from 12-12:30pm the subcommittees can meet here, or Kara can find another spot.*

## ● **Guest Speakers: None**

## ● **Hispanic Heritage Month (Sept. 15 – Oct. 15)**

### ○ **September 15<sup>th</sup> – Latino Tailgate/Community Fundraiser**

#### **Event update by Pablo**

- ✓ *Lot of preparation; lot of organizations and people came together to make it happen:*
- ✓ *JTA provided parking and transportation for 300 members of families of low income, a lot were foster families.*



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

- *We were able to provide a tailgate party for the families which had live music, gaming booth*
- *2 Latin Restaurants that provided food*
- *Have pictures to share & include with material*
- *Some of the families prepared handmade “Thank You” cards*
- ✓ *Fund Raiser Event held at the Duval House for Brian Strong Foundation.*
  - *Adult party – open bar, food, music*
  - *Raised around \$20,000 & still money coming in, there was a silent auction that just finished today so we do not have final numbers yet*
  - *All benefiting Brian Strong Foundation*
- ✓ *If you didn’t go plan on going next year because it keeps getting bigger and bigger.*
- ✓ *If anyone interested in supporting next year we are starting to plan now.*
- **Discussion:**



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

***Officer Gonzalez:*** asked wouldn't you need to get another venue for next year due to the upcoming remodeling of the stadium?

***Pablo:*** answered, they've extended that to 2026, so we will have one (Latin Tailgate) next year then the following year we will find some way to continue to have the fundraiser and something for the community that happens around Hispanic Heritage Month.

○ **September 16<sup>th</sup> Proclamation Events:** Zergihno

- ✓ Jorge, Pablo, Kara, Maria, YaYa
- ✓ City Hall Atrium
- ✓ Latino Community United, old faces/new faces  
(Jorge states a lot of new faces shows how fast the Hispanic community is growing)
- ✓ Mayor Donna Deegan speaking Spanish

○ **Discussion:**

***Jorge commented:*** it was really nice to see old faces but I see a lot of new faces which is giving me a really good view of how fast we're growing, states that he can say



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
[www.coj.net](http://www.coj.net)

*that he's been here for a long time and going to events you can see the same faces, now you see new faces, people that you see for the first time which is a sign of a lot of growth!*

***Pablo commented:*** *(through the chair) states Zergihno mentioned Parvez Speech, he'd like to share just a little bit of it because he said something that Pablo believes is important that we share more and more with everyone in our community, "we are going through a time where there is a lot of speech out there that talks about hate, separation, that talks about the things that make us different and we all in positions like we have here, have a responsibility and we need to stand up and speak against racism and speak out against difference and talk more about what brings us together and not stand for anyone that speak that type of language" Pablo states it was important that he said it, that he said it in a public place, that he said it in front of a microphone and a camera and the media were there and he asked everyone, if you stay*





# City of Jacksonville, Florida

---

*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

*quiet and don't talk then you're complicit on letting things happen. Pablo states we are stronger as a Hispanic Community when we are together!*

***Sabrina commented:*** *(through the chair) states she was not able to go to the proclamation but was able to go last year and states it is one of the things she is most proud about this city, states just sitting there hearing the mayor speak, hearing about all these initiatives, seeing how the community's getting involved in our community, it's extremely impressive.*

***Dr. Carmen:*** *gave a reminder that the last day to register to vote is October 7<sup>th</sup>.*

***Arlene Ortiz commented:*** *states been to the Sister Cities for the past 3 years now in October, states this year is now the 15<sup>th</sup> year anniversary of the Sister Cities. States hope that next year for the 16<sup>th</sup> anniversary that we can bring both mayors (from Puerto Rico and from Jacksonville) to do something, want to work with the Jax Port and the Port in Puerto Rico.*



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

***Pablo asked:*** *Arlene, if it's ok that we include her in the Business & Education subcommittee?*

○ **Heritage Dinner: Unidos Jax- October 3<sup>rd</sup>**

- ✓ Deerwood Castle
- ✓ 5:30 – 9:00pm
- ✓ Flyer attached
- ✓ On social media through COJ Sports & Entertainment page
- ✓ Tickets & Tables still available through website
- ✓ Awards: Nominations ended on 09/13, 4 Categories that match up with the mayors initiatives:
  - Arts & Culture
  - Small Business
  - Youth in the Community
  - Educational Leadership

○ ***Discussion:***

***Jorge commented:*** *as a reminder to the Board that he would like to start posting on our social media channel again. Kara will send the graphic.*



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

- **Vote to Approve Minutes**

- ✓ MOVED BY: Pablo TO APPROVE MINUTES FOR:  
August 06, 2024. SECOND BY: Carmen.
- ✓ Quorum – 10 members in attendance.

- **Meeting Schedule**

- Hispanic Job Fair – YaYa Cardona
  - ✓ Would like for the Board to create one.
  - ✓ Maybe in December or early January & make a yearly thing.
  - ✓ Pablo suggests to really put the subcommittees to work on this.

- **Old Business/New Business**

- JSEB Meetings will continue for the remainder of 2024 through 2025, once the dates for 2025 are set we will notify the Board.
  - ✓ Anamaria states if you know anybody trying to get JSEB certified get them in touch with her, they help people to understand the process to get certified.



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

- ✓ Diana Sandoval (FI Blue) states can do presentation at the JSEB workshops to teach small business owners about the different types of medical insurance.
- ✓ Arlene Ortiz states to educate the Hispanic community about life insurance and Wills.
- Town Hall/Outreach Event: Financial Workshop
  - ✓ initiative that came from the Board first before JSEB.
  - ✓ what was decided with YaYa is that will include on the agenda at one of the JSEB Meetings probably November or after.
  - ✓ can do at anytime with VyStar per Pablo.
- 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?
- MHAAB Board Secretary position – always an option.
- FSCJ: English as a 2<sup>nd</sup> Language – Still need.



*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
[www.coj.net](http://www.coj.net)

- **2024 Goals**

- **Employment**
- **Meeting with Mayor**

- **2024 Past & Present Events** – If there's events or things you think we need to be in just bring it up and we will put it on the agenda.

- Caesar Chavez – March 29<sup>th</sup>
- 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
- Latino Tailgate Event – September 15<sup>th</sup>

- **Adjourn Meeting**



# City of Jacksonville, Florida

---

*Donna Deegan, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
[www.coj.net](http://www.coj.net)

**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