

Mayor's Hispanic American Advisory Board Meeting

Minutes

Date: Tuesday, January 21, 2020

Board Members Present: Cristina Echeverry, Marivi Wright, Jen Silva, Alina Prior, Jorge Lopez, Demika Jackson, Elizabeth Pantoja and Ad HOC Member Dina Boscio

Absent Board Members (excused): Dan Merkan, Miguel Di Pierri and Jose Morales

Staff Present: Matthew Jackson, Liaison to Mayor, Kara Tucker and Dr. Charles Moreland

Guests: Dr. Charles Morland

I. Call to Order –Marivi Wright: 9:03 AM Meeting was called to order by Chair Wright.

A. Pledge of Allegiance and Moment of Silence. Invocation/Pledge of allegiance: Led by Chair Wright.

II. New Business

A. Census Presentation

Dr. Charles Moreland discussed the census 2020. The last time the census was done was in 2010. He emphasized the importance of every person being accounted for on April 1st in order to utilize full benefits of the budget. A marketing campaign will be launching to saturate the city regarding the importance of the census. The state of Florida saw the 200,000 omissions in the 2010 census which equals a loss of several billion dollars, ultimately affecting community resources such as schools, hospitals, roads, public works, and other vital programs. It is everyone's civic responsibility to fill out the census. Children are a "hard to count" population. Young children under the age of 5 as well as non-English speaking, renters, seniors, immigrant population and migrants are underrepresented.

Victor Rojas mentioned that this is an opportunity to bring the Hispanic population together. The Hispanic chamber, religious groups, MHAAB, etc. can come together and be a guiding force to promote the completion of the census. There can be a focus on children, faith-based group such as focusing a churches. MHAAB members are encouraged to pick a strategy to focus on a specific group such as children or faith based groups. MHAAB may want to have a presence at a library in a neighborhood that has a higher population of hard to count populations. Various groups in the Hispanic community are on board with this initiative.

The Census has partnered with a company called Maximus to offer a call center to tape an interview over the phone. People are going to be able to call and take the census over the phone. Other opportunities are online, on phone or by mail. People will be getting questioners after the fourth reminder. Numerators will be knocking on doors after there is no response. When communities are over 10%, it generates more interest for that specific group. There is approximately over 90,000 Hispanics in Jacksonville, which is around 10%. January – March will be the awareness and education. March – April is motivational and encourage to participate.

May is when there will be a focus on those who did not participate (they will be receiving reminders).

M. Wright mentioned she was interviewed in the morning prior to the MHAAB meeting and mentioned the importance of the census. When census representatives conduct home visits, they will have clearly marked bags, shirts and a computer. Representatives will only try to collect the following information: name, address, date of birth and ethnicity.

Outreach opportunities are to host a town meeting, partner with churches and other local groups that draw the Hispanic community together. Sororities are addressing the elderly population. Victor and Dr. Charles Morland have offered support with any gathering led by MHAAB. Promoting the census is a branding opportunity for MHAAB.

B. Census PSA- iHeart Radio

Focus on social media. J. Lopez discussed what we can and cannot promote on the social media page. The United States Census 2020 will be posted. K. Tucker mentioned that the public affairs office will visit the MHAAB board in February or March to give guidance on how to promote initiatives. Community events are promoted on the MHAAB page. Members are unclear of what news or articles can be approved to promote. There should be a focus on the importance of the census and the consequences of not participating such as access to parks.

C. MHAAB Focus Areas – Census, Promotion of ESL and well-being of community

M. Wright mentioned that this year the goals for MHAAB are to promote the accurate count of the census, promote English as a second language programs and the general well-being of the Hispanic community (M. Wright). The census should be a primary goal so that the numbers reflect accurately the Hispanic community.

It is so important to support programs that help Hispanics learn English here in Jacksonville. There will be more of a focus to promote such programs that are free such as the Center for Language and Culture and Florida State College at Jacksonville.

Regarding voter registration, all citizens should have a voice. It doesn't matter what one's political beliefs are.

Our board should be involved in general community engagement, especially activities that cater to the Hispanic community and well-being (M. Wright).

D. Committee Goals

An announcement was made that committees will be given an opportunity to create this year's goals at the end of the meeting.

E. Budget

MHAAB members were asked to give a donation to the budget. Companies can support MHAAB if given a letter explaining where the budget will be spent (\$5,000).

J. Siliva suggested MHAAB focus on partnering with the chamber and various organizations by March 1st to promote the census, due to it being 30 days prior. She recommends to ask help

from Monica with FCCC, Andreas, co-chairs, etc. to focus on a game plan for the census of 2020. When a PSA board launches, several boards can come together. A discussion was made to offer the event in the evening during a council meeting. The meeting will take place at 4:00PM with the public relations office. From 4:30PM – 6:00PM will be the group meeting. A. Prior offered to create an invitation for the event.

MHAAB flyer

C. Echeverry will lead the WON initiative. Address is: 288 East Bay. Committee is: Demika, Jen, and Alina

V. Voter Registration

MHAAB will focus on asking for a voter table for events in the community to help promote the census.

III. Discussion Items/Old Business

A. 2020 Binders

K. Tucker will meet with prior liaison to get the information printed in previous year's binders for distribution to MHAAB members.

B. 2019 Year End Report Due. Please send all reports to C. Echeverry by January 23rd.

C. La Guia- Distribution – at the World of Nations Event.

D. World of Nations, February 28 10 March 1 (10AM – 7PM and 10AM – 6PM). Promote the census at the table by directing participants to the Census table and having flyers on the MHAAB table.

E. Jax Saludable – Health Fair May 16th 10AM – 3PM. It has been requested that events be sent out through an outlook invite.

F. Hispanic Health Fair –There will be a Hispanic Health Fair on August 22nd at UNF. All MHAAB members are invited to attend as well as the Jacksonville Community.

G. Hispanic data will be included in end of year report.

H. Health Committee Report: M. Wright Met with Victor Cora to discuss the census and create a strategy to reach out to the community. She scheduled follow up meeting with Ed Perez to discuss wellness curriculum that would target the Hispanic population- Meeting schedule for February. M. Wright interviewed with Patricia Buitron, show Tu Zona Neutral- we discussed the role of MHAAB and promoted the census and voter registration. She also talked to Sheilla from Se Habla Español and Chad from UTJax18 – Both on board to help the board to promote the census, meeting them soon. A search of health disparities was also conducted within the Hispanic community to narrow goals of MHAAB and the health committee

VI. Action Items – M. Wright.

A. The December minutes were deleted. Instead, the outline of the minutes will be posted on the MHAAB page.

V. Break-Out Sessions of Committee Goals

Members had an opportunity to discuss and review committee goals. They were broken-down in the following categories:

- A Public Safety and Veterans
- B. Education and the Workforce
- C. Health and Faith-Based Services
- D. Media and Public Relations
- E. Business and Housing –

Meeting Adjourned by 11:00AM M. Wright on January 21, 2020. Minutes submitted by C. Echeverry.