

**Outreach Committee Meeting
City of Bonita Springs Official
Zoom Meeting Minutes
Monday, September 21, 2020
6:00 pm**

Please review City of Bonita Springs Resolution No. 20-32 regarding this virtual public meeting utilizing communications media technology ("CMT"). The resolution includes the general rules, notice, and special procedures for quasi-judicial hearings for meetings conducted by CMT.

I. Call to order - Altony Lee

Meeting called to order at 6:03 p.m.

Present

Altony Lee

Juan Romero

Jean Beauvoir

Mel Briceno

Mauricio Pallares

Michael Robinson

Guest

Mr. Dwayne Jackson

Jason Montgomery

Mike Danieli

Staff

Lora Taylor

Mayor Peter Simmons

II. Pledge of Allegiance

Mr. Beauvoir led the Pledge of Allegiance

III. Dwayne Jackson from Hoops on a Mission

<http://www.hoopsonmission.org/about/how-we-do-it/>

Mr. Jackson introduced himself explaining he was a schoolteacher and at that time, two of his cousins were murdered in Fort Myers. He decided to start a mission in his neighborhood using his gift with basketball to bring children together.

Mr. Jackson explained that he works with 100 to 150 boys and girls in 9th grade. They have youth nights and outreach in his neighborhood. Mr. Lee asked why he stopped at 9th grade. Mr. Jackson explained that by the time they get in 9th grade, it is sometimes too late, so they target the 9th grade for that age group.

Mr. Lee asked the Committee if they had any questions. Mr. Romero stated that all the children are excited to get back into sports. It is a great opportunity to work with the parents and students.

Mr. Robinson asked if his mission was just in Fort Myers or has, he spread out into the community. Mr. Jackson explained they want to branch out, but right now they are in Fort Myers, Cape Coral and Lehigh acres. Mr. Robinson said in Bonita they don't have an after-school program for the students. Mr. Jackson said he would like to meet with Mr. Robinson to help make this happen.

Mr. Briceno asked if they were working with any pro athletes. Mr. Jackson stated they have a couple kids that are in College right now and hopefully some will get drafted. Mr. Briceno will talk to some of the pro players that he knows who live in Miami if they could come and talk to the children. He has a contact that can bring that together.

Mr. Montgomery stated he has a client, Nick Nurse, Head Coach for the Toronto Raptors, and he could speak to him.

The Committee spoke about the importance of having mentors and programs for the children especially in troubled times.

Mr. Lee spoke about the importance of education and asked if the mission was student athlete or just athlete. Mr. Jackson replied it is student athlete.

Mr. Lee thanked Mr. Jackson for their time. Mayor Simmons said he could help get them all connected.

Mr. Jackson said they do a big Thanksgiving drive and Christmas drive.

IV. Public Comment

Mr. Briceno, Board member, thanked the Committee, the Mayor and City Council helping to get everyone back on the soccer fields.

V. Review and approve minutes from August 17, 2020 meeting

Mr. Paz made a motion to approve the August 17, 2020 meeting minutes, Mr. Robinson seconded; all in favor, minutes approved unanimously.

VI. Fiesta Bonita

Mr. Lee asked Mr. Paz to give an update on where they stand with Fiesta Bonita.

Mr. Paz reported they are half-way there on shooting and producing their 28 minutes and 30 second video. They have conducted interviews with the FGCU water station and Mr. Robinson at Café of Life. They would like to interview Mr. Robinson at Café of Life one more time. He would also like to interview Mr. Beauvoir. Mr. Beauvoir said yes, they will arrange a time offline. Mr. Paz will try to schedule for this week if possible.

Mr. Lee asked when they film Mr. Robinson if there is anyway law enforcement could be available. Mr. Robinson stated absolutely. Ms. Taylor stated LCSO has a communication department that you must go through when interviewing an officer. Ms. Taylor will reach out to the LCSO communication department. They scheduled the interview for Thursday at 9 a.m.

Ms. Taylor stated the invoices that Mr. Paz sent have been received. Ms. Taylor advised that staff needs to review the video and will need time to get comments back. Ms. Taylor stressed that this must be done by September 30. Ms. Taylor reiterated that everything is fine with the invoices and they are being processed now.

Mr. Paz would like to interview the Soccer League. Mr. Romero will help coordinate with Mr. Paz.

Mr. Paz explained that the video will be aired on Facebook, You Tube, Spanish and English TV.

Mr. Paz explained the interviews that they are doing consists of a couple of questions. What does diversity mean to you, why is diversity important and what is your take? The video has footage of Bonita Springs with music. They have a few different sections including a talent introduction, message from the Mayor, Business in Bonita Springs and highlights including the diversity element. They touch on the future of Bonita Springs. They have a section on music. The last section is the talent.

Ms. Taylor stated that they have not started having events at Riverside Park. The organizers are not pushing to have events just yet. They have a couple applications that include COVID safety plans that they are putting before Council.

Mr. Lee asked when it would be time to talk about next year. Mr. Paz stated now. And he is hoping that it will be back to normal and would follow the plan they outlined for this year. They hope they have the vaccine by then. They will have to open-up bids like they did last year. Mr. Lee wanted to make sure it was on his radar, Mr. Paz stated yes, to plan a more normal event.

VII. New Business

Mr. Lee spoke about Visit Florida explaining that Visit Florida is marketing our tourism to help the economy come back. People are not getting on cruise ships. Florida is trying to boost economically. Funding can be matched for City's to do campaigns. If you visit the Visit Florida page, it's broken down. Mr. Lee thinks the video they are producing for Fiesta Bonita might encourage people to come and visit Bonita Springs to take advantage of the diversity aspect. He would like to ask Visit Florida to do a campaign for the City. Mr. Lee suggested a taco crawl where people could go from one Taco stand to another and finish up with a beverage of their choice. That might be something that would be unique to our City and it is walkable. Mr. Lee asked if the Committee would be interested in exploring.

Mr. Lee asked Mayor Simmons and Ms. Taylor if they would like to work with Mr. Lee on this. Ms. Taylor and Mayor Simmons stated yes. Ms. Taylor stated they worked with visit Florida about 6 or 7 years ago.

Mr. Romero suggested the International Mayor's Cup and inviting their Sister City noting there is a lot of potential for the City to be a tourist destination. He thinks it's a great idea.

Mr. Romero suggested a Taco Fair.

Mr. Pallares asked if they could do something to promote the hotels. Mr. Lee explained that Visit Florida is a ripple effect. They would be helping area businesses. Mr. Lee would like to

bring someone from their organization to come and talk to the Committee.

VIII. Unfinished Business

Mr. Robinson reported that Tony came by the park and gave out leaflets in Spanish and explained the importance of wearing masks in public. Mr. Robinson has been reminding people to wear a mask.

Mr. Lee reported that Sheila Morales has taken a position with another organization but reported that all the masks have been distributed to the other organizations. Ms. Morales has given him contacts with the other organizations. Ms. Morales wanted to remind Mr. Lee to help educate the community about living a healthier lifestyle.

Mr. Lee reported that Ms. Morales wanted them to talk to people about the Census. Mr. Lee reminded everyone to tell people to complete the census.

Mr. Lee asked if they knew of a specific organization or company that needs masks, he has a form that must be filled out. Mr. Robinson stated he knows a lot of the owners of the lawn care companies. Mr. Robinson said to get him the forms and he'll get them to fill out so they can get the masks distributed throughout the City.

Mr. Briceno stated the soccer league starts this Sunday and the people who do not show up with masks they could distribute masks, but they need more. Mr. Lee will coordinate with Mr. Briceno after the meeting.

Mr. Beauvoir suggested having an event to give out masks. Mr. Lee suggested distributing the masks in front of the library. Maybe a drive through situation.

Mr. Briceno invited everyone to join the Soccer League kick off on Sunday at 10 a.m. at Marni Fields.

Mr. Lee asked Mayor Simmons to give an update on the NAACP panel. Mayor Simmons reported on who was on the panel and they gave updates on what was going on in their respective

communities. But it was kind of a personal report on their City's and areas. Mayor Simmons updated the panel on all the great things the City of Bonita Springs is doing, and they were very impressed. Mayor Simmons noted there were real life stories, real life questions, real life interaction, not everyone in full agreement, but everyone respecting everyone. Everyone was very appreciative of the open and honest dialogue.

Mr. Briceno also attended and gave his thoughts stating it was a great event. He learned a lot about everything that is going on. Mr. Briceno stated the Mayor spoke, the Sheriff's department spoke. Mr. Briceno thinks they should invite them to an Outreach meeting and bringing a program like this into Bonita Springs.

Mr. Lee would like to invite the Sheriff's department to a meeting to get a better understanding that how they are protecting and serving and opportunities for better engagement. Mr. Lee will work with Ms. Taylor to arrange something.

Mr. Romero would like to try to do something for Hispanic Heritage month with Hispanic officers. Mr. Romero thought also safety for students who ride bikes. Mr. Romero would like to do something the second Saturday of October, something like that. Mr. Lee asked if this was something that could be coordinated for Hispanic Heritage month. Ms. Taylor will meet with Mr. Romero to go over details and specifics. Mr. Lee said it would be great if they had their meeting with a public information officer and do recognition of officers who are doing the right thing in our City.

Mr. Lee wanted to emphasize to Committee members to put the meeting on their calendars and reply to Ms. Vallante's emails so they can make sure they have a quorum.

Mr. Danieli asked how to attend and how to become a member of the Committee. Ms. Taylor will send him an application and explained the process.

- UnidosForBonita
 - PPE Distribution
Discussed above.
 - Voter Education
Not discussed.
 - Census

Discussed above.

- Advertising at the Soccer Complex
Not discussed.

IX. Adjourn

Mr. Robinson made a motion to adjourn, all in favor, meeting adjourned at 7:20 p.m.

Respectfully submitted,

Nadine Chiaramonte
Nadine Chiaramonte,
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 10/19/2020

AUTHENTICATED:

Lee, Altony Digitally signed by Lee, Altony
Date: 2020.11.03 09:55:40 -05'00'
Altony Lee, Chairman

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

ANY PERSON REQUIRING SPECIAL ACCOMMODATIONS AT ANY OF THE MEETINGS BECAUSE OF A DISABILITY OR PHYSICAL IMPAIRMENT SHOULD CONTACT MEG WEISS, DIRECTOR OF ADMINISTRATIVE SERVICES, AT 239-949-6262, AT LEAST 48 HOURS PRIOR TO THE MEETING. IF A PERSON DECIDES TO APPEAL A DECISION MADE BY THE COUNCIL IN ANY MATTER CONSIDERED AT THIS MEETING/HEARING, SUCH PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS TO BE MADE, TO INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH ANY SUCH APPEAL IS TO BE BASED.

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