



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

Member Discussion (2)

March 3, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

March 3, 2008

3:00 p.m.

PROCEEDINGS before the Jacksonville Journey – Public Relations Sub-Committee taken on Monday, March 3, 2008, Edward Ball Building, 8th Floor – 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 3:00 p.m.

Public Relations Sub-Committee

Will Ketchum, Chair
Diane Brunet, Member
Hazel Yates 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:

MELISSA ROSS, Member

HAZEL YATES CAMPBELL, Member

STAFF:

RACHEL DAVIS

PROCEEDINGS

March 3, 2008

Public Relations Sub-Committee

Call to Order and Comments. The meeting was called to order at approximately 3:05 p.m.

Purpose of Meeting. Melissa Ross and Hazel Yates Campbell needed to meet to discuss their particular Public Relations charge relating to the Neighborhoods Safety and Stability Committee.

Ms. Ross and Ms. Campbell briefly discussed their charge from the Neighborhoods Safety and Stability Committee which they understood to be: to create a public relations campaign to encourage private/public partnership with city identified parks.

Ms. Ross suggested they approach the top five or 10 largest local companies and ask them to adopt a park or one of the closed community centers in Jacksonville. Companies like CSX, Winn Dixie, Wachovia, etc. could charge their employees to go in and help rehabilitate a community center.

Ms. Campbell agreed and both requested a list of centers that are closed down and/or in need of repair and programming. Ms. Campbell suggested employees might be able to donate dollars from their pay checks (similar to United Way campaign) to certain identified parks. She asked whether they should ask companies to match their employee's donation in this time when dollars are tight.

Staff explained some companies do a similar match with employees who donate their time to a specific cause whether it's volunteering or mentoring. Ms. Campbell said she would like to see former professional athletes get involved with children at these community centers through sports programming, similar to what Mr. Tony Boselli's foundation has done in one at-risk neighborhood. Ms. Campbell said she could contact

Cleave Warren, a personal friend of hers, to gather a list of former athletes who might be interested.

Ms. Ross said she would love to see a fundraiser or media event, attended by these athletes, that would benefit the beautification of centers and fund programming at each of them.

Ms. Ross asked if there were any documents that listed the costs of updating each of the community centers in need? Staff said she would check and report back. If there are 13 closed community center, or centers in need, Ms. Ross said she would like to approach 13 private entities and challenge them to Adopt A Park. The sponsoring company could have their logo displayed at the park somewhere. She said the idea is not to rename already existing parks.

Ms. Campbell said she would research local companies and gather a list of those who contribute generously to community programs.

Ms. Ross asked for photos of community centers for her presentation to the Public Relations Chairman Will Ketchum and staff. The two also suggested pictures from the surrounding areas.

Ms. Campbell and Ms. Ross said they could also reach out to community organization like fraternities, sororities, football players, garden clubs, Jr. League, PTAs, neighborhood organizations who may not be a part of the rebuild, but could contribute in the beautification of the parks.

Ms. Ross said she would take the idea of Adopt A Park to a creative at her firm and ask for a logo for a campaign. She also said she would like to do a big media push to announce the program with the Mayor, Boselli and others in attendance.

Ms. Campbell asked for clarification. Are we asking corporations to give money, time or both. After discussion they decided to focus it mostly on a financial contribution.

Ms. Ross said the companies they would be targeting have deeply invested in our community and they certainly don't want to have a rising violent crime rate. The two also discussed the idea of night basketball as a type of programming that has worked in other cities.

Ms. Campbell asked if they could involve churches in the effort. Staff said because the city parks are public, church programming might be a violation of separation of church and state, but they shouldn't be excluded from helping to beautify the parks and volunteer.

Ms. Campbell and Ms. Ross both agreed that the Mayor needs to make the ask to the local CEOs to get involved. It would be noted in the report.

The two planned to meeting next Monday, March 10 at 3 p.m.

The meeting adjourned about 3:50 p.m.