

MHAAB MINUTES

Tuesday, April 16, 20-19 9:00 AM to 11:00 AM

Board Present: Jennifer Silva, Jorge Lopez, Jose Cuetos, Jose Morales, Cristina Echeverry, Angel Santiago, Elizabeth Pantoja, Marivi Wright, Meredith Moore

Ad Hoc Members: Dan Merkan, Dina Boscio

Absent: Tomas Jimenez, Jr.

Staff Present: Kevin McDaniel, Laura Davis

Attendees: Johnny Gaffney, Yanira Cardona, Mariluz Ufret, Luis Robert, Richard H. Laws, Maria Machin

Chair Silva brought the meeting to order at 9:06 AM. Pledge of Allegiance was recited, followed by a moment of silence. Quorum was met and minutes from March 2019 meeting and Meet & Greet event were approved, pending the addition of a summary of the Education small-group discussion by Cristina Echeverry, which will be emailed to Kevin McDaniel.

Yanira Cardona of Yaya Productions described plans for the Viva la Fiesta Festival during Spanish Heritage month. The festival was at The Landing last year with food, cultural dances, and performance by Manny Manuel. Ms. Cardona would like to partner with the city to find a park, such as Riverside, Hemming, Metropolitan, or Lot J near the stadium. This year's artist will be Tito Nieves. Sponsors include the PGA Tour, Pep Boys, and City Lending. The event will take place Saturday, October 12 from noon to 9 pm. Jorge Lopez added that the focus is to get the City involved. Chair stated that we can support this initiative.

Dina Boscio spoke about public safety and attending a conference with the OoLaLa Company. As Hispanics carry cash, they become targets. To prevent crime, OoLaLa has created reloadable debit cards sold at gas stations to hold cash on an easily accessible card. Setting up a conference call with Angel Santiago was discussed.

Chair Silva reviewed the outcomes of the Meet and Greet event; it was a good event for the first time and she observed interest in attending another event. Vice-Chair Cuetos observed a commonality of themes among the different boards and groups represented. We should be proud of our efforts. We need more time to promote it next time and we need to have more people involved. Jorge Lopez commented that communication partners are seeing the same issues. We just need to find out the way to get the message out. Jose Morales emphasized that working together will have a big impact on overlapping areas of interest, such as Hispanics not using social services. Angel Santiago-the cultural aspect is important in order to encourage Hispanics to report public safety issues. He reported that JSO with working with

Meredith Moore at FSCJ on a public safety project. Kevin McDaniel and Laura Davis concur with prior comments. Elizabeth Pantoja will work with Volunteers in Medicine on initiatives. Marivi Wright is working with Joe Peppers for kids with disabilities. Cristina Echeverry spoke about making interesting connections through the Unhappy Hour event hosted by the Women's Advisory Board and related events.

Jose Cuetos asked how can we have more effective communication at the board level and still adhere to the Sunshine Law standards. We need to explore this as a group. Kevin McDaniel and Jen Silva will work with the new public affairs officer, Nicky Kimbleton, to craft media relations messages. The Mayor's Asian-American Advisory Board Chair was interested in meeting as well. This will include I HEART Radio spots.

Meredith Moore shared that Linda Williams of the Children's and HIV Boards sent a warm email inviting us to their next board meetings. Meredith suggested we review the calendar online and MHAAB make an effort to visit the meetings of fellow boards.

Chair Silva suggested another meet and greet (perhaps late September, and then 2 more) with action items to implement in addition to discussing issues. The Hispanic Leadership Award Ceremony is September 19, so October 3 is tentative date. We need a title for this event. October 12 is Viva La Fiesta. Kevin McDaniel asked that we meet with PA Kimbleton to see if there are other boards to target or scheduling matters to consider. Chair Silva agreed.

Agenda items for Meet and Greet/Social were discussed. Kevin will explore ethical constraints of a meeting vs a public event like a board social. Jose asked about donating food. Kevin replied that if you partner with a company and promote social awareness, it's fine. But if it's a board mandated event, there's an issue. Nothing says that you can't have a birthday party, and everyone is invited. Kevin will work through the details on our behalf.

The Hispanic Leadership Awards honor individuals, but we haven't honored a business. Ideas for a possible Public Safety plan in July were discussed: police, radio, hurricane preparation, not carrying cash, and carseat safety. Discussed inviting the Red Cross and International Affairs Unit. Mayo Clinic's smoke detector initiative with Red Cross was mentioned. Kevin reminded us that public business cannot be discussed through the board; the board's main directive is to push initiatives to the mayor. We can have a meet and greet/roundtable with other boards to share and discuss, but the social part is more informal. If there's an informational event with other groups invited, Angel suggested a park where more activities and visibility is possible. Richard shared that the only way to contact servicemen abroad is through Red Cross. Discussion ensued about how many events we should have and where; the Police Athletic League location was suggested.

Maria Machin of LULAC, Valdez Civil and Human Rights Foundation discussed fraud against Hispanics and asked Dr. Gaffney to step out for her speech. She expressed concern that to over 250 Hispanic-owned businesses, hurricane emergency aid was not given. She is a prior member of MHAAB, and criticized MHAAB for not knowing where Hispanics are concentrated in the City. She referred to a fraudulent event with the Mexican government, which does not have an embassy here, and claimed JSO involvement. 911 accessibility is an issue, and she stated that *Hola* was printing false stories. Marivi Wright will follow up with her.

Hispanic Leadership Awards are scheduled for September 19. Chair Silva called for co-chairs to host the event: Jose Cuetos, Jose Morales, and ad hoc member Dina Boscio. This is a nice opportunity to highlight the significant work of members of our community in 8 categories. Chair will work with PA Kimbleton to get the word out. Previously, all MHAAB members were involved in screening applicants. Subcommittee meetings were not strongly attended, and in future, research needs to be more in-depth. The public notice should go out soon. Deadlines for HLA: July 10 for public nominations. Review all nominations by July 16 for MHAAB meeting. Criteria will be published. Chair Silva referenced the press release from last year. Discussed honoring participants by category vs equally among all. Suggestion to name the award after a distinguished leader, to recognize general service to the Hispanic community, and to be a distinguished leader or organization. Perhaps have is sponsored by a corporate sponsor, like the Crowley award, which promotes community involvement. Kevin will investigate.

Hispanic Chamber is looking for volunteers for Achieving the Dream—Jen Silva and Cristina Echeverry will participate. We support the gala event that goes along with this project.

We have 9 MHAAB members and need 11. There's a waiting list of 4 candidates; Kevin will pursue processing these applications. Jen will resend the prioritized list to Kevin. Applicants have been in the queue since December.

Committee updates: Marivi met Maria Machin on another matter and invited her to attend the meeting. Marivi will follow up and build a bridge with her. Angel understood her frustration, and we hope to help her channel her energy into a format that expresses her passion.

Angel asked the group to consider whether we want to continue to be involved in *La Guia*.

Kevin announced that the Fair Housing Symposium on April 27 is open to the public.

The Par for Woman Event will take place in the Lynwood Roberts room by the Women's Council on April 25 and is open to the public.

The Website: member pages, consider MHAAB events—next meeting make suggestions about potential website improvement.

Clarification: absence statement due before meeting to ensure quorum, as noted on the agenda.

Meeting adjourned at 11:00 AM.

Minutes submitted by Meredith Moore on 5/19/19.