

**Outreach Committee Meeting
City of Bonita Springs Official
Agenda
Room 118
Tuesday, September 10, 2019
6:00 pm**

I. Call to order - Chairman Jesse Purdon

Meeting called to order at

Present

Michael Robinson
Andres F. Paz
Jesse M. Purdon

Staff

Lora Taylor
Mayor Simmons

Public

Toyana Scott – BB&T
Adriana Giraldo – BB&T

Note: No quorum.

II. Pledge of Allegiance

Not done.

III. Public Comment

For the benefit of the guests, Mayor Simmons introduced how the Outreach Committee was formed. Mr. Purdon explained the goal and mission of the Committee is to reach out to the underserved in the Community.

Ms. Giraldo introduced herself stating she has been in banking for 20 years helping the Hispanic community. They created a program for Latino banking. Ms. Giraldo lives in Bonita Springs and has many clients in the area. Ms. Giraldo explained she helps with different needs, including help with English classes or how to use a debit card.

Ms. Scott stated she has been in banking for 20 years and BB&T for 15 years and her role is to give back to the community. Where can they help, where can they provide knowledge.

Mr. Robinson asked if they planned to participate in some of the events in the City. Ms. Scott explained they have a project called the Lighthouse project. Their 2019 project was renovating the Bonita Springs Assistance office.

Mr. Purdon explained the different events of the Outreach Committee. Mr. Robinson explained the different events done through the Café of Life.

Ms. Scott gave a presentation on BB&T, their culture and mission. Ms. Scott announced that BB&T and Sun Trust are merging and the new name will be Truist.

Ms. Scott stated their culture is very important, which encompasses the community style banking structure. They bring the bank to you. That policy will remain in place through the merge. Ms. Scott explained that today they would be sharing their financial wellness program. Ms. Scott spoke about their banking for success flyers and they have the materials in Spanish. They conduct seminars and have an online module.

Mr. Robinson stated they have clients that may be afraid to go into a bank. Ms. Giraldo explained they would work with these clients.

Ms. Scott explained their Financial Foundation Program for employers. They have also taught a course at Hodges University. Ms. Scott presented the different programs available that could help small businesses and their employees.

Ms. Scott shared the BB&T vision statement.

Mr. Purdon stated it is all about relationships and thanked Ms. Giraldo and Ms. Scott for coming in.

IV. Review and approve minutes from August 13, 2019 meeting

Not discussed due to lack of quorum.

V. Bonita Springs 2020 children's summer programs update – Juan Romero

Not discussed, Mr. Romero not present.

VI. Fiesta Bonita RFP

Mr. Paz stated Univision is no longer located in Bonita Springs, he is not sure if they will put in a bid.

Ms. Taylor brought a draft RFP and updated dates. If they approve the edits to the RFP at the October meeting, they can get it to Council by October 18. It has to be out for a couple weeks, and it could go to the Council meeting by December 4.

Mr. Paz asked about changing the date. Ms. Taylor checked out the April 18 date, there are no dates available in March.

Mr. Purdon thanked Ms. Taylor for getting the RFP started and asked the members present to mark up the draft and bring their changes to next meeting.

Mayor Simmons thought that they needed more door knocking in the community and would like to see the event more "home grown".

VII. Affordable Housing Discussion

Not discussed, no quorum

VIII. New Business

Regarding Item V. Bonita Springs 2020 Children's Program. Mr. Romero was not present to lead the discussion, but Mr. Purdon reported about the after school program at the Wondergardens that was discussed at the last meeting. The Committee had discussed that attendance was down because parents were afraid to fill out the application due to recent immigration events. Mr. Purdon had asked the Chairman of the Wondergardens for a copy of the application for the summer program. Mr. Purdon had explained the Outreach Committee would like to review it to see if there is something in the application that would make people uncomfortable with filling it out. Mr. Purdon has not received the application yet, but as soon as he does, he will bring it to the Committee to review.

Ms. Taylor brought up the football game (recording cut off).

- Patriot Day Reminder

Not discussed, no quorum.

- Coastal Clean Up reminder

Not discussed, no quorum.

IX. Old Business

Not discussed, no quorum.

X. Adjourn

Meeting adjourned at 7:06 p.m.

Respectfully submitted,

Nadine Chiaramonte
Nadine Chiaramonte,
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 02/24/2020

AUTHENTICATED:

Jesse Purdon
Jesse Purdon, 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