

MHAAB Minutes

March 19, 2019

Mayor's Conference Room, 4th floor City hall.

Board Present: Jen Silva, Jose Cuetos, Marivi Wright, Jose Morales, Elizabeth Pantoja, Angel Santiago, Cristina Echeverry

Board Absent: Jorge Lopez

Staff Present: Karen Tucker, Kevin McDaniel from Disabled Services

Guests/Visitors: Victor Cora, City Council President Aaron Bowman, Carol Brock

Meeting called to order at 9:08 AM. Pledge of Allegiance followed by a moment of silence. Quorum was met and minutes from February 2019 were approved-motion Angel Santiago; seconded by Marivi Wright.

Introductions of Kara Tucker and Kevin McDaniel. Jose Cuetos introduced Victor Cora, who presented on Census 2020. The Latino population has grown 33% since 2010. Accurate census data translates to power and funding through representation in Congress; we gained 2 seats in 2010 and are due to gain 2 more in 2020. \$1.4 million is lost over 10 years for those who are not counted! This is a digital process. You can self-enumerate by phone, computer, at the library, etc. There are digital capture devices for those who go out. All data collected is confidential, so undocumented people are not affected: you just have to physically be on US soil on April 1, 2020. Victor needs MHAAB to help get the word out. Victor is working with 35 counties and with boards like MHAAB all over Florida. The message to share is guaranteed full privacy and confidentiality because the purpose is raw data. We are among the trusted voices that will help convince people to participate. In the past, children under 5 were undercounted, which led to a decline in public school resources. Canvassing starts in August to start verifying addresses. Hiring is ongoing for this—see packet. Victor is looking at map results to see where reporting can be improved in 2020. The Chair confirmed that we would support this initiative. Victor will visit with FSCJ ESOL as well as work with the International Affairs at JSO. The message must be tailored for the audience. Victor recognized the importance of faith-based leaders as key contacts.

City Council President Aaron Bowman, Senior VP for JAX USA Partnership joined part of the meeting. Council members will continue to attend meetings. The Mayor's visit last month was positive, with a focus on crime prevention, and we are grateful to work together on his initiatives. MHAAB members introduced themselves to Councilman Aaron Bowman, who encouraged all to vote. CP Bowman stated that we were the largest city in Florida, and that the Mayor has a full-time role with strong

leadership, and that Council and Chamber work is linked. CP Bowman wants to consider how to best announce election results to respect those who don't win. He is interested in creating a commission, starting July 1. Each commission member will submit several items of interest, and they will reduce the list to key initiatives that lead to legislation. The Council President files bills on behalf of the Mayor, who runs the City and budget, but the Council President is in charge of the funds. There are 5 committees: Finance, Rules, Land and Zoning, Neighborhoods, Public Health and Safety, Transportation, and Energy and Utilities. The President assigns who is on the committees, and he has widened his request for input on who is on board and commission assignments. JEA is with the Mayor's office. CP Bowman serves as the public face to media, works with the 14 auditors, 20-30 FT staff with public notices, and chairs the personnel board for staff. He also works with tourism. They just appointed a FT Director to that end. It's rare to have continuity—each new president bringing new initiatives. CP Bowman sought input from all council members and created a strategic plan for 1, 3, & 5 years. Alignment was achieved with Mayor, and the goal is to have a City of Jacksonville strategic plan. The process includes codifying a plan to be included in their charter. In reviewing the budget, funds were identified which were put toward the strategic plan. It's important to let people know what you want to do, let the Mayor know, and then work out a plan to work together through compromise.

Crime reduction is key: The Landing and the Ribault High School shootings have led to a task force of 45 people. Subcommittee areas include mentoring for the importance of reaching young people and workforce training because poverty = crime. A key question is how to reach those who need skills to fill existing jobs in Jacksonville. Jax Journey is closed now, but new initiatives will build up that mission again for the over-18. CP Bowman is dedicated to the plight of the homeless and is working closely with Sulzbacher.

The Chair thanked CP Bowman for sharing and introduced the MHAAB strategic plan: timelines & action items, as well as subcommittees. She emphasized how the MHAAB experts in their areas are here to support the key messages that City Council wants to get out. Our key priority is public safety for each of the subcommittees. Our strategic plan is one year that follows the annual Chair appointment. We have 11 members, but are interested in increasing to 14 members to better represent the Hispanic population. Our voice is that of the Mayor, City Council and the Hispanic Community. We are in support of Cure Violence, and have yearly events like Hispanic Leadership Awards during Hispanic Heritage Month. We will send an invitation to City Council. We are also working on scholarship awards and hoping to find a matching relationship. This Thursday is a multi-board meet-and-greet with like-minded boards to start collaboration on common initiatives. This may become a more frequent event in future.

CP Bowman shared that all initiatives must be measurable, which is a challenge. He suggested that we consider how to measure our goals. The Chair responded that we should see how time was spent and how the first year of the MHAAB plan can

inform the second year plans. Jose shared about the healthy state of housing. CP Bowman emphasized the inherent strength of having one mayor and one commissioning office, which lead to support of companies who want to do business here.

Meet-and-Greet. Water and snacks can be brought by us for guests; insurance only required on for catering. We don't have an indication of how many guests have confirmed because Laura has not confirmed RSVPs. Discussion ensued about the incorrect invitation that went out that needed a time change. The Chair's concern was that the Mayor is involved, and we cannot confirm with his office how many people would attend. It was discussed that we need the complete lists and contact info of the boards listed for our event. Other board members' emails may not be readily available. Liaisons will give notice of the meeting, which is sent to Board Chairs. Laura has the City of Jax email address, but we don't want to overburden her. Kevin McDaniel stated that he was trying to understand the purpose of the meeting and suggested that it might be better to meet with each board individually. Jen will share the list of RSVPs with the Mayor and if it won't be well-attended, may suggest that he attend at another time to be respectful of his time. Laura has put a lot of time into this board, and the office of Disability Services supports our efforts, and Kevin apologized for the miscommunication issues.

SUBCOMMITTEE REPORTS: Jose reported that housing prices are up, and people want to be here. Elizabeth reported that Mayo is working with the Red Cross on fire safety initiatives which target the Hispanic population. To that end, Mayo will have an event at Portside Beach Mobile Home Community with education and free smoke detectors. Tina volunteered with an event which recognized teachers in Duval County. The USO at Mayport Pathfinders is teaching resume writing. Meredith shared that summer ESOL is open for student registration at FSCJ. Angel suggested getting a notice out for Hispanic Leadership awards.

The meeting concluded at 11:00 AM.

Minutes submitted by Meredith Moore.

ANNOUNCEMENT: during the Meet and Greet Event, MHAAB members were asked to share that at City Hall on April 25th at 4:30, Dr. May Gotta will present on pay disparities for minorities, and we are invited to attend and spread the word.