



**City of Bonita Springs  
Outreach Committee Meeting  
MINUTES  
Tuesday, October 19, 2021  
6:00 P.M.**

**I. CALL TO ORDER.**

Chairman Altony Lee called the meeting to order at 6:10 P.M.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Altony Lee led the Board in the Pledge of Allegiance.

**III. ATTENDANCE. \*No Quorum.**

Members in attendance: Chairman Altony Lee, Board Member Jean Beauvoir, Board Member Andres Paz, Board Member Michael Robinson. *Staff:* Lora Taylor.

Absent: Board Member Melchor Briceno, Board Member Angel Cerritos, Board Member Lester James, Board Member Mauricio Pallares, Board Member Juan Romero.

**IV. PUBLIC COMMENT.**

None.

**V. NEW BUSINESS.**

**1. PRESENTER:**

Philip Paige, Primerica Financial Services

- Mr. Paige began the presentation by providing his professional background. Mr. Paige discussed the financial literacy within the Hispanic community. He expressed concern over the lack of a properly informed community regarding asset management and asset building. He believed the Hispanic community was not being served properly.

- Mr. Paige stated Primerica Financial Services was looking to expand to better position the community to understand how money worked. He was looking for direction as to who would better need the services.
- Board Member Michael Robinson stated that about 90% of the local Hispanic community worked paycheck to paycheck with most households having an estimate of three to four children. Board Member Robinson inquired as to how Mr. Paige's business would help someone trying to pay rent, electricity, and put food on the table while trying to save money.
- Mr. Paige explained that the business helped people in the Latin community to serve their own community by assisting in getting them licensed to make extra income. They would assist in getting background checks and paying for classes so that people would receive training to earn more income with the goal of taking the community from where they were to where they wanted to be.
- Board Member Andres Paz questioned whether the business had someone Spanish speaking to assist with service and questions to which Mr. Paige stated in the affirmative. Both female and male speakers were available to assist.
- Board Member Paz recommended that Mr. Paige stop by the soccer fields and Café of Life when they have events so that he may engage with the Hispanic community. He further suggested for Mr. Paige to consider hosting an educational event at the Café of Life. Board Member Paz stated that the committee would support however they were able.
- Board Member Jean Beauvoir suggested that Mr. Paige provide a PowerPoint presentation at the event illustrating examples of asset management to encourage participants.
- Chairman Altony Lee asked what the minimum required to invest would be to which Mr. Paige replied twenty-five dollars. Chairman Lee believed in educating the community. Chairman Lee extended an invitation for Mr. Paige to return with a formal presentation.

## VI. UNFINISHED BUSINESS.

### 1. ITEM A.

#### Outreach Committee Members.

- Chairman Altony Lee discussed his tenure as Chair and potential replacement. Chairman Lee also talked about concerns of member commitment as business could not move forward without a quorum. He suggested reaching out to those who expressed interest in the committee and evaluate whether they had the time to commit or should be released.
- Board Member Michael Robinson stated that someone had brought up the fact that there was no female representation on the committee. Chairman Lee explained the open application process and how the decision was voted on by City Council, not the committee. He reiterated that the committee should take time to circle back with some of the members they have not seen.
- Staff liaison Lora Taylor provided information on how committee members were reached out to some time ago regarding attendance with the pandemic being the primary reason for

absence. She believed it would be appropriate to reach out again and with the committee’s support and management’s guidance, consider asking for resignations; however, self-resignation was preferred. Chairman Lee suggested that if members did not attend November or December’s meetings, they should no longer be on the committee.

**2. ITEM B.**

Fiesta Bonita Viewing and Reception – November 2<sup>nd</sup>, 15<sup>th</sup>, or 18<sup>th</sup>.

- Chairman Altony Lee discussed with committee the best date for the viewing and reception. November 2<sup>nd</sup> at 6:00 P.M. was agreed upon. The Chairman asked for catering in the break room to bring out and live music to be played before the viewing. Invitations would be created. City Council would be invited.
- Chairman Lee stated he released and aired the Spanish version of the video this past weekend on noted stations. Ms. Taylor advised the Chairman to discuss the airing at the viewing.
- Potential dates for 2022 Fiesta Bonita were discussed. Ms. Taylor stated that she would confirm an April 23<sup>rd</sup> date with Debbie Vallante. She also explained the special events permitting process for future events to the committee.

**3. ITEM B.**

Future Award Recognition.

- Chairman Lee posed the question of possible choices for the award in November or December. Veteran’s and minorities were suggested. He asked members to consider and email Debbie Vallante with nominees.
- Chairman Lee asked if there might be someone from the Sheriff’s office or Fire Department that headed up the toy drives. Ms. Taylor replied with a contact that coordinated for the Fire Department.

**VII. ADJOURNMENT.**

There being no further items to discuss, Chairman Altony Lee adjourned the meeting at 6:54 P.M.


Respectfully submitted,

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Laurie K. Hamm, Recording Secretary

APPROVED:  
OUTREACH COMMITTEE:

Date: 6/21/22

AUTHENTICATED:

  
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Altony Lee, Chairman