

Mayor's Hispanic American Advisory Board Meeting

Minutes

Date: Tuesday, August 20, 2019

Board Members Present: Cristina Echeverry, Jorge Lopez, Jen Silvia, Marivi Wright, Dan Merkan, Miguel Di Pierri

Absent Board Members (excused): Elizabeth Pantoja

Staff Present: Dr. Johnny Gaffney, Liaison to Mayor, Kara, Lois

Guests: Franchescka Kephart (Inspire to Rise), Yanira Cardona (Yaya Productions Owner and iHeart Media), Mariluz Ufret (Yaya Productions), Nicole Nunez (Peruvian American Association)

Welcome: 9:18 AM Meeting was called to order by. A quorum was confirmed. Invocation/Pledge of Allegiance: Led by Chair Silva.

Minutes Approval – Approval of the June 2019 minutes. No quorum established. Tabled until quorum is established, possibly until next meeting.

Meredith Moore has accepted a new position in Texas and has resigned MHAAB as of last month.

Nominations and Elections of MHAAB Secretary 2020 tabled until quorum.

Chair Silva had a meeting with the MHAAB liaison with the city meeting on adding more board members. Make board full, five additional names. 11 is a full board, right now we have 8. Rolling off with Meredith, we brought on a new board member.

New Business

New board member, Miguel Di Pierri, City of Jacksonville Fire and Rescue. Miguel has been a fireman for 21 years. He does a lot of fundraising and volunteers with the Hispanic community, specifically with the fire marshals pertaining to translating in Spanish/English. He was interested in joining the board to be more actively involved in the Hispanic community.

Speakers

Speakers were unable to attend this meeting but will be joining the following board meeting as well as the Hispanic leadership awards.

Adrial Rocha may attend this meeting or the following. MHAAB would like to partner with the Jaguars foundation at future events.

Franchescka Kephart, community behavior health services as well as specialized services. Education component, tutoring, wellness classes. In the future mentor services may be offered as well. Large campus on three different buildings. Interested in partnering with other organizations to help remove barriers. 32210 top the charts. Service all Duval county.

Yanira Cardona – Viva la Fiesta will be at Hemming Park will be on October 12 from 3PM – 9PM. She needs help from the City of Jacksonville to close the streets for the festival. Spoke to Jordan Brawar, Event Specialist. This week she will be working on planning for safety. The expected attendance is 10,000 people. The first hour will be a pageant show. Then there will be typical dances, followed by local artists. The main artists will go on stage at 7:45PM. She'd like to have an art competition for the kids and would like more involvement with Duval County School District.

New Business

The Hispanic Film Festival will be on October 3rd – October 6th in St. Augustine at the Corazon Cinema and café: 36 Granada Street, St. Augustine, FL 32084.

The Achieving the Dream Gala is Friday, October 11th from 6:00PM – 10:00PM at TIAA Bank Field. The tickets are now available online on their webpage and social media page. MHAAB will try to get a table. Chair Silvia will meet with Monica (Deuche Bank) and Angela Moore (Desk Imaging) to partner more with on future events. They have been working together, increasing reach and building relationships. They are members of the Hispanic Chamber.

Please like the posts on the MHAAB facebook page (J. Silva).

UNF's event – September 17th, topic is love hate relationship with the United States (J. Silva).

Thought of doing a small delegation trip to a major city such as Miami, Orlando or Tampa.

Delegation to Columbia.

Hispanic Leadership Awards

The date was rescheduled to October 4th due to another event. MHAAB members please arrive at 4:00PM to help decorate for the 6:00PM event. The event will end at 8:30PM and break-down will be 8:45PM, out by 9:00PM. Will recruit sponsors for event. Purchase orders are in (Awards Unlimited) for awards for awardees.

MHAAB has selected 10 recipients for the HLA. It's also promoted on the MHAAB Facebook page. Webster University will sponsor the certificates for the event as well as \$200 for an ad in the program. APPS will contribute a \$100 sponsorship ad for the event. We will be ordering Cuban Food for the event (Mambos Cuban Café). Food will be ordered but we will still need to order drinks. Please read emails and respond accordingly in order to keep things running smoothly for the event. We'd like for the mayor to attend if possible.

Tommy Zacor will print programs. Marivi will open and do the welcome. The program will be about an hour and the networking will be 30 minutes and reception for another 30 minutes after the award recipient and nominees recognition. During the program, there will also be a focus on

the 2020 census. We'd like for Dr. Quinones to be the key note speaker for the event. Please send topic ideas to J. Silva via email.

A discussion was made regarding the order of the program for the Hispanic Leadership Awards (J. Silva). The Jacksonville Symphony recommended their youth group quartet to perform at the event. Jacksonville Symphony also requested a list of requested school participation.

The Lynwood Roberts room is also kid-friendly for families that would like to bring their entire family.

A discussion regarding promoting the event. Webster University will promote the HLA on social media and will send a request to share event information through the First Coast Higher Education Alliance.

Dan Merkan will promote the HLA to the LGBT Hispanic Population and share the information with the coalition.

Board members have mentioned that some have not been receiving all MHAAB email correspondence. Miguel Di Pierri will request the event to be shared through social media outlets he's affiliated as well. Jorge Lopez will work with iHeart to solicit in kind sponsorship such as a PSA with the biggest spot. Other media outlets will also be contacted to promote the event (J. Lopez). It is the goal to have a media contact at the event to help cover the event (Market President of iHeart Radio was suggested). Three recommendations were given for keynote speakers for the event: Dr. White, Dr. Quinones or Dr. Jondhan (M. Wright). Need 2 armed security and 1 unarmed security for the event.

C. Echeverry will be the guest speaker for a Hispanic Heritage Month Event with the Army Core of Engineers on October 3rd from 10:30AM – 11:00AM at their location off Prudential Drive.

Mathew Jackson will be assisting with MHAAB. He will eventually be serving as the MHAAB Liaison.

M. Wright received two grants and would like community outreach for the Hispanic community for the programs offered such as Kid Care and Medicare. There is also an opening in Marivi's department. The person should have a bachelor's degree, teaching in the community, administering car seat inspections, and promoting other programs.

Public Comments

Meeting Adjourned by J. Siliva at 10:59AM.