

**Outreach Committee Meeting
City of Bonita Springs
Bonita Springs City Hall 9101
Bonita Beach Road Bonita
Springs, FL 34135**

**Official Minutes
March 19, 2018
6:00 pm**

I. Call to order - Chairman Jesse Purdon

Present:

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

Staff:

Kendra Gilreath
Mike Gibson, Councilman

Absent

Juan Romero
Altony Lee

Public

No Public present

II. Pledge of Allegiance

Mr. Andres Paz led the Pledge of Allegiance

III. Public Comment

No public present

IV. Fiesta Bonita Festival Planning- Update and Discussion

Mr. Purdon reported that they have received two out of the three documents for the Special Event Permit Application. They are waiting on the document from the Sheriff's office. Mr. Purdon stated they cannot do any advertising until all the permitting is done.

Mr. Paz stated that he already had a good meeting with Beasley Broadcasting and they would like to be part of the event.

Mr. Purdon asked Mr. Paz if he had an idea of the costs associated with advertising and if he knew what the price would be to buy a booth. Mr. Paz replied that it would be the same as last year. Mr. Paz said they were hoping that the insurance and the cost of the Sheriff's hasn't changed much. Once they have those down, they can present a proposed

budget to the Committee.

Mr. Purdon advised, since Mr. Paz and Mr. Pallares work for Univision, to make sure they sign the conflict of interest form to recuse themselves from voting on how the \$10,000 will be spent. Mr. Purdon stated they can present the budget to the Committee.

Mr. Purdon explained that Univision will put together a budget that shows how the money will be allocated for the entire event, including the Committee's \$10,000.

Mr. Paz reported that they are looking to have the same kind of entertainment as they did last year and they are focusing on local groups. They want to share the event with everyone. Mr. Purdon stated last year was rocking and they would like to carry that energy into the entire event this year.

Ms. Valentine asked if there would be activities for children. Mr. Paz replied they have a kid's zone and other things.

Mr. Paz said they were hoping to get a banner on Old 41 and asked if the City would have a banner. Ms. Valentine mentioned that the Tree Advisory Board is hosting Arbor Day the week before and they have a banner for Arbor Day. Ms. Valentine explained that the Arbor Day Banner was ordered by the Tree Board specifically for the Arbor Day Event. Councilman Gibson said on Old 41 towards the southern side there is an archway and it is designed and wind rated to hold a banner. Mr. Purdon asked Ms. Gilreath to find out what needs to be done logistically to get a banner. Mr. Paz said that they will design it and put it in the budget, but they need to know the logistics of what to order and how to get the banner hung across the archway on Old 41.

Ms. Valentine mentioned that there is room for two events on the sign located by the Banyan tree and the clock on Old 41.

V. Misc. discussion – other items

Mr. Purdon asked Ms. Gilreath, filling in for Ms. Taylor, to introduce herself to the Committee. Ms. Gilreath stated she is the Community Relations Specialist for the City of Bonita Springs and has been working for the City for two years. Ms. Gilreath helps with the planning and permitting of City events as well as social media management, the City newsletter, and anything with Communication. Ms. Gilreath is glad to be here and thinks it's great that there is an Outreach Committee.

Approval of the 02-20-18 Outreach Committee Meeting Minutes:

Mr. James and Ms. Valentine said to delete the sentence "*his concern is to tell people how to vote,*" in the paragraph stating "Mr. Lopez stated his organization is a non-partisan political action committee. They do not care who is running. Their goal is to educate voters on elections."

Mr. James made a motion to accept the minutes with the correction as listed above, Ms. Valentine seconded; motion passed unanimously.

Sister City Signing Agreement:

Mr. Purdon asked the Committee for their feedback on the ceremony.

Ms. Valentine apologized that she was not able to attend the soccer game. Ms. Valentine did attend the Sister City Agreement Signing Ceremony at Bonita Bay and stated they could improve the logistics. Ms. Valentine felt that their hospitality was a little ragged. As an example, Ms. Valentine said that they did not introduce the wives to each other and felt the social graces fell a little short. Ms. Valentine felt that the organizer, Martha Simon, could use more help.

Mr. Purdon stated that the Isla Mujeres delegation were over an hour late. Mr. Purdon does not know what the issue was. Ms. Valentine suggested, next time they have a Sister City Agreement, they should have a host/hostess on their part.

Mr. Paz agreed with Ms. Valentine regarding the Bonita Bay event and stated they could do a little better as far as the protocol and the agenda. Mr. Paz said the agenda was off, but they pushed through and now they have a Sister City in Mexico

Mr. Paz stated the soccer tournament was supposed to start at 9 a.m. but didn't start until 10 a.m. Neither one of the Mayors were there. Mr. Paz stated that it could be due to the fact that the day before was St. Patrick's Day. Going forward they will not schedule a soccer tournament after a holiday.

Mr. Paz reported that 12 teams participated in the Mayors Cup. It was good high quality soccer. Mr. Paz stated they were the defending champs, but lost the final to Bradenton 1 to 0.

Mr. Paz was not sure why the games were played at the YMCA instead of Marni Field. Mr. Paz said that 300 children played at Marni Field on Saturday.

Mr. Paz stated there was room for improvement with promotion of the teams. Mr. Paz suggested it would be nice to support the teams by providing uniforms and maybe a tent. Mr. James said maybe we could get sponsors to sponsor the uniforms, and the sponsors would get their names on the uniforms.

Mr. Purdon asked Mr. Paz to run point:

1. Getting together a list of the stats
2. If other cities are getting funding from their cities
3. What they would like and how much it would cost, uniforms, a tent

Mr. Purdon asked Ms. Gilreath to find out how they could purchase a 10 x 10 tent with the City Logo that could be used at all events where the City is represented.

Mr. Pallares stated the Mayors signed an agreement which is supposed to bring the people of Isla Mujeres over. Mr. Purdon agreed that it is a good idea to bring a team from Isla Mujeres over. Mr. Pallares said they need to support their soccer team more.

Ms. Valentine mentioned that Celebrate Bonita will be held on Saturday, April 7, 2018, and she thinks the Outreach Committee should have a presence. Mr. Purdon stated that the Hispanic Vote PAC was invited to Celebrate Bonita and he recommended having a collaborative booth with them.

Mr. Purdon asked Ms. Gilreath to let Ms. Taylor know they would like to have the Outreach booth in conjunction with the Hispanic Voter PAC. Mr. Purdon recommended Committee members take shifts. The Committee discussed coverage for Celebrate Bonita and Mr. Purdon asked the Committee to mark their calendars.

Ms. Valentine asked if there was a way they could get information about the soccer games that they could have at the booth, maybe pictures with children playing.

Ms. Valentine recommended the Committee should have a presence at Arbor Day. The Committee asked what the City does during Arbor Day. Ms. Valentine explained they have a poster contest for children, they have a bounce house for the children. They give away free trees. Ms. Valentine stated Bonita Springs is designated as a Tree City USA and in order to qualify to be a Tree City, they host an Arbor Day event. The event is promoted for families. Ms. Gilreath clarified that the Tree Advisory Committee hosts Arbor Day and it is free to have a table and presence. Mr. Purdon said they will discuss it.

Mr. Pallares asked if they could have more connection with the web site and social media and wondered how the Outreach Committee could have something posted on the social media page. Mr. Purdon said if they can write up a short post on the event for the City Facebook page, we could get Univision to share it.


Ms. Gilreath will check with Ms. Taylor about getting a post on the City's Facebook page, but since Fiesta Bonita is a city co-sponsored event, she does not think it's a problem. Ms. Gilreath stated they post City events on Facebook, on BTV and via email blast. They just set up an Instagram account a few months ago.

Mr. James asked, in terms of social platforms, which ones are followed the most. Ms. Gilreath replied the Facebook page since the City has two of them, one for Parks and Rec and the regular one where they post pictures from the Council meeting. Mr. Purdon asked if they could get a schedule and space out the posts and send out a nice message.

VI. Adjourn

Meeting adjourned at 7:03 p.m.


Respectfully submitted,


Nadine Chiaramonte,
Office Assistant

APPROVED OUTREACH COMMITTEE:

Date: 8/21/18

AUTHENTICATED:


Jesse Purdon, 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