

**Mayor's Hispanic American Advisory Board Meeting  
Minutes**

**Date: Tuesday, December 8, 2015**

Meeting called to order: 9:05 am

**Board Members Present:** A. Burst, R. Caldera, Tomas Jimenez Jr., I. Gropper, J. Montero,

**Absent Board Members (Excused):** C. Echeverry, M. Decunto, C. Mantay

**Staff Present:** Julio Lacayo

**Guests:** Mrs. Rebecca Black, Esq. and Mr. Tim Vaughan

- I. Welcome:** 9:05 AM Meeting was called to order by Rafael Caldera. A quorum was confirmed. Invocation/Pledge of Allegiance: Led by Jesus Montero. Rafael Caldera introduced Mr. Tomas Jimenez Jr. as a new member. Mr. Jimenez provided welcome remarks.
- II. Minutes Approval** – The minutes for Novemeber 10th, 2015 were approved.  
(A. J. Montero motion; A. Burst second)
- III. Fiscal and Executive Updates**
  - a. No change since last meeting. There is \$889.95 in the Trust Fund assuming that there was no interest accumulated in the account.
  - b. Julio Lacayo was introduced as the new liason for the board. Provided information for Room reservations (Alice Newman), Community affairs (Dr. Charles Moran), Events and Board appointments (Jordan Elsbury), Boards Director (Dr. Johny Gaffney)
  - c. The MHAAB email was recovered.
  - d. The MHAAB website is being managed by James Croft.
  - e. 2 Candidates to MHAAB currently interviewing for the Board.

Ms. Ida Gropper and Mr. Jimenez had questions in relation to appointments to the Board. Mr. Jimenez inquired as to information relating to candidates to MHAAB. Rafael made clarifications about the current SOP's in selecting MHAAB members. Rafael will invite Mr. Elsbury to attend next MHAAB meeting to clarify any questions in relation to appointments to the Board.

## **IV. Committee Reports**

### **Education**

None.

### **Health and Public Safety**

None.

### **Economic and Faith Based**

Jesus Montero- reported on Facebook interaction and number of likes. Rafael discussed deciding with James Croft to continue using the page or to discontinue it. It was discussed that MHAAB should post our monthly meetings on the page. Need permission from the City.

Tomas Jimenez Jr. – agreed with continuing with our social media efforts.

### **Old Business:**

a. La Guia- A. Burst is taking the lead in connecting with the publishers of La Guia. Julio Lacayo will assist with La Guia initiative. The Pulidos are creating their own guia to serve the community. Rafael Caldera would like to obtain a written proposal from the publishers of La Guia as to MHAAB's roles and benefits. A. Burst desires to schedule a meeting with Mr. Carrero, Buvier, and the publisher of La Guia to discuss this project.

b. Table Cloth- A. Burst has priced the table cloth for MHAAB, needs City approval to move forward with the order.

### **New Business:**

Mrs. I. Gropper moved to extend meeting time to 10:30 a.m., J. Montero seconded, all present approved the motion.

Mr. Caldera presented a strategic planning PowerPoint proposal. Mr. Caldera proposed a 3-6 month plan. Mr.

Caldera would help create the plan upon Board approval. Mr. Caldera proposes a 3 phase approach: 1. Collection of data; 2. Internal conditions, external conditions; 3. Alliances/implementation.

Mrs. I. Gropper suggested Board sought board specific training through Hands on Jax. Mr. Caldera suggested that the City would not cover the costs of this training.

J. Montero suggested that the vote on the strategic planning initiative be postponed until the Jan. meeting when more Board members are present.

I. Gropper suggested the Board identify organizations which will assist with the strategic planning. I. Gropper asked whether the collection of data would come from the public or Hispanic organizations. Rafael responded that the data would come from the organizations.

#### **V. Guest Speakers**

T. Vaughan, Crossview church- suggested the Board reach out to Rick Hartley for statistics on the Hispanic community for the Board's strategic planning. Provided information on a Hispanic Expo to be held at 10 am on Jan. 9<sup>th</sup> at Crossview church. Provided information about attendees to include a representative from Primerica and other orgs. Also gave overview of Crossview mortgage a company Mr. Vaughan provides marketing for. The company provides borrowers with certain visas with mortgage loans.

J. Montero provided an ex-parte communication disclosure and provided information about his work with Crossview mortgage.

R. Black, introduced herself as the First Coast Hispanic Chamber of Commerce Chair, provided brief remarks about the Chamber.

#### **VI. Public Concerns - None**

#### **VII. Reminders:**

- a. Next Meeting – January 12, 9-10:30 a.m. Location City Hall, Room TBD

**Meeting Adjourned at:** 10:30 am

Minutes Submitted by: Jesus Montero 1/10/2016