

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

**Date: Tuesday, November 8, 2016**

Meeting called to order: 9:05 am

**Board Members Present:** Elizabeth Pantoja, Rafael Caldera, Jose Cuetos, Jenny Silva, Mario Decunto, Cristina Echevarry and Alicia Burst

**Absent Board Members (Excused):**

**Staff Present:** N/A

**Guests:** N/A

**Welcome:** 9:05 AM Meeting was called to order by Chair Burst who announced Marivi Wright was recently approved to join MHAAB.

- I. **Minutes Approval** – The minutes for October meeting were approved.  
(M. Decunto motion; Jose Cuetos second)

**II. Committee Reports**

**a. Health and Public Safety**

Health and Public Safety:

E. Pantoja reported on M. Wright activity in the community at Center for Language and culture November 3. Hispanic families were educated on Health Care Access and applying for Medicaid.

E. Pantoja reported meeting of Jacksonville Hispanic Leadership Conference on Dec 1, 6-8pm at Havana Jax.

E. Pantoja attended conference last week on cancer trials in Chicago and importance of Hispanics taking part in trials to increase knowledge of treatment modalities.

E. Pantoja reported getting "green light" for grant, recipient winners announced Feb/March.

M. Decunto reported assisting Duval County schools to receive a \$500 grant to provide books to bilingual program through Wells Fargo bank.

**b. Economic and Faith Based:**

J. Cuetos reports not having met with other committee members

J. Cuetos reported meeting Oct. 11 at E Med to represent MHAAB at Help to Haiti for hurricane relief.

Chair Burst reported on Hispanic Leadership Awards (HLA). Reportedly, J. Montero had made contact with Mayor to appear at the event, however event needed to get postponed. Chair Burst discussed scheduling HLA for Hispanic Heritage Month.

R. Caldera recommended event take place in March, and stated event requires minimum 12 weeks to organize. R. Caldera recommended event take place in April. R. Caldera recommended strong Press Release and advertising.

**c. Education (Following minutes completed by C. Echeverry)**

C. Echeverry sponsored a Data Conference hosted by the Nonprofit Center on October 25<sup>th</sup>. The event served as a venue to distribute MHAAB flyers and increase awareness pertaining to the Jacksonville Hispanic Community. The event featured sessions created for entry, experienced and expert levels of experience such as CEOs, Board members and all key staff in development, communications, operations and programs. Participants benefited from hearing about the latest in data collection and technology that helped strengthen their organization and measure their outcomes.

JAX Chamber's 14th Annual Military Appreciation Luncheon celebrated Jacksonville's outstanding active duty and retired military personnel. This event is a Chamber tradition, honoring the brave men and women of the U.S. Armed Forces, and the many veterans of past wars living in the Greater Jacksonville Area. C. Echeverry attended the event and invited several military students and faculty as her guest on behalf of Webster University. The event drew crowds of all backgrounds and included the Hispanic community (C. Echeverry).

A free "Mind Mapping Workshop" will take place on November 16<sup>th</sup> (hosted by the Jacksonville Science Festival). The event will focus on giving information in creating a STEAM booth for the 5th annual Jacksonville Science Festival. The workshop will take place at [The Foundation Academy Campus, 3675 San Pablo Rd. S, Jacksonville, FL 32224, at 3:30pm](#). After the event, there will be a hands on interactive activity creating a STEAM based science kit for classrooms.

On Saturday, November 12th, the National Park Service, Groundwork Jacksonville and Wilderness Inquiry, will be hosting Explore Jacksonville: Canoemobile in the Timucuan Preserve at the Jim King Boat Ramp (Sisters Creek) on Heckscher Drive. Canoemobile will provide the community with opportunities to participate in free paddling trips in the Preserve to promote outdoor recreation, health benefits and environmental education. An invitation of the event was sent to MHAAB (C. Echeverry).

The JAX Chamber will host a Cybersecurity Forum on Wednesday, November 30<sup>th</sup>. Attendees will learn how to mitigate a company's risk and protect valuable assets to include customers and a company's

reputation. Attendees will: Experience a live hacking demonstration to see just how quickly an attack can happen; hear from industry experts and businesses who have fallen victim to cyber attacks; learn to mitigate risk and safeguard a company's business intelligence and reputation; learn what responsibilities businesses have to protect customer data and enjoy continental breakfast and lunch, included with the \$75 registration fee. C. Echeverry offered any students interested in attending the event can attend at reduced cost of \$25. Those interested in benefiting from the discount can email C. Echeverry for more details.

### **Hispanic Leadership Awards**

J. Silva with FSCJ offered free space for the HLA if needed. The space offered holds up to 300 people (Round tables fit 6 – 8 people at each table)

### **Old Business**

N/A

### **New Business**

In regards to the email Jesus Montero sent to MHAAB and the Mayor's Office on November 7<sup>th</sup>, his last official meeting was September "Per communication from the Mayor's office, my last official meeting was on September of 2016, please remove my name from the October absentee section of the minutes" (A. Burst) . His email communication is interpreted to serve as a resignation letter from MHAAB (R. Caldera). The recommendation of removal for the board member in July was made based on attendance. T. Jimenez sent an email to MHAAB members cautioning to not hold meetings without public notice and violating Sunshine Law (R. Caldera).

R. Caldera mentioned how MHAAB must work together as a board and serve the Hispanic community. He further mentioned that MHAAB must advise the Mayor. Furthermore, MHAAB must focus on ways to move forward and not focus on what it is doing wrong.

A discussion was held pertaining to notice of public meetings. It was noticed that according to MHAAB bylaws the public must be given 48 hours notice when MHAAB meetings are taking place. A notification was sent to the public November 4<sup>th</sup> for the meeting held November 8<sup>th</sup>. J. Cuetos mentioned he felt lost without having goals or the tools to give back to the Hispanic community. A. Burst read the mission, vision and values of the MHAAB board. J. Cuetos expressed concerns of communicating with board members due to violating any laws. It was recommended to create a committee in order to create a strategic plan, standard operating procedure, and tasks to move forward. R. Caldera mentioned MHAAB needs a clear mission. The board has had failed attempts due to lack of board members and

participation (R. Caldera). A recommendation was made of changing the action of the subcommittees.

A recommendation was made to set a date for a planning meeting for goal setting, with sharing each board member's mission prior to the meeting so that everyone has an opportunity to review mission prior to meeting (C. Echeverry). A discussion was made regarding the importance of setting a budget. Currently, MHAAB has a budget of \$1,000. Increasing the budget of MHAAB would help support professional development initiatives (J. Cuetos). If MHAAB increases the budget, the money must come from somewhere (R. Caldera). Jose recommended MHAAB holds a signature event to raise funds for the budget (Jose).

In order to move forward strategically and effectively, MHAAB will attend a planning meeting from 9:00AM – Noon on January 10<sup>th</sup> (this time frame will include the official MHAAB meeting).

January 10<sup>th</sup> the MHAAB planning 9AM – 12PM will take place. All members were in agreement.

Meeting adjourned at 10:27AM.