

**Outreach Committee Meeting
City of Bonita Springs Official
Meeting Minutes
Bonita Grande Fire Station
27701 Bonita Grande Drive
Bonita Springs, FL 34135
Tuesday, January 26, 2021
6:00 pm**

I. Call to order - Altony Lee

Note: This meeting did not have a quorum.

Present

Altony Lee
Juan Romero
Michael Robinson
Jean Beauvoir

Staff

Lora Taylor, Director Communications
Councilman Jesse Purdon

II. Pledge of Allegiance

The Committee recited the Pledge of Allegiance.

III. Public Comment

Speaker Ms. Stevenson from BSU spoke about their water saving initiative, high efficiency toilet rebate program. BSU customers will get a \$100 rebate per toilet (maximum two toilets per home) for converting to a high efficiency toilet. Ms. Stevenson stated this will help with BSU's long-term water conservation efforts. Ms. Stevenson shared flyers with the Committee.

Mr. Lee thinks this is a great initiative in terms of saving water and protecting the environment while helping people. Mr. Lee suggested BSU reach out to area hardware stores and educate them on the toilets that will qualify for the rebate. Ms. Stevenson agreed.

Mr. Lee gave BSU kudos for having the flyer in both English and Spanish.

IV. Review and approve minutes from November 23, 2020 meeting

No quorum, minutes could not be approved.

V. New Business

- MLK Reading and Black History Month

Mr. Lee read excerpts from a speech given by Dr. Martin Luther King on April 3, 1968, the day before he was assassinated. In the speech, Dr. King spoke about

unity, injustice and anti-violence.

Mr. Lee called the county to see if there would be trash pickup on Dr. Martin Luther King's birthday. When finding out that there would be trash pickup, Mr. Lee spoke about the irony of having garbage pickup when Dr. Martin Luther King's last speech was to the sanitation workers in Memphis, Tennessee. Mr. Lee noted there are so many instances where we celebrate a right, but don't recognize a wrong. Mr. Lee would like to see if there is a way to make sure there was no trash pickup on Martin Luther King's birthday in the City of Bonita.

Councilman Purdon asked Ms. Taylor to speak with the City Attorney regarding the scheduling of trash pickup on Martin Luther King Jr. Day. Ms. Taylor will consult with the City Attorney, City Manager and Assistant City Manager about the scheduling.

- Other New Business

Recognition

Mr. Purdon would like the Committee to consider presenting an award to Mr. Briceno's daughter, Olivia, who is the first Student Body President of Bonita Springs High School. Miss Briceno is a Rosemary Park resident and has done a lot for the community as well. Councilman Purdon noted it is nice to see young Hispanic Rosemary Park people coming up and asked the Committee to consider doing an award honoring Ms. Briceno's accomplishments.

Mr. Lee would like to work with Ms. Taylor on how to do awards properly and spoke about recognizing civic leaders as well. Mr. Lee will work with Lora about recognizing Olivia.

Mr. Robinson recommended the Committee should also consider law enforcement who have been serving the community. Mr. Robinson stated they appreciate the City's law enforcement. Mr. Purdon thinks this is a good idea and would like to consider a monthly award program where the committee selects an individual or organization for recognition.

Mr. Romero stated he personally knows Olivia and she is a very nice person and has been involved with the community. She volunteers with the Bonita Soccer League and is willing to help whenever anyone needs something. She's very active and a great person to recognize. Mr. Romero thinks it's a great idea.

Mr. Lee says there is a model program he used to be involved with when he worked with the City of Tampa, that they can model our program after, so they don't have to recreate the wheel.

Hodges University

Councilman Purdon met with the President of Hodges University and learned that they are the only Hispanic accredited university regionally. To qualify for that designation, a university must have 25 percent population, Hodges has 44 percent, and many students are from Bonita Springs. Councilman Purdon reported that the demographics are female Hispanics in their early to mid-30s who are in the medical industry and trying to move up. Hodges offers several workforce programs that work around school and family. Councilman Purdon stated the President of Hodges is passionate about trying to get connected to the Hispanic community and is working on ways to integrate into the community. Councilman Purdon asked if the Committee would be interested in inviting the President of Hodges to a Committee meeting and speak about their program. Councilman Purdon was very impressed.

Mr. Lee thinks it would be appropriate to have them come to a meeting to talk about their initiatives.

Councilman Purdon will work with Ms. Taylor to put this topic on the agenda.

VI. Unfinished Business

- Visit Florida program – Tamara Pigott presentation and Overview of Visitors Convention bureau

Ms. Taylor gave an update on the Visit Florida Program explaining that Tamara Pigott was not able to attend this meeting. Ms. Pigott has been involved in helping with the COVID vaccine distribution but is looking forward to attending the next scheduled meeting.

Mr. Lee encouraged everyone to attend the February meeting.

- Fiesta Bonita

Mr. Lee stated he is optimistic with the vaccines rolling out that they will be able to have the 2022 Fiesta Bonita as an in-person event. Mr. Lee thinks it's important to move forward. He would like permission from the Committee to work with Lora on the RFP. Ms. Taylor spoke about the timeline for an RFP.

VII. Adjourn

The Committee confirmed the next meeting for February 16, 2021.

Meeting adjourned.

Respectfully submitted,

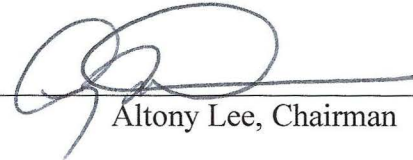
Nadine Chiaramonte

Nadine Chiaramonte,
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 02/23/2021

AUTHENTICATED:



Altony Lee, Chairman

**NOTE: Two or more members of the Bonita Springs City Council
may be present and speaking at the meeting.**

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NOTE: THIS MEETING IS TELEVISED ON COMCAST, CHANNEL 98. AGENDAS ARE AVAILABLE FOR VIEW, AND THE MEETING CAN BE VIEWED AT WWW.CITYOFBONITASPRINGS.ORG