



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

January 30, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

January 30, 2008

8:30 a.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Sub-Committee taken on Wednesday, January 30, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 8:45 a.m.

Public Relations 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
DIANE BRUNET, Member
HAZEL CAMPBELL, Member
MARIA COPPOLA, Member
HESTER CLARK, Member
BEN FRAZIER, Member
CLARA MCLAUGHLIN, Member
NEILL VINING, Member

ABSENTEE MEMBERS:

REGGIE FULLWOOD, Member
PAUL MCCORMICK, Member (out of town)
BRYANT ROLLINS, Member
MELISSA ROSS, Member (out of town)

PROFESSIONAL STAFF:

Steve Rohan, Office of General Counsel

STAFF:

STEPHANIE BARNETT
KANDI BEGUE
RACHEL DAVIS
SUSAN PELTER
LYNN RIX
RACHELLE M. SUNDY
GINNY WALTHOUR

OTHERS PRESENT:

None

PROCEEDINGS

January 30, 2008

Public Relations Sub-Committee

8:30 a.m.

Call to Order and Comments. Chairman Ketchum called the meeting to order at approximately 8:45 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; First meeting addressed inclusiveness of the committee. The sub-committee members will be receiving correspondence from Chairman Ketchum regarding this. There will be no time for off-compass remarks. The meeting was then turned over to the Office of the General Counsel's Steve Rohan for the Robert's Rules of Order Presentation.

Next, Mayoral Staff, Susan Pelter, spoke to the committee about some housekeeping items, such as stating your name prior to speaking; parking and validation; and the upcoming events with Reverend Eugene Rivers, III. Sub-committee members asked and were advised that live streaming of the meeting begins approximately 5 minutes prior to the scheduled start time of the meeting. Chairman Ketchum thanked Ms. Pelter. There was a brief discussion regarding a memo Chairman Ketchum had sent to the sub-committee members. Then Chairman Ketchum made a power point presentation "Public Relations Committee Working Model". There was a

discussion as to whether the sub-committee's charge was to wait for other sub-committees to give direction or to proactive develop ideas and campaigns. Chairman Ketchum advised that it is both. We are to assist other sub-committees, but we can certainly be proactive in developing ideas as we see a need or a direction that the other sub-committees are taking. There was a brief discussion on the nature of the various sub-committees, particularly the verbiage used to describe the Public Relations sub-committee as supportive while other sub-committees are referred to as "substantive" or "core". It was agreed that all of the sub-committees are substantive. Other sub-committees will hereafter be referred to as "subject matter" sub-committees in this sub-committee's discussions. The sub-committee members requested and were given an overview of how the sub-committees are interacting with the steering committee. This was followed by a discussion amongst the members of how this sub-committee should proceed with developing ideas and making recommendations either to one of the subject matter sub-committees or directly to the steering committee.

In the previous meeting sub-committee member was assigned to monitor the activities of one of the subject matter sub-committees. The next portion of the meeting consisted of the members giving reports on what the subject matter sub-committees were working on and how this sub-committee might assist them in getting out their message.

Chairman Ketchum reported on Law Enforcement/Deterrence - focusing on funding and volunteers.

Clara McLaughlin reported on Positive Youth Development - focusing on mentors and parenting programs.

Ben Frazier and Neill Vining reported on Intervention/Rehab - focusing on lobbying the private sector to provide jobs to ex-offenders. It was decided that they should meet with the chairman of that committee to offer some assistance. This will be a public noticed meeting.

Diane Brunet-Garcia reported on Education, Truancy, Dropout and Literacy. They have already requested a campaign to promote career academies.

Hazel Campbell reported on Neighborhood Safety and Stability. They have 2 immediate action items to be communicated to the public. First, lighting of the neighborhoods and second, plans to closed community centers, 10 by the city and others by community groups.

This will require immediate buy-in from the community.

2. Action Items

1. Set up a public noticed meeting with Ben Frazier, Neill Vining and John Coxwell, chairman of Intervention/Rehab to determine means for getting out their message.

2. Communicate to the public that meetings are available on line

and provide step-by-step instructions for getting there.

3. Ben Frazier made a motion to use audio and visual signage on JTA busses to get out the message to our target audience. Maria Coppola seconded the motion. Discussion ensued as to the types of messages and the fastest way to produce them. It was decided to secure the opportunity now and then develop the specific messages later. A majority of the members were present. The motion was passed unopposed.

4. Maria Coppola made a motion to find and identify positive stories and award an "Extra Mile" Award. Diane Brunet-Garcia seconded the motion. Discussion ensued as to whether this would be a Jacksonville Journey award or should be folded into other award programs, i.e., the Urban League. Or whether this would be more of a positive media story "Mile Markers" that would be an ongoing feature without any formal dinner and award program. Ongoing funding was also discussed. It was decided to table the motion and further develop the idea.

5. Hazel Campbell requested a written report of what is going on in the city outside of the Jacksonville Journey efforts.

3. Discussion Items

Adjournment Meeting adjourned at 11:15 a.m.