



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

January 16, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

January 16, 2008

8:30 a.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Sub-Committee taken on Wednesday, January 16, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 8:30 a.m.

Intervention & Rehabilitation Sub-Committee

Will Ketchum, Chair
Diane Brunet, Member
Hazel Campbell, Member
Maria Coppola, Member
Hester Clark, Member
Ben Frazier, Member
Reggie Fullwood, Member
Clara McLaughlin, Member
Paul McCormick, Member
Bryant Rollins, Member
Melissa Ross, Member
Neill Vining, Member

APPEARANCES

COMMITTEE CHAIRS & MEMBERS:

WILL KETCHUM, Chair
BEN FRAZIER, Member
NEILL VINING, Member
HESTER CLARK, Member
BRYANT ROLLINS, Member
MARIA COPPOLA, Member
DIANE BRUNET, Member
PAUL MCCORMICK, Member
MELISSA ROSS, Member
CLARA MCLAUGHLIN, Member

ABSENTEE MEMBERS:

HAZEL CAMPBELL, Member
REGGIE FULLWOOD, Member

PROFESSIONAL STAFF:

John Germany, Office of General Counsel

STAFF:

SUSAN PELTER
RACHEL DAVIS
GINNY WALTHOUR
STEPHANIE BARNETT
RACHELLE M. SUNDY

OTHERS PRESENT:

Bonnie Upright, Upright PR
George Banks, Facilitators
Tom Golatz, My Support JAX
Barbara Gubbin, Jacksonville Public Library
Jennie Blue, Compass Bank
Ann Dugger, Justice Coalition

PROCEEDINGS

January 16, 2008

Public Relations Sub-Committee

8:30 a.m.

Call to Order and Comments. Chairman Ketchum called the meeting to order at approximately 8:40 a.m.

Purpose of Meeting. Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step - Public Relations Sub-Committee.

Chairman Ketchum welcomed the group and thanked them for their willingness to be in attendance; he spoke about who this committee will support - all of the sub-committees in the *Journey*. Chairman Ketchum spoke to attending to the scheduled begin and end times for each meeting and then turned the meeting over to the Office of General Counsel's John Germany for the Sunshine Law Presentation. After the presentation, the following questions were asked:

Q. Personal Relationships, such as a husband and wife, is this an exemption considered under Sunshine? Answer - No, if both are members of committees involving this initiative, you cannot speak about the initiative without Public Notice.

Q. If two members of this committee are asked to join the Positive Youth Development committee, can they meet with a staff member for strategy? Yes - No e-mail conversations can be held between members, everything must be public accessible.

Q. If we ride with the Jacksonville Sheriff's Office; or talk to merchants on Main Street, is this covered under Sunshine? You must be careful not to discuss matters that would come before the

committee - everything must be in the Sunshine. If you're meeting people for fact gathering, that is ok, you cannot talk amongst yourselves.

Chairman Ketchum thanked Mr. Germany and introduced the Mayoral Staff, Susan Pelter, Ms. Davis and Ms. Walthour. Ms. Pelter then spoke to the committee about some housekeeping items, such as stating your name prior to speaking; always speak clearly into the microphone; etc. Chairman Ketchum thanked Ms. Pelter and moved on to the Mayor's charge to this group, which is to support the five core sub-committees and help them distribute their action items to the community. At a macro level, the big ideas that come from the five committees - this group is charged with communicating. At a micro level, we will work on insight gathering; he noted we are not just a conference room committee, but an action committee. Chairman Ketchum feels the need to go into the community to gain an understanding of what the public is facing, on their level. He then read the Mayor's charge to the group. At this point, Chairman Ketchum asked the group to go around the table and introduce themselves.

Chairman Ketchum then noted that each member of the Public Relations committee would be assigned to each of the five sub-committees: Positive Youth Development; Intervention and Rehabilitation; Education, Truancy, Dropout & Literacy; Law Enforcement Deterrence; and Neighborhood Safety & Stability.

After discussion of the group, it was determined that members would like to see more diversity on the Public Relations sub-committee; there should be Hispanic; Arab-American; Asian

Americans, etc. representing this workgroup. There was much discussion around the topic of diversity inside this workgroup and on all of the sub-committees in *The Journey*. It was noted that there was not an African American leading any of the sub-committees and a call was made for that to be changed. It was then noted that the meeting place and times are not convenient for the public to attend. Concern was raised that people who worked during the day or who had no transportation could not attend a downtown meeting during the middle of the day. It was further noted that there should be members of the public on this committee to have their voice heard. Members of this committee then discussed the need to take these meetings out into the public, into the neighborhoods so the people could have a voice. One committee member asked that a list of all committee members in *The Jacksonville Journey* be provided to the Public Relations committee, by zip code and home address, so that they could ensure equal distribution of all areas in the city are represented. The committee member then advocated the list be provided to the Media and asked the question, "Do we have a role, through the Chair to influence the Steering Committee". "Who is our client?"

Chairman Ketchum thanked everyone for their comments and concerns, and noted that we must try and work within the frame that has been set up for this committee. He noted we must move on quickly, there is much work to be done and less than 120 days to achieve the goals. He strongly encouraged the group to perform one or two of the tasks he, himself, will be participating in. The meeting was adjourned at 10:15 am.

2. Action Items

3. Discussion Items

None.

Adjournment. Meeting adjourned at 10:15 a.m.