

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

## **Minutes Draft**

**Date: Tuesday, May 10, 2016**

**Board Members Present:** A. Burst, R. Caldera, M. Decunto, C. Echeverry

**Absent Board Members (Excused):** J. Montero, T. Jimenez, E. Pantoja

**Staff Present:** N/A

**Guests:** Hector Perez, Heidi Carera and Gaby Ortigono

**Welcome:** 9:28AM Meeting was called to order by Rafael Caldera. A quorum was confirmed. Invocation/Pledge of Allegiance: Led by M. Decunto.

**Minutes Approval** – The minutes for April 19th were approved unanimously (C. Echeverry motion; M. Decuno second).

### **Fiscal and Executive Updates**

N/A

### **Committee Reports**

#### **Health and Public Safety**

M. Decunto had a meeting with Marcia Oliver who gave an update of Mayor's Healthy Jax initiative with Baptist. There may not be a mental health fair this year, depending on the support with JCCI. M. Decunto will ask for a meeting with Marcia and Selena to see if MHAAB can combine to the Healthy Jax Initiative with the Mental Health Fair. The Mayor would like to call the event Mental Fitness. M. Decunto will send an official request to the mayor's office asking for support. The event may take place next year.

#### **Education**

C. Echeverry attended the Society of Human Resource Management Jacksonville Conference April 28<sup>th</sup> and 29<sup>th</sup> and distributed La Guia booklets to HR professionals. There was also a flyer displayed on a table with information regarding MHAAB. C. Echeverry also has La Guia booklets displayed at NAS Jax (Navy College Office) and Webster University's Metro Campus in the Southside area.

## **Economic and Faith Based**

N/A

## **La Guia**

A. Burst supported the creation and distribution of La Guia at the World of Nations. The project was funded by: Florida Blue, May Clinic Office of Disparities and research, Rebeca Black Immigration Law, Child Health Fiscal liaison. Organizations involved in the creation of the guide were: Hispanic Health Council of Jacksonville, Mayor's Hispanic American Advisory Board and The Florida Department of Health in Duval County.

## **World of Nations**

M. Decunto reported the event was successful. Approximately 30 surveys were submitted. The action item is to review surveys, compile data to give recommendations to board (R. Caldera). The event served as awareness for MHAAB.

## **Eco Latino Cinco de Mayo Update**

R. Caldera and A. Burst attended event on behalf of MHAAB. Many La Guia Hispanic Guides were distributed during the event. FCHCC also distributed guides at the event. MHAAB was recognized at event for serving the Hispanic community. There were approximately 300 attendees, including the Mayor (A. Burst).

## **Hispanic Leadership Awards**

The press release is due this month if MHAAB is to move forward with the Hispanic Leadership Awards in order to solicit participation. No letter was submitted the Mayor's office asking for the Mayor's participation to support for Hispanic Leadership Award (R. Caldera). M. Decunto asked to meet with Eco Latino to create a press release. A. Burst will request to meet with the subcommittee for update on what has taken place to plan for event. A special meeting may take place for Hispanic Leadership Award planning (R. Caldera).

## **Community Partnership Meeting**

Although this event is very important for our community, it is not realistic to move forward with this event until board positions are filled (R. Caldera).

## **Old Business**

There was no final annual subcommittee report submitted in 2015. R. Caldera suggests to focus on 2016 and to switch to fiscal year instead of calendar year (October 1 to September 31 fiscal year). R. Caldera reminded board members that service hours are due (January – Present).

## **New Business**

### **Achieving the Dream Update**

In the past, FCHCC would send a letter to MHAAB asking MHAAB participants to help select award recipients for scholarships at the Achieving the Dream (ATD) event and help solicit funds for event. MHAAB has never supported the event monetarily but has given the support of 2 - 3 MHAAB board members to help organize event. In the past, the MHAAB Chair was given a seat at the head table during the event (was not fulfilled the last few years). 2013 was the only year that MHAAB did not participate in the event but A. Burst and R. Caldera participated personally (not representing MHAAB). On May 2<sup>nd</sup> the FCHCC submitted letter to MHAAB asking MHAAB members to support the ATD event. C. Echeverry motion, A. Burst second motion to participate with ATD. A. Burst and C. Echeverry have offered to serve with the selection process as well as offering meeting space to host meetings and interviews of candidates. Motion to participate was approved unanimously by MHAAB board.

### **Public Comments**

Hector Perez, Gaby Ortigono and Heidi Carera collectively presented the opportunity to partner with MHAAB in order to bring services to the Hispanic community of Jacksonville. They can serve as advisors to major corporations in the Jacksonville area such as CSX, Aetna and Mayo Clinic and influence how the companies are allocating funds to the Hispanic Community.

Hector Perez represents ALPA leading the operational aspects of the Orlando team and provides strategic direction and initiative implementation through FY15 via membership growth and significant expansion in local/national partnerships and alliances. ALPHA stands for the Association of Latino Professionals for America.

ALPFA is a professional Latino non-profit organization. Its mission is to empower and develop Latino men and women as leaders of character for the nation, in every sector of the global economy. It focuses on opening doorways for Latinos to gain access to guidance, networks, careers, and capital, while simultaneously creating the pipeline of leaders that our economy demands. ALPHA is positioned for transformational growth in four areas over the next three years: 1. Empowering career-ready college students: working with the country's leading employers to place thousands of Latino college students in game-changing professional internship and employment opportunities. 2. Developing the next generation of Latino professionals: expanding its membership base and scale a proven model of supporting mid-career Latinos via mentors, networks, and leadership development opportunities. 3. Catalyzing the growth of Latino entrepreneurs: providing a network of 15,000 Latino entrepreneurs with access to mentoring, peer networks, and leadership development, and significant business opportunities with more than 200 Fortune 1000 partner companies. 4. Implementing an innovative partnership paradigm: A nonprofit "Fund of Funds" – ALPFA invests in strategic partnerships with other

leading organizations, connecting Latino professionals with the best leadership development opportunities available.

Gaby Ortigono is the VP of Central Florida Region with the Hispanic Business Initiative Fund (HBIF). The Hispanic Business Initiative Fund of Florida, Inc. (HBIF) is the leading Hispanic nonprofit economic development organization in Florida specializing in bilingual business development to Hispanic entrepreneurs trying to establish or expand their business.

The Hispanic Business Initiative Fund West Coast, Inc. was established in 1991 in Tampa, Florida through the leadership of community leaders who identified the need for technical assistance and support for Hispanic entrepreneurs in the area.

Since July 1, 2008 both organizations have merged into HBIF of Florida, Inc. Together, the organization has become the largest of its kind in the state of Florida. The merge allows HBIF to cover a larger demographic area and continue to provide Hispanic businesses with a variety of management training programs and services not currently available due to cultural and language barriers. The implementation of this initiative enhances opportunities for Hispanic businesses by providing them with the necessary tools to build successful enterprises.

**Meeting Adjourned by Chairman Caldera at: 10:30 am**

Meeting Minutes Draft Submitted by: C. Echeverry 5/20/2016