



Donna Deegan, Mayor

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

Minutes of the Meeting of the Mayor's Hispanic American Advisory Meeting, October 15, 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

Staff Present: Kara Tucker

Guest Present: Officer Gonzalez, Officer Vargas, Officer Navarro & Officer Medina (JSO-International Affairs Unit), Arlene Ortiz (Pres of Sister Cities), Chelsea Reeves (Mayo Clinic), Nancy (Puerto Rican Chambers) Julby Boutin (Prospera)

Meeting Called to Order: by Chair, Jose Morales

Pledge of Allegiance: All stood for the pledge

● **Announcements**

1. JSEB Meeting, October 22nd, Main Library:

- Topics on how important being a JSEB Certified business is and having access to city contracts.
- Jose recommends for 2025 inviting JSEB to the Board Meeting every so often, to keep the board involved.
- An ask of JSEB to provide a list of attendees to the Board so that we can reach out to them too.

2. Hispanic Directory & Newsletter:

- Gather email/contact information.
- Hispanic businesses, churches.
- Oscar is already collecting data, he can help.
 - a. 50,000 followers on FB



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3. Visit Jax Project: Jose Morales

- Connect with 20 small businesses
- Promote Hispanic owned businesses
- First phase done
- Invite Visit Jax to MHAAB

4. 2025 Elections - only 2 nominations so far:

- Zergihno Roell Garcia – Chair
- Pablo Diaz De Sandi – Vice Chair
 - a. 2 options, hold elections today or postpone to November?
 - i. Pablo moved the motion to hold elections today, 2nd by Miguel, agreed and approved
 - b. Pablo motioned to approve Zergihno Roell Garcia as Chair for MHAAB today, 2nd by Carman. No other nominations, all agreed to approve Zergihno as Chair
 - c. No other nominations for Vice Chair, Board agreed and approved Pablo Diaz De Sandi as Vice-Chair

Pablo Diaz De Sandi: *We have a lot of work to do and a lot of very good goals we want to lay out with specifics, with metrics that we want to lay forward in specific education, in business, participation and growth that we can measure and show the mayor, show the community, show the council that we are a force in Jacksonville, that we are a good force in Jacksonville and wait and see, the number of events that we had this year and Hispanic Heritage Month are going to be eclipsed by what we want to do and it's going to be because we are going to get people together to work together,*



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we're going to get the Puerto Rican Chamber to work with the Mexican Chamber to work with the First Coast Hispanic Chamber and the themes and things that we all want to achieve in common. Hopefully a lot of things to come and I'm very happy, I'm honored to be a part of this group and to put as much of my effort, my ideas and passion to do this job right

5. We need updated Biography's & photos of each Board Member to add to the website
 - All the Bio's we currently have are now on the website as well as all the current minutes from the last couple of years
 - We can send out something again to the ones that are missing updated bio's
6. Board Secretary position still open for anyone who wants to take that leadership position

- **Public Comment:**

Jose commented, anything you want us to focus on, this is the time because between this month and January is all planning for 2025 so if you want us to focus on something or want something as a priority, this is the time to tell us to make sure we include it

- **Nancy (President of PR Chambers)** – sent an application to one of the positions to advisory board. #2, want to invite everybody to the Puerto Rican Parade/Festival, want to provide a booth for the MHAAB, November 09, 12 – 10pm.
 1. Jose volunteered to do a few hours
 2. Pablo states will set up a booth.



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3. Kara advised, will follow up with the Administration to see if application was received.
- **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.

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*
- ✓ **Education, Healthcare & Wellness**
 - Nicole, Pablo, Aida & Dr. Martinez
 - *Aida appointed as chair*
- ✓ **Public Safety, Veterans & Faith**
 - Miguel & Jose
 - *Miguel appointed as chair*



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The 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: UNF Students –**
 - Myta, President of the Latin American Student Organization at UNF, represent 15% of UNF Ospreys, volunteer with COJ – Unidos Jax.
 - Invite to Nuestra Noche! at UNF, November 14th
5:30 – 8:30pm, at UNF, will pass information to Kara to share with the Board.
- **Hispanic Heritage Month: UPDATE - Latino Tailgate Event – update on funds raised by Pablo**
 - ✓ *Final numbers – raised over \$22k*
 - ✓ *Funds went to Brian Strong Foundation*
 - ✓ *Will have a Ceremony for Jaguars to present check to the Brian Strong Foundation/photo opp*
- **Heritage Dinner, Unidos Jax – UPDATE:**
 - ✓ *City has not yet done a debrief meeting but thinks the overall event went well – Kara Tucker*
 - ✓ *The event was amazing, it was the first ever and was a great event in that type, everybody was there and that was pretty amazing, the event was very diverse, people from all walks of the Hispanic Community were there and joined together in our pride & in our heritage, we had an outstanding community presence and community engagement and that was amazing*



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to see. Only recommendation from the board side is I think the board involvement is crucial and I think it's lacking – Jose Morales

- **Discussion:** *Dr. Martinez questioned Jose's comment about board participation, stating, "this is a committee we all had an opportunity to be on, however you were the only one on it?" Jose states it should have been more of us present, invited and more of us should have been a part of the programing, we should be named, we should not be able to be at that event without being mentioned. Dr. Martinez agreed and states, we should have had a table! Pablo commented, through the chair to the board, stating this Board should be mentioned, there doesn't need to be a committee, this Board should have a subcommittee that dedicates itself to organizing that together with YaYa and the City. As feedback to them, some of the Board members, including myself, asked to be included, we were not, so it's not for lack of trying!*
- *Recommendation by Kara Tucker is to bring the Awards back to the Board*
- *Dr. Martinez commented, if having a Gala, no plastic silverware!*

- **Subcommittee Meetings:**

- ✓ would like to start before January
- ✓ Recommend the same day as Board meeting
 - Motion moved by Pablo to start subcommittee meetings November 19th, 2024, 12 – 12:30pm and MHAAB meeting following, 2nd by Carmen and approved by Board.



➤ Jose recapped on who's serving on what subcommittee

- **Vote to Approve Minutes**

- ✓ MOVED BY: Miguel TO APPROVE MINUTES FOR: September 17, 2024. SECOND BY: Pablo.

- Approved with edits: under Public Comment, page 2, "*Pablo commented... while we are **stopping** with Prospera*" should be **Starting**"

- ✓ Quorum – 7 members in attendance.

- **Meeting Schedule**

- Hispanic Job Fair – YaYa Cardona

- ✓ Board to create one.

- ✓ Maybe in December or early January

- ✓ make a yearly thing.

- ✓ Pablo suggests putting the subcommittees to work on this.

- **Old Business/New Business**

- JSEB Meetings – October 22nd

- Financial Workshop – one of the JSEB meeting

- Hispanic Job Fair (YaYa) – Subcommittee will work on

- 11% of Hispanics working for City based on last census

- Meeting with Garrett Denis, vacant position

- CM Arias update on number of Hispanics employed in COJ positions

- MHAAB Board Secretary position – always an option.

- FSCJ: English as a 2nd Language – Still need.

- **2024 Goals**



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- **Employment**
- **Meeting with Mayor**
- Visit to churches to talk about the Board
- Ask for time at World of Nations to talk about the Board
 - ✓ Need Material to hand out
 - ✓ New Banner for table
- **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.

Past:

- 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
- Latino Tailgate Event – September 15th
- Sister Cities Proclamation Event – September 16th

Present:

- 2 virtual events with Mayo Clinic about Breast Cancer:
 - ✓ Thursday, 10/17 at 3pm in Spanish
 - ✓ Sunday, 10/20 at 5pm
 - ✓ Nicole Will send flyers to Kara



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- Annual Meeting for Sister City Association, October 24th, 6pm City Hall Atrium
 - ✓ First time bringing students from PR to meet the mayor
- **Adjourn Meeting**
 - Motioned by Miguel, adjourned.

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