

**Mayor's African American Advisory Board – MAAAB**  
**Wednesday, September 11, 2024 – 9:00 a.m.**

**Meeting Location:** Ed Ball Building, 214 N. Hogan St., First Floor Hearing Room, 32202.

**Meeting Attendance**

**Board Members:** Dr. Audrieanna Burgin, Director of Diversity in Business, University of North Florida; Dr. Barbara Darby, Florida State College at Jacksonville, President North Campus/Nassau Center - Retired; Dawn Curling, Executive Director, JAX Melanin Market; Errol White, Assistant Vice President, Bank of America; Kelly Frazier, President, Northside Coalition of Jacksonville; Kimberly Allen, CEO of 904Ward; Dr. Latrina Dowdell, Executive Director, The 32209 Experience, Inc.; Lee Brown, Former Director of Human Resources, Edward Waters College; Dr. Ronetta Wards, Vice President, Jacksonville Public Education Fund.

**Excused:** Kiara Nixon.

**Staff and Elected Officials:** Elected Officials Present – None. Staff: Garrett Dennis, Mayor's Boards and Commissions Liaison; Dr. Parvez Ahmed, Chief of Analytics, Special Advisor to Mayor on Economic Mobility and Social Belonging; Thomas B. Waters, Neighborhoods Department Director, Edwina Henry, Neighborhood Services Coordinator and MAAAB Support; Jennifer Fiske, Neighborhood Services Office; and Schnell Chin, Executive Assistant to Neighborhoods Director.

**Guest:** Ricky Anderson.

**Meeting Summary**

- 1. Welcome and Staff Introductions** – This is a training session for the Board, agenda items are for discussion purposes and may be agreed upon by consensus. All future meetings of the Mayor's African American Advisory Board (MAAAB) must be properly noticed to the public seven (7) working days prior to the meeting.

On behalf of Mayor Deegan, **Dr. Parvez Ahmed** thanked each Board Member, who are busy professionals already doing great things in the community, for giving of their time to help this administration do what is necessary to be effective as an administration.

Dr. Ahmed thanked Neighborhoods Director Waters for his support of the MAAAB.

- 2. Dr. Ahmed stated that Executive Order 2024-02,** <https://www.jacksonville.gov/ogc/docs/executive-orders/2024-02-mayors-african-american-advisory-board> which created this Board, details the purpose of the Board and how you are to conduct the people's business. He emphasized that this is your Board, and our job is to be supportive in terms of carrying your messages to the Mayor or to members of City Council, if there are policy initiatives or community concerns you wish the Mayor or the Council to be aware of and/or address.

**Section 5 of the Executive Order** addresses the functions of the Board.

“The Board shall act as a liaison between the African American community and City government. The Board shall report to the Mayor and the City Council, at any time it deems necessary, any findings and/or recommendations it desires to make. At a minimum, the Board shall prepare an annual Report consisting of findings and recommendations to the Mayor and

City Council. This annual report shall be submitted no more than thirty (30) Days after the close of the preceding calendar year.”

**Section 3 of the Executive Order** establishes the Board, sets forth staggered terms to be served and names the officers of the Board.

“The board shall consist of eleven (11) members. Each member shall be Appointed by and serve at the pleasure of the Mayor.”

More than 100 applications were received and after a vetting process, the initial 11 persons were selected to serve on this Board. There are currently ten (10) members serving on the Board due to one member’s resignation. That vacancy is in the process of being filled.

“The members of the Board shall serve for terms of four (4) years.”

The Executive Order spells out the staggered terms, reappointments and the filling of vacancies.

Officers of the Board:

“The Board shall annually elect one of its members to serve in each of the offices of Chair, Vice Chair and Secretary.”

Dr. Ahmed noted that the City of Jacksonville has various opportunities to serve on other Boards and Commissions. For a list of Advisory Boards and Commissions: go to [Jacksonville.gov - Boards and Commissions](http://Jacksonville.gov - Boards and Commissions).

As the MAAAB develops program and policy ideas, Dr. Ahmed requests that the Board keeps in mind that they serve at the pleasure of the Mayor and that they should be consistent with the Mayor’s priorities, which can be found on her home page [Jacksonville.gov - Mayor](http://Jacksonville.gov - Mayor) and he encourages the Board to become familiar with the priorities.

**The List of Mayoral Priorities are:**

- Arts, Culture, and Entertainment
- The Economy
- Health
- Infrastructure
- Military and Veterans Affairs
- Public Safety

Dr. Ahmed also recommended that the Board acquaint themselves with the summaries of Mayor Deegan’s Community Conversations, which were held this summer, to give the Board a good understanding of the types of issues and concerns raised by the community.

**Mr. Garrett Dennis** also expressed his thanks to the Board for serving. Boards and Commissions are important and are a way to influence policy. The Mayor wants City government to reflect Jacksonville. She is interested in diversifying every Board.

Mr. Dennis asked the Board to look within their respective networks and help identify individuals to serve on various Boards and Commissions, as well as, to identify individuals to replace Board Members as they transition on to other endeavors.

**Introductions** – Each board member and Staff introduced themselves. After the introductions, Mr. Ahmed returned to the formal business of the Board Training Session.

**Appointment of the Chair**

Mr. Ahmed stated that the Mayor appoints the first MAAAB Chair. The Chair shall serve for one year. **Dr. Barbara Darby** was selected and did accept.

**3. Review of Handouts – Board Training**

- **Executive Order 2024-02**
  - Establishes the Mayor’s African American Advisory Board – MAAAB and sets forth its purpose.
- **MAAAB Board List**
  - Names and contact information of Board Members.
- **MAAAB Meeting Calendar**
  - Listing of Hearing Room available dates.
  - Selection Form to identify first, second, and third choice of meeting dates.
- **Ethics Training Board Manual**
  - All Boards and Commission Members must undergo Ethics Training within six (6) months of appointment.
  - The Board Manual contains instructions on how to register.
  - The two (2) remaining Ethics Training Sessions for 2024 are:
    - Thursday, September 19, 2024 – online
    - Thursday, November 21, 2024 – in person

**4. Meeting Schedule/Quorum**

- The Board shall meet at least once a month at the call of the Chair.
- A majority of the membership of the Board shall constitute a quorum.
- There are currently ten (10) members on the MAAAB – indicating one (1) vacancy.
- Vacancies are filled by mayoral appointment.
- Future Meeting Dates – shall be determined by consensus, based on the availability of meeting dates for the Ed Ball First Floor Hearing Room.

**5. Parking**

- Parking will be provided for Board Members, in the Ed Ball Parking Garage. Please bring parking ticket to meeting for validation.

**Dr. Parvez Ahmed** offered the following items for the Board to consider:

- Assist with the Programming of **African American Heritage Month** – February 2025
- Recommendations should be community generated
  - Whom to invite
  - Performances
  - Celebrations
  - Photo exhibits in the City Hall Atrium
  - Mayor Deegan’s goal is to lift communities up and learn their issues
- **2026 MLK Breakfast** – January
  - The 2025 Committee consists of the original partners: The Jacksonville Chamber of Commerce, The Urban league and the NAACP
  - The 2025 Breakfast Committee meets monthly and are well underway.

- Looking to have a small subset of the MAAAB work on the 2026 Committee.
- The 2025 Speaker is Jonathan Eig, author of a biography of Dr. King, titled “King: A Life”
- The MLK Breakfast Committee’s next meeting is scheduled for Tuesday, October 8, 2024, at 2:30 pm

**Dr. Barbara Darby** emphasized that the work of the MAAB will reflect equal weight among Board members. She suggests approaching the Board’s work by coming with suggestions for how best to represent the community.

Dr. Darby asks the Board to consider whether they would like to start each session with a “Moment of Centering.”

**Questions –**

**Wards** – any studies on Economic Health and Well-Being of the African American Community?

**White** – Health Zones 1 Study should be available. Can we circulate a copy to the Board?

**Allen** – Asked the Board to be mindful of “prosperity” date so that we learn from the “bright spots” in the community.

**Darby** – The Board may also wish to entertain competent, expert presentations, Town Halls, etc.

**Brown** – Agency over Community Indicators project. Can we circulate a copy to the Board?

**Dr. Ahmed** – JAX Transformation Coalition working on medical disparity data.

**For the next meeting:**

- Election of Vice Chair and Board Secretary
- Drafting of MAAAB By-Laws
- First formal meeting – focus on key organizational areas

**Dr. Darby** requested that each Board member submit a “Head and Shoulder” photo to Ms. Henry at [EHenry@coj.net](mailto:EHenry@coj.net) for the purpose of creating a Board Directory.

Ms. Henry will circulate the outcome of the Meeting Schedule.

Meeting Adjourned.