

**Outreach Committee Meeting  
City of Bonita Springs Official  
Virtual Meeting  
Council Chambers  
Monday, June 15, 2020  
6:00 pm**

**Minutes**

I. Call to order

Meeting called to order at 6:04 p.m.

Roll Call:

**Present**

Altony Lee  
Jean Beauvoir  
Mel Briceno  
Lester James  
Mauricio Pallares  
Juan Romero  
Andres Paz  
Michael Robinson

**Staff**

Lora Taylor  
Mayor Peter Simmons

II. Pledge of Allegiance

Mayor Simmons led the Pledge of Allegiance.

Mr. Lee asked for a moment of silence to end systemic issues of racial and social injustices and time for prayer and reflection.

III. Public Comment

No public comment.

IV. Fiesta Bonita Event – potential September 26, 2020 reschedule date for Fiesta Bonita

Mr. Lee asked Mr. Paz for an update on the Fiesta Bonita Event.

Mr. Paz reported that September 26, 2020, is being held for the event. The permit was submitted to the City, but at this time, the City is not in the position to give the go-ahead.

Ms. Taylor explained the formality of processing the permit would happen as

soon as the permit process opens. The date is being held.

Mr. Lee asked if there is an option to have the event in person and virtual. Mr. Paz replied yes, through Facebook. Mr. Paz explained that will be part of the way live events are done in the future. Mr. Lee is glad that they are considering virtual options and believes it will allow for greater participation.

Mr. Romero voiced his concern if there is enough time to organize the event. Mr. Paz explained that it is scheduled for the end of the fiscal year. If they have it later, it would be part of the 20-21 fiscal year.

Mr. Paz stated that COVID has taught us a lot of lessons and broadcasting the event via Facebook will help market the City.

Mr. Lee asked if they could do a save the date to get it on calendars.

Mr. Paz will prepare two marketing plans, an A and B for promoting the event. Plan A for a traditional event and plan B for a Virtual event and what each would look like. Mr. Paz will send to Ms. Taylor for review.

Committee member asked what to expect from the event, what are the highlights. Mr. Paz replied it is a food and music festival. Mr. Paz would like to add a more educational aspect to the event and has reached out to FGCU and the Hispanic Community. He has also reached out to the Sheriff's office.

Committee member asked what they could offer people virtually. Mr. Lee suggested people could drive by and pick up food.

## V. New Business

### **Mayor Simmons**

Mr. Lee thanked Mayor Simmons for creating the Outreach Committee and thanked the Mayor for his service to the City. Mr. Lee asked the Mayor if he would like to make any comments.

Mayor Simmons replied it has been a great eight years and stated one of his biggest accomplishments is establishing the Outreach Committee.

### **Increasing voter turnout**

Mr. Lee would like to increase voter turnout. The Committee discussed its role. Ms. Taylor advised that the Committee's role is to educate, and they cannot lean towards one candidate over another. Debates can only be sponsored by SWFL Spotlight, Fort Myers Beach Press and the Naples Daily News. Ms. Taylor stated they also encourage the Bonita Springs Chamber of Commerce and the League of Women Voters to sponsor debates so the City does not get involved.

Mr. Lee asked if they could invite the candidates to talk to the Committee. Ms.

Taylor will have to check. The City tries to stay neutral. Mr. Lee stated this is something the Committee can address so it's done judiciously and follows City guidelines.

#### **Census**

Mr. Lee would like to encourage residents to complete the Census. The deadline is the end of this year. Mr. Lee stressed that the Census is important because they will be able to get better resources to fund activities that we want to take place in our City.

#### **Committee Meetings**

Committee member asked if they could post the meeting on Facebook live. Ms. Taylor replied they don't post committee meetings on Facebook live. Facebook live is reserved for special announcements.

#### **4<sup>th</sup> of July**

Committee member stated he heard that the City would be having a 4<sup>th</sup> of July celebration and parade. Ms. Taylor reported that the parade is off, but they will be having fireworks. The City has entered into an agreement with the Naples/Fort Myers Greyhound Track. The event will be a drive-in fireworks show within social distancing guidelines. The event will also be televised and can be viewed on the City Website or cable channels. They are encouraging people to drive-in, watch the show and leave. They are discouraging tailgating and people getting out of their cars. The City wants the community to be safe and enjoy the show.

#### **Student Scholarships**

Mr. Romero would like to host a workshop for students and parents in middle school on how to get scholarships and grants and what they need to accomplish to go to college. Mr. Romero stated the goal is more students going to college. Mr. Lee thinks this is a great idea and stressed the importance of having the conversation when they are in the 9<sup>th</sup> grade. Mr. Lee thinks that FGCU would be onboard. Mr. Lee stated there are also local resources for scholarships. Mr. Lee suggested reaching out to the principals because they have the facilities and can encourage student participation.

Mr. Romero stated this would not be a one-time thing, he would like to see it as an ongoing program.

Ms. Taylor advised if the Committee has adopted a program, they can put a link to the schools with information on scholarships and resources on the City Outreach Committee web page. They cannot link private companies.

## **VI. Old Business**

- Advertising at the Soccer Complex

Mr. Briceno recommended tabling this discussion until the next meeting. Right now, everything is on hold.

**Statement on current events**

Mayor Simmons asked the Committee if they would like to issue a statement on current events. The Committee discussed and after discussion decided not to issue an official statement. Mr. Lee summarized by stating there is no way to write an impassioned comprehensive statement that is going to make everyone comfortable. Mr. Lee stated what we can do as a Committee is continuing to focus on what the Committee discussed today:

Encouraging people to vote

Encouraging people to complete the census

Helping students become educated and go to college

Mr. Lee stated with these steps we are moving society in the right direction.

**VII. Adjourn**

Meeting adjourned at 7:01 p.m.

Respectfully submitted,

*Nadine Chiaramonte*

Nadine Chiaramonte,  
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 07-20-2020

AUTHENTICATED:

**Altony Lee**  
Digitally signed by Altony Lee  
DN: cn=Altony Lee, o=FGCU, ou=University  
Relations, email=alee@fgcu.edu, c=US  
Date: 2020.09.21 17:43:25 -04'00'

Altony Lee, Chairman

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**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](http://WWW.CITYOFBONITASPRINGS.ORG)