

**Outreach Committee Meeting
City of Bonita Springs Official
Agenda**

**Bonita Springs City Hall
9101 Bonita Beach Road
Bonita Springs, FL 34135
January 16, 2018
6:00 pm**

I. Call to order - Chairman Jesse Purdon

Roll call

Present:

Jesse Purdon – Chairman
Suzy Valentine
Orlando (Maurice) Pallares
Lester James
Michael Robinson
Altony Lee
Andres Paz

Staff:

Lora Taylor, Communications Director
Peter Simmons, Mayor
Public:
No public present

II. Pledge of Allegiance

Ms. Suzy Valentine led the Committee in the Pledge of Allegiance.

III. Public Comment

No public present.

IV. Discussion on Sister Cities Procedures

Chairman, Jesse Purdon, reported that they have received a letter from the Mayor of Isla Mujeres regarding a Sister City Agreement between our two Cities. Additionally, they will have one, potentially two, Sister City Agreements with the Dominican Republic which will be a total of three or more Sister City agreements and they will truly have an international event here in Bonita Springs.

Mr. Paz said that he is working on an agreement with Cartagena, Columbia. He has to meet with his contacts in Miami and see if they are interested and if they are interested, he will start the process.

Mr. Purdon stated that when he worked for Congress, they did a number of Sister City agreements and worked closely with Mr. Leonardo Garcia, President of the Hispanic American Business Alliance. Mr. Purdon has requested the language so they know how to draft the agreement.

Mr. Purdon stated that the signing ceremony between the Mayors is tentatively scheduled for Saturday, March 17, 2018, followed by the presentation of the Mayor's Cup on March 18, 2018. Mr. Purdon stated these are two events the Committee should attend.

Mr. Purdon explained that part of the main objectives is to make the Mayors Cup a main event. Ideally they tie the two events together, the International Sister City signing and the Mayors cup Bonita Springs.

Mr. James mentioned that March 17 is St. Patrick's Day. Mr. Purdon asked if that would be a problem. Mr. James said yes, not in the morning, but in the afternoon. Mr. Purdon asked the Committee what they thought about having the Sister City signing agreement on Friday, March 16, which is the start of the Mayor's Cup.

After discussion, the Committee decided that the kick-off will be on Friday, March 16, 2018, at 6:30 p.m. at Marni Fields. The presentation of the Mayor's Cup will be on Sunday, March 18, 2018, from 2 to 6 p.m. Mayor Simmons will work on reserving a room at Bonita Bay for the presentation of the Mayor's Cup. Mr. Purdon will follow-up on food.

Mr. Purdon said that each Mayor or representative will have the opportunity to speak. The Committee discussed the etiquette involved with introducing the speakers, specifically the order. Mr. Pallares suggested perhaps they could speak in alphabetical order.

In the event that the delegation gets into town early, Mr. Purdon recommended arranging things for them to do. It would be good to start examining things that are going on during that time. Touring Univision would be awesome. Mr. Paz suggested showing them the development in Bonita Springs. Mr. Purdon asked the Committee to think of interesting places interest.

Mr. Purdon wants to make sure they get in touch with the media. Mayor Simmons said that Ms. Taylor will know the reporters from the different media outlets to reach out to.

Mayor Simmons asked if anyone had any edits to the letter responding to the Mayor of Isla Mujeres regarding the Sister City agreement. Ms. Valentine recommended using the international dating convention for the date of the letter rather than the American dating convention.

V. City Programs - Fiesta Bonita Festival Planning Discussion Assign Roles

The Committee discussed the pros and cons of having the event on Sunday rather than Saturday. Mr. Paz asked why they were considering moving the event from Saturday to Sunday. Mr. James said it was to differentiate the event from Cinco de Mayo and make it more of an event to encompass all Hispanic cultures. Mr. Paz believes that people will stay longer if the event is on Saturday and they know they don't have to be at work the next day. Also, Mr. Paz stated the first event started

on a Saturday and from the perspective vendors and sponsorships, they should keep it on Saturday and believes it would be a detriment to have it on Sunday. Mr. Paz's only concern with having the event on Saturday was getting the restaurants commit to the event since they may be busy with Cinco De Mayo and suggested dropping the fees as encouragement to participate. Ms. Taylor advised, vendor fees must be discussed at the Committee level. Mr. Paz stated they will need different food from different countries.

Mr. Purdon asked for feedback from the Committee regarding holding the event on Saturday, May 5, 2018.

- Mr. Lee believes the event would draw more of a crowd if they held the event on Cinco de Mayo.
- Mr. James advised that the Kentucky Derby is always the first Saturday in May so the event would conflict with those who watch the Derby.
- Mr. James stated the event would have to be promoted as Fiesta Bonita to make it distinct it from Cinco de Mayo. The average person is going to associate it with Cinco de Mayo.

Mr. Purdon recommended that Mr. Paz take care of the media. Mr. Paz said we have to be able to give our vendors and the news media advanced notice.

Ms. Taylor will double check to make sure the park is available, she believes it is.

Ms. Valentine asked how much was spent on entertainment last year. Mr. Pallares stated that last year was \$10K for the bands. Ms. Valentine said the daytime could be for family and kids and the evening could be for adults and recommended coming up with activities involving families and kids.

The Committee discussed the time for Fiesta Bonita. Ms. Taylor advised all City events go no later than 9 p.m. The Committee decided to hold the event from 4 to 9 p.m.

The Committee briefly discussed programming. Mr. Purdon commented that there was dead time in the beginning at last year's event. Mr. Purdon said that this year they have momentum. They will advertise ahead of time. Having Fiesta Bonita from 4 to 9 p.m. leaves ample time for families. Mr. Lee recommends having the programming in place and describing the festivities with target audiences in mind.

Mr. James made a motion to have the Fiesta Bonita event to Saturday May 5, 2018, the first Saturday in May; Mr. Paz seconded; motion carried unanimously. Five ayes; no dissenting nays.

Mr. Purdon made a motion that Andres Paz be the Chair of Fiesta Bonita; Mr. James seconded, motion passed unanimously. Five ayes; no dissenting nays.

Mr. Lee said as chair, Mr. Paz will have to assign roles and responsibilities because they will have to move forward since the event is in May.

Mr. Lee suggested purchasing Fiesta Bonita banners that we could use every year. Mr. Purdon asked if Ms. Taylor could find out how much it cost to do the roundabout, but does not feel they should use their \$10K budget on banners.

The Committee discussed the best way to advertise the event:

- Mr. Pas stated they spread the word around using television and print ads.
- Ms. Valentine stated they are trying to reach the community as a whole and they need to reach out to everybody.
- Mr. Purdon said part of the problem with a limited budget makes it difficult to reach everybody.
- Mr. James stated Univision did a great job with Facebook ads and said print ads do not really reach people.
- Mr. Purdon asked the Board to bring a list of where they think they should advertise.
- Mayor Simmons recommended Next Door and Bonita Back Yard.
- Mr. Lee recommended having the schedule in English and Spanish.
- Ms. Taylor advised they cannot meet outside the Committee to plan the event like they did last year, before the Committee was formed. This year, everything has to be discussed at a Committee meeting per the Sunshine Law.

VI. Misc. discussion – other items

Soccer Fields

Mr. Purdon went over to Marni fields prior to the meeting today and reported that due to the storm, the fence is down in four spots along Southern Pines Road. Mayor Simmons said that he noted that situation on an Errata sheet for City council and there will be discussion. Mr. Purdon understands he understands Parks and Rec are looking into it.

Ms. Taylor spoke to the City Manager and learned that there was a lot more involved to fix the fence. The initial cost was \$200K to fix. The Parks and Rec department will be at City Council to discuss this. Mr. Purdon asked if there was a short term fix to get them back on the field. Ms. Taylor said they need to get a licensed contractor in to do the work.

Mr. Purdon asked the Mayor and City staff, on behalf of the Committee, to do all in their power to get the soccer fields open as soon as possible. Mr. Purdon stressed the need to understand the soccer dynamic here in Bonita Springs and the importance and the significance of the Sister City signing agreement.

Mr. Lee stated there are other things tied into soccer as well. It's the importance of getting people back to normal. Soccer is a vehicle for the community providing public health, mental health and physical activity.

Business of the Month

Mr. Purdon recommended the Outreach Committee highlight a business of the month and wanted to get the Committee's feedback on giving a monthly award to

an area business within the city limits of Bonita Springs. It doesn't have to be minority owned, just minority focused. Mr. Purdon said it could be an individual. Mr. Purdon said the Amigo Center is an organization that immediately comes to mind. They are located at the Lutheran Church across from the old post office on Old 41 and Shangri-La. They have an attorney and give non-profit legal advice to people in the immigrant community, who have issues with the U.S. Customs and Immigration Services.

- Mr. Lee thinks it is a good idea, but it should be written in a criteria format and recommends that someone draft a criteria before we make a motion.
- Mr. Paz said maybe start off quarterly. Mr. Purdon thinks quarterly makes sense. Mr. Lee says someone should draft a criteria for the award before we make a motion.
- Mr. James said we need an official name for the award.

Mr. Purdon will draft something for the committee's review for next meeting.

Approval of the November 6, 2017 Meeting

Mr. Purdon made a motion to approve the November 6 minutes; Ms. Suzy Valentine seconded; motion carried unanimously.

Op-ed from Governor Rick Scott

Mr. Purdon read an op-ed written by Governor Rick Scott for USA Today (Governor Rick Scott, (published 6 a.m. ET January 16, 2018; updated 6:51 p.m. ET January 16, 2018) Title: *On DREAMers and border security, Congress should just do it.* USA Today URL:

<https://www.usatoday.com/story/opinion/2018/01/16/comprehensive-reform-congress-should-just-secure-dreamers-immigration-status-rick-scott-column/1034169001/>

The Committee discussed this communication and the importance of this issue and how it impacts our immigrant community, some of whom are DREAMers. After discussion Mr. Purdon stated until we have a comprehensive immigration bill that addresses both issues, we aren't going anywhere.

Café of Life

Mr. James works for the Café of Life and every year they have a Christmas giveaway. Telemundo, UniVista and all the media outlets are notified. Mr. Lester said last year no one from the City or from Telemundo or UniVista attended. They had one reporter from Naples who came late. They are having the event again next year and Mr. James would like to see the Outreach Committee back this event. Mayor Simmons said he did not know about the event, but will be there next year. Mr. Paz explained that UniVista had limited resources and when they found out about the event, it was too late to cover. Mr. Paz explained, there are so many events that time of year, they allocated their resources to another event because they came to them first. Mr. Purdon said we will put it out there next

year.

Bonita Springs Tropical Fruit Club

Ms. Valentine announced that the Bonita Springs Tropical Fruit club is having their annual fruit tree sale on Saturday January 27 from 9 a.m. to 1 p.m. at Riverside Park.

Black History Month

Ms. Valentine asked what happened to the Committee's discussion about Black History Month. Mr. James explained they didn't have a meeting in December, but he will talk to Mr. Harold Weeks, Vice President of the Collier County chapter of the NAACP to see if they could do a talk series. Mr. James asked if there was public space that could be reserved for a talk series. Ms. Valentine said the Lions Club is sometimes a possibility. Ms. Valentine recommended her husband, Mr. David Southall, who was a curator of education for the Collier County Museum as a possible speaker.

Outreach Committee Vacancies

Ms. Taylor stated that the Committee had asked at the last meeting about the Resolution and if they could appoint the Ex Officios to the Committee if they did not get any applicants. Ms. Taylor reported that they did advertise, but did not get any applicants. The Committee would have to make a recommendation to Council that they would like to amend the Resolution to be able to admit members who may not live in Bonita Springs. It would be up to Council to appoint which Ex Officio would join the committee.

Mr. Purdon asked for a vote to amend the resolution to add two Ex Officio's to officially join the Outreach Committee:

Mr. Purdon - Aye

Ms. Valentine - Aye

Mr. James - Aye

Mr. Lee - Aye

Mr. Paz - Aye

Motion passed with five ayes and no dissenting nays.

Website Workshop

Ms. Taylor announced that they are having a public Website Workshop on January 17 at 5:30 p.m. and invited the Committee to attend. As well, the consultants hired to design the website will be doing a presentation for City Council at the City Council meeting on January 17, 2018, which they may also attend. Ms. Taylor advised, if they cannot participate in the workshop, there are other ways they can participate throughout the process.

City Events

Ms. Taylor handed out the list of permitted events. Ms. Taylor stated some events on the list are not run by the City and some events are still going through the permitting process, but Ms. Taylor wanted the Committee to be aware of approved events.

Lee County's Regional Assessment of Fair Housing planning process

Ms. Taylor announced that there will be Fair Housing Workshop on Thursday, January 25, 2018, at the Bonita Springs Recreation Center from 6 to 7:30 p.m. Flyers were distributed in English, Spanish and Creole. *(Note: these workshops were postponed until a later date after this meeting.)*

Next Outreach Committee Meeting

Next meeting will be February 20, 2018 at 6 p.m.

VII. Adjourn

Meeting adjourned 7:39 p.m.

Respectfully submitted,

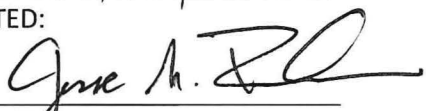


Nadine Chiamonte,
Receptionist/Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 1/16/18

AUTHENTICATED:



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