

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

Date: Tuesday, February 9, 2016

Meeting called to order: 9:04am

Board Members Present: A. Burst, C. Mantay, I. Gropper, J. Montero, M. Decunto, R. Caldera, T. Jimenez, E. Pantoja

Absent Board Members (Excused): N/A

Staff Present: Jose Lacayo, Dr. Gaffney, Dr. Charles Mooreland

Guests: Betzy Santiago, Maribel Hernandez

- I. Welcome:** 9:07 AM Meeting was called to order by R. Caldera. A quorum was confirmed. Invocation/Pledge of Allegiance: Led by J. Montero

- II. Minutes Approval** – I. Gropper recommended to strike wording #4 in Committee reports for Education and added correct language. The minutes for January meeting were approved.
(A. Burst motion; C. Mantay second)

- III. Fiscal and Executive Updates**
 - a. J. Lacayo reported an increase of funds in MHAAB account to 1006.87. Reportedly, funds were not correctly calculated in the past.
 - b. R. Caldera discussed meeting with James Croft to gain access to Facebook page. R. Caldera requested clarification of what can be posted. Guest B. Santiago reported experience with city Facebook page, MHAAB can post information on events MHAAB takes part in. Lacayo confirmed plan to confirm and email board with Facebook posting rules.
 - c. Lacayo discussed plan to confirm with James Croft regarding MHAAB tablecloth request. A. Burst discussed plan to assist in determination of design.
 - d. R. Caldera reported Jessica Laird is new Director of Commissions and Boards and assistant to Mayor.

- IV. Committee Reports**
 - a. Education**

I. Gropper reported taking part in NAS educational, Webster Univ event and One by One Convention, noted 350 individuals, break out sessions and discussed theme of "equity for all students."

b. Health and Public Safety

M. Decunto made brief report on MLK breakfast and discussed Mayor's address with focus on providing more focus on communities that traditionally suffer more crime and have more need. M. Decunto also discussed taking part in JPEF One by One Convention.

c. Economic and Faith Based

J. Montero reported Avance Misionero is broadcasting on Univision Sat and Sun mornings. Montero reported importance of having Spanish religious broadcast and discussed a letter from an inmate in the jail and the benefits to the community that is unable to attend church.

J. Montero requested for MHAAB members to provide suggestions for topics on the filming of new show, which J. Montero is hosting on Univision.

C. Mantay provided update on Hispanic Event in September to promote Hispanic culture in Unity Plaza. Carlos Bouvier and Jen Jones, Director of Unity Plaza are organizing event. Jen Jones reportedly recommended use of Channel 4 morning segment for MHAAB to promote event and Hispanics. Possible name: Hispanic Day "Viva Jax"

V. COJ staff Report

- a. Dr Moreland report – requested an email to learn what exactly MHAAB requests of the Mayor and recommended to contact Martha Oliver, with public affairs to set up meetings with Mayor. Requested to "cc" emails to Moreland so he may keep people accountable.
- b. Dr. Moreland also reported on Health Jax initiative and how can MHAAB take part in the initiative. Dr. Moreland responded to J. Montero request on how to request Mayor's presence at events and TV shows, with appropriate interpreters etc.
- c. Dr. Gaffney and Dr. Moreland were asked by M.Decunto of the possibility of MHAAB to utilize funds from advertising from La Guia to be placed in MHAAB fund to assist board in paying for costs of MHAAB events. Dr. Gaffney discussed 501c3 status and options to increase funds for the board and process it entails. Requested for further email communication and promised 48hr turnaround. Dr. Moreland emphasized importance of board having a response regarding securing funds. Dr. Gaffney

reported plans to email city Attorney, and create a paper trail. Recommended for boards to email him.

- d. I. Gropper requested for city to catalyze the appointment process. Dr. Gaffney reported process has already made changes and appointment now may take as little as 10 days. Jessica is Dir of Boards and handles ppwk.
- e. Dr. Gaffney discussed public affairs in charge of "crafting the Mayor's message" provided information for James Croft, Public Affairs – 904 630-7902, Croft@coj.net however, Martha Oliver, Dir of Public Affairs has final say.
- f. Dr. Gaffney provided his information: JGaffney@coj.net and 904 252-6173 Cell.

VI. Old Business

- a. A. Burst reported on La Guia and explained history to guests and COJ staff. Discussed meeting with J. Turner, B. Santiago, Rafael Alvarez with Humana, and Jose Rodriguez with Florida Blue. J. Turner reportedly discussed plans to get quotes on the printing, and perhaps Mayo Clinic and Univision may take part in printing. E. Pantoja requested cost of publishing La Guia, A. Burst reported price is estimated b/t \$2500-5000.
- b. R. Caldera discussed MHAAB taking part in WONC. M.Decunto made motion to take part in WONC this year. (J. Montero 2nd) Discussion: R. Caldera supported MHAAB participation, and recommended for a member to take responsibility of organizing event. J. Montero nominated M. Decunto. M.Decunto accepted. Motion voted on: 4 in favor, 3 not in favor. Motion Passed.
- c. J. Lacayo discussed plan to assist MHAAB with securing a table at WONC through Special Events.
- d. R. Caldera requested assistance from J. Lacayo for HLA awards. J. Lacayo requested 2 or 3 dates to provide the Mayor with flexibility. Additionally, J. Lacayo recommended for board to submit budget requests for repeating events to avoid having trouble every year with event costs.
- e. R. Caldera noted being unable to move forward with the Motion for HLA without approval from Mayor.

VII. New Business

- a. R. Caldera requested a special meeting. Discussed plan to reserve 3rd floor conference room on Feb. 29 at 10:30am. R. Caldera discussed plan to notify board with confirmation of meeting via email.

VIII. Guests

- a. President of First Coast Hispanic Chamber of Commerce (FCHCC), Maribel Hernandez provided hand out of Power Point presentation discussing role of chamber and needs of funds and sponsorships to take part in events. Ms. Hernandez clarified Hispanic Awards will not conflict with MHAAB HLA awards for these "will be completely for business" and "to raise funds." Additionally, Ms. Hernandez awards will not be called "Hispanic Leaders and Supporters." Ms. Hernandez reported ATD awards luncheon will be replaced with a Heritage Gala, and scholarships will be awarded at this event.

IX. Reminders:

- a. Next Meeting – March 8, 2016, Mayor's Meeting Room 4th floor.
- b. 3rd quarter service hours due next month

Meeting Adjourned at: 10:40 am

Minutes Submitted by: M. Decunto 3/6/16