

**Outreach Committee Meeting
City of Bonita Springs
Official Minutes
Council Chambers
Monday, July 20, 2020
6:00 pm**

I. Call to order - Altony Lee

Meeting called to order at 6:02 p.m.

Present:

Tony Lee
Michael Robinson
Andres Paz
Jean Beauvoir
Mel Briceño
Mauricio Pallares
Juan Romero

Staff:

Lora Taylor, Communications Director
Amy Quaremba, Councilwoman
Jesse Purdon, Councilman
Peter Simmons, Mayor

II. Pledge of Allegiance

Mr. Robinson led the Pledge of Allegiance.

III. Public Comment

No public comment.

IV. Review and approve minutes from June 15, 2020 meeting

Mr. Briceño made a motion to approve the minutes, Mr. Pallares seconded; motion carried unanimously.

V. Old Business

- Fiesta Bonita Update

Mr. Paz updated the Committee on the planning for Fiesta Bonita stating that due to the COVID-19 pandemic, he understands the need to be flexible and prepared a plan A and Plan B for the Committee's Review. Mr. Paz reported that they are still planning on delivering the event when the conditions are right. Ms. Taylor is still holding the date of September 26. Unfortunately, due to the pandemic, they have not been able to proceed forward.

Mr. Paz put together an advertising plan for the event which had to be modified, for example there will not be enough time to run an ad in a magazine

prior to the event. Mr. Paz presented the Committee with a Plan A and Plan B.

Plan A remains untouched.

Plan B would be utilizing Facebook Live:

- They are proposing an event within CDC guidelines
- Timetable and projects don't change
- Clean-up afterwards
- Promotional plan changes a little
- The site map for Plan B has ½ of the food vendors
- Less activities for children
- Mr. Paz proposes to put a tent in front of the bandstand to make announcements etc.
- Mr. Paz would like to invite the Supervisor of Elections to have a booth with educational material.
- Mr. Paz would like to incorporate an element to promote Bonita Springs restaurants and provide free advertising for the restaurants at the event.
- They expect a lot of people to watch online.

Mr. Lee thanked Mr. Paz for the plans. Mr. Lee's comments:

- They must be able to manage capacity and the flow of the event
- They need not only a site plan but a traffic management plan
- Mr. Lee would like to have a representative from the Census Bureau present at the event, it is one of the Committee's initiatives
- Safety – what are they going to do to keep people safe. Mr. Lee suggested hand sanitizing stations.

Mr. Paz agreed that they should have hand sanitizing stations and suggest that attendees wear masks. But unless wearing masks is mandatory, they cannot enforce that people wear masks.

Mr. Paz is co-partner of a magazine and they have been working on a COVID-19 document. They are working with Lee Health, NCH and Physicians Regional. Mr. Paz thinks this document will be available to distribute and post online soon. The document will be in Spanish and English.

Mr. Robinson asked if they are going to have the event at Riverside Park, how are they going to social distance? Mr. Paz replied he thinks that in-person attendance will take a big hit. Mr. Paz believes it will be more of a stop by event. Mr. Paz stated it will not be a conventional festival.

Ms. Taylor reported that Mr. Paz has submitted all the paperwork for the permits. Currently, they are accepting Special Events permits, but they are not processing the applications yet. It is good that they are discussing and putting COVID-19 safety measures in place. Special events will have to be reviewed by City Council and Legal to see what direction they are going.

Mr. Romero mentioned that Riverside Park is being re-sodded; will it be done in time for the event? Mr. Romero recommended rethinking the event and possibly rescheduling for next year.

Mr. Lee asked Ms. Taylor about the re-sodding. Ms. Taylor stated yes, they are re-sodding, but does not know the completion date. Ms. Taylor encouraged the Committee to consider virtual options and stated any event that they have will have to have COVID-19 safety measures in place.

Mayor Simmons thinks a virtual event would work and believes that the sod will be done prior to the event. Mayor Simmons thinks they can figure out how to do this and is in favor of moving forward.

- Advertising at the Soccer Complex

Ms. Taylor reported that they had a meeting right before the COVID pandemic, so this initiative is still in the works. Ms. Taylor can bring an update to the next meeting.

Mr. Purdon stated that the City is currently in the process of reviewing non-compliant signage and would like to recommend that any signage that is installed is tasteful and conforms to City colors and placed on the fence facing in.

Mr. Lee agrees, but wants to support the advertisers who support our soccer teams. Mr. Lee noted it's important to work with the City on the appropriate sign and size.

Mr. Purdon noted that Ms. Perino, Parks and Recreation Director, has renderings.

Mr. Lee stated there is a way we can work within guidelines. Mr. Lee asked Mr. Briceño to work with Mr. Paz on the advertising. Mr. Briceño replied he would make that happen.

- Increasing Voter Turnout

Mr. Lee would like to expand upon this conversation but it's hard to have a plan in place due to COVID-19.

Mr. Paz asked what FGCU was doing. Mr. Lee replied, as mandated by the governor, the University will reopen. The goal is to try to bring the students back to the campus. Masks are being distributed to the whole campus. There are signs to reduce traffic and density. Mr. Lee is teaching remotely, and they are hosting virtual events as well.

VI. New Business

Mr. Lee wanted to do a PSA and organize a mass mask distribution. Mr. Lee asked Mr. Paz if he could help with the PSA. Mr. Paz replied he would help.

Mr. Robinson stated until they have a proven vaccine, people are not going to be safe. People should continue to practice social distancing and wear masks.

Mr. Lee asked Mr. Robinson if they gave him masks, could he distribute to the families. Mr. Robinson replied yes, they have already been distributing masks and he has seen a difference.

Mr. Lee asked Mr. Paz if they gave him masks, could he distribute to the families. Mr. Paz said yes. Mr. Briceño said he could distribute masks as well and it would be a great way to get people to wear masks.

Mr. Romero stated that he has been talking to parents and they are very concerned about the safety of the students. The parents he has spoken to will try to keep their children home. Everyone is concerned right now. Mr. Romero strongly feels they need to educate people about wearing masks and do what we can to distribute masks to families.

Mr. Lee summarized this initiative:

1. Issue PSAs, it does not cost the committee anything and it gets the word out.
2. Give out masks. Mr. Lee stated he has spoken to clergy organizations who will donate masks.
3. Mr. Lee stated they are the influencers and they must get the message out.

Mr. Lee stated they need to get the PSA out as soon as possible. Mr. Pallares recommended that everyone can use their phones to put a video together and get the message out.

Mr. Beauvoir asked Mayor Simmons if the City has done anything about giving away masks. Mayor Simmons replied that the City is not mandating that people wear masks and the City is not giving out masks.

Mr. Briceño recommended having drive-through around the Rosemary area where people could drive by to pick up masks. Mr. Briceño suggested maybe having several locations around the City and suggested when picking up the masks, they could hand out PSA flyers.

Mr. Lee advised they really need to be urgent with this message. Get the PSA out as soon as possible; get the masks out as soon as possible. They must have a healthy community in order to have healthy children.

Councilwoman Quaremba thanked the Committee for asking her to say a few words. Councilwoman Quaremba explained she has a statistical background and she has been watching the numbers. Councilwoman Quaremba came to the Outreach Committee because she felt they would be the venue to get the word out. Councilwoman Quaremba has reached out to Sheila Morales the parish nurse at Hope Lutheran, and Ms. Morales reinforced that they have volunteers who would make masks.

Mr. Robinson made a motion to have a sub-committee task force for the masks, Mr. Briceño seconded; all in favor, motion passed unanimously.

r. Robinson will chair the sub-committee.

Mr. Lee recommended focusing on the immediate health crisis now and table the following for the next meeting.

1. Voter turnout
2. Census
3. Scholarship initiative

Mr. Robinson spoke briefly about the back to school drive and asked if they could have a box at City Hall. Mr. Lee explained that City Hall is not open to the public right now. Suggestions included:

- Mr. Purdon suggested advertising that people could bring donations for back to school supplies to the upcoming Council Meetings.
- Mr. Lee suggested advertising that people could drop donations off at Café of Life and do the same for other organizations who may be having back to school drives.

VII. Adjourn

Mr. Romero made a motion to adjourn the meeting, Mr. Robinson seconded; all in favor, meeting adjourned.

Respectfully submitted,

Nadine Chiaramonte

Nadine Chiaramonte,
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 08-17-2020

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 17:45:25 -04'00'

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 TELEVISIONED ON COMCAST, CHANNEL 98. AGENDAS ARE AVAILABLE FOR VIEW, AND THE MEETING CAN BE VIEWED AT WWW.CITYOFBONITASPRINGS.ORG