

**Outreach Committee Meeting
City of Bonita Springs Official
Meeting Minutes
Bonita Grande Fire Station
27701 Bonita Grande Drive
Bonita Springs, FL 34135
Monday, November 23, 2020
6:00 pm**

I. Call to order - Altony Lee

Present

Altony Lee
Michael Robinson
Melchor Briceno
Andres Paz
Mauricio Pallares
Jean Beauvoir

Staff

Lora Taylor, Communications Director
Councilman Jesse Purdon

Public

Peter Simmons

II. Pledge of Allegiance

Councilman Jesse Purdon led the Pledge of Allegiance.

III. Public Comment

No public comment.

IV. Review and approve minutes from October 19, 2020 meeting

Correction: replace Michael Campbell with Michael Robinson throughout the minutes.

Mr. Beauvoir made a motion to approve the October 19, 2020, minutes, Mr. Briceno seconded; motion approved unanimously.

V. New Business

Mr. Robinson reported that the Café of Life gave out approximately 300 turkeys and they will be giving out 60 more due to demand.

Mr. Robinson reported on December 21 they have people signed up and will be giving out Christmas presents. Mr. Robinson listed the gated communities that donated presents for the children. Mr. Lee thanked those communities.

Mr. Robinson said they will give the teenagers gift cards, which have been donated by the community and area churches.

Mr. Briceno suggested maybe the Committee could do a toy drive in the future.

VI. Unfinished Business

- Visit Florida program

Mr. Lee reported that he, former Mayor, Peter Simmons, and Ms. Taylor met with the representatives from the Visit Florida organization. They had a very good meeting and discussed ways they could attract visitors to the City with an emphasis on visiting Old Bonita and the Beach outlining trips than people could do in a day or two.

Mr. Lee wanted the Visit Florida organization to know about all the new changes in the City. Mr. Lee reported that statewide tourism is down, so anyway they can boost the economy would be great.

Mr. Lee stated they also met with the local tourist bureau and emphasized that Bonita Springs offers direct access to the beach. They Tourism Bureau will provide the Committee with additional resources, so the Committee can let local small businesses know how to update their websites and sign up for free resources. They were trying to figure out the best way to bundle the resources for the City. They need to have another meeting with the local Chamber of Commerce to see how to get this message out.

Mr. Robinson has heard concerns from citizens with the new apartment complex and how there is no privacy fence or buffer between the new structure and the sidewalk. Mr. Robinson does not think this looks good as you're walking downtown. Ms. Taylor explained that businesses are supposed to be up front and apartments in the back. Mr. Lee concurred that the public facing buildings are supposed to be commercial not residential units. Mayor Simmons reported that the project was approved to give things a boost and get things started.

The Committee discussed the Food Truck Court that has been approved by Council and the good impact for the City as Celebration Park did for Naples.

- Fiesta Bonita

Mr. Lee asked for an update on the Fiesta Bonita Video.

Mr. Paz reported that they went ahead and posted the video on YouTube about a week ago and has been posted online at FiestaBonitaSprings.com. Mr. Paz reported that the video has been posted on social media platforms and aired on Univision and Telemundo. They still need to air on Fox. Mr. Paz reported that they will be separating the video into smaller segments which will be available for people who do not want to view the whole video.

Mr. Purdon stated they did a good job and they captured the City. He was happy with the product and the quality.

Mr. Lee thanked AdVentures and Mr. Paz and his team for working on this project. Mr. Lee thought it showed the diversity of the City, the places to go and the things to do.

Mr. Paz will try to give an update on how many views they get on the videos. Mr. Paz thinks they may have reached more people than the typical event.

Mr. Lee said it was discussed that they could share this the video with Visit Florida and the Tourism Bureau. Mr. Paz said the Committee owns the video, so they can share it.

Fiesta Bonita 2021

Ms. Taylor reported that \$10,000 has been budgeted and the Committee selected Mr. Briceno be the point person at the last meeting. They would like to get the RFP out in January and at the last meeting the Committee decided they would like to see a virtual option as well as an event depending on the COVID numbers. Ms. Taylor asked the Committee to talk about the date.

The Committee discussed potential time frames for the event considering the COVID numbers, the weather and when most people could attend. Mr. Paz thinks for 2021, September would be the safer choice, then for 2022 April.

Mr. Lee is thinking of Fiesta Bonita as a celebration of everything the Outreach Committee does all year and suggested recognizing the people and organizations in the community that have helped the community at the Fiesta event. Mr. Robinson would like to help cultivate the relationship with law enforcement and the community. Mr. Paz advised the execution of the event should focus on how to make the event successful. Mr. Lee recommended announcing the 2022 event at the 2021 event.

Ms. Taylor stated they have funding for 2021. They do not have funding yet for 2022. Ms. Taylor will have to check on putting an RFP out before the 2022 funding has been allocated.

Committee member recommended not to lose site of the streaming aspect. It makes the market a lot bigger.

VII. Adjourn

Mr. Briceno made a motion to adjourn, Mr. Robinson seconded; meeting adjourned.

Respectfully submitted,

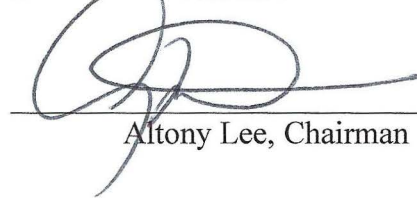
Nadine Chiaramonte

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