

**Outreach Committee Meeting
City of Bonita Springs Official
Minutes
Bonita Springs City Hall
9101 Bonita Beach Road
Bonita Springs, FL 34135
April 11, 2018
6:00 pm**

I. Call to order - Chairman Jesse Purdon

Meeting called to order at 6:05 p.m.

Present:

Jesse Purdon – Chairman
Suzy Valentine
Michael Robinson
Andres Paz
Juan Romero
Mel Briceno
Orlando (Maurice) Pallares

Staff:

Lora Taylor
Peter Simmons

Absent

Tony Lee
Lester James

Public

Martha Simons – Lions Club
Raymond Cerny – Lions Club
Raltozas Briceiro

II. Pledge of Allegiance

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

III. Approval of the March 19, 2018, Minutes

Mr. Robinson made a motion to approve the minutes from the March 19, 2018, meeting, Ms. Valentine seconded; motion passed unanimously.

IV. Public Comment

Ms. Martha Simons introduced herself and Mr. Raymond Cerny of the Bonita Springs West Community Lions Club to talk about their participation in this year's Fiesta Bonita event and how they can participate more. Last year they helped distribute flyers and did the beer truck.

Ms. Simons asked if the entry fee could be waived since the Lions Club is a non-profit organization. They pay to get their permit and license. Since they are a non-profit organization the permit for serving alcohol specifically states that legally they cannot

share the profits, it's considered a charitable fund raiser. Mr. Purdon clarified that basically they were asking the entry fee to be waived. Ms. Simon explained that they are a non-profit organization and all the money raised goes back to the community. Their mission is to assist the needy, feed the hungry, help students and help wherever they are needed in the community.

Mr. Paz stated they do not have any other non-profits and they look for value, what they can contribute that might help draw more people. To have an organization who wants to participate in the event and sell beer and not contribute to the event, it's not the type of partnership they are looking for.

Mr. Purdon asked if they had the numbers of how much alcohol was sold last year. Ms. Simons answered about \$2,000. They paid for the permit and the insurance, which costs about \$700.

Mr. Purdon said he worked out a scenario where the Lions club wins and Univision does not lose. With the understanding that a non-profit has to be a sponsor of the beer truck no matter who it is, and if they were to agree to waive the \$1000 entry fee for the beer truck, Mr. Purdon suggested that the entrance fee be determined after the event and would be the equivalent of fifty percent of what was sold. Ms. Simons stated you cannot do that, it's against the law. The purpose of the permit is to sell alcoholic beverages and your organizations is the only entity who can receive profits. Mr. Cerny suggested giving away 100 VIP tickets like they did last year, which equates to \$500 in profits.

A discussion ensued regarding options the beer truck for the Fiesta Bonita event.

Mr. Purdon and Ms. Taylor are going to reach out to City Attorney, Audrey Vance, to see if there is a way this situation can be worked out.

V. Fiesta Bonita Event Budget Review – Requests to be presented from Univision

Mr. Purdon As far as the budget goes, I'd like to go line by line.

- Insurance \$2,000 – Ms. Taylor said they wanted to vet that a little further and she wants to run it by the Finance Director. Mr. Purdon said, since they are up to \$15,000, they can take the insurance off.
- City permits \$875 – no issues (man speaking said \$500 of the \$875 is actually a deposit which they will get back)
- Sheriff Cost - \$2520 – which is up from last year, but it's a hard cost – no issues
- City of Bonita crew, \$380 – Ms. Taylor it includes the staff that work the event. – no issues
- Cleaning company \$200 - no issues
- Water and garbage \$600 – dumpsters and cartons – no issues
- Portable restrooms - \$750 – no issues
- Music and sound equipment – \$3000 same price as last year – no issues
- Professional lighting and audio, bands microphone, key boards, guitar base, 3-4 techs and professional audio, \$ (did not say price?) – no issues

- Taylor rental tents table and chairs – \$2100 – no issues
- Aqua Party \$900 (entertainment for the kids) – sound equipment, games and take care of all the kids – no issues
- Bounce house \$1500 – supervised manned, licenses and insured – no issue

Public comment:

Ms. Simons wanted to make a suggestion, instead of using Taylor Rental, to borrow the chairs from someone that the Lions Club uses for chairs and that might save some money. They might be able to get volunteers to put up the chairs. Mr. Paz said he would like to ask to approve the budget and they can revisit with Taylor rentals.

Mr. Purdon stated they are looking at \$12,825 and if nobody had any issues, Mr. Purdon would like a motion to approve the City's contribution of \$10,000.

Mr. Robinson made a motion to approve the budget of \$12, 825, as discussed, and that \$10,000 will be reimbursed from the City for the expenditures as set forth before the committee as above, Mr. Briceno seconded; motion passed unanimously.

Community Involvement at Fiesta Bonita:

Mayor Simmons wanted to get together with Mr. Romero to see if there was an opportunity for community involvement with maybe some local dancers or local music. The Mayor suggested maybe getting schools more involved. Mr. Romero agreed and wants to have more participation of the community. Mr. Robinson asked how they do that. Mr. Romero stated when this was a community event, but now, since this is an Univision event, it's up to them.

VI. Misc. discussion – other items

Mr. Purdon asked the Committee if they had any comments or issues regarding Celebrate Bonita.

Mr. Romero stated that he attended Celebrate Bonita on Saturday and saw low participation from minorities. He was asking people if they knew about it and they did not. Mr. Romero thinks we need to do a better job in advertising and getting the word out to people.

Mr. Purdon stated that the Hispanic Vote Pac of Southwest Florida had a table. They were pleased with the event and didn't say anything about minority representation, they seemed to think it went well.

Mr. Purdon asked Lora what was done as far as outreach for Celebrate Bonita.

Ms. Taylor explained, just like this Committee there is a Special Events Committee. The Special Events Committee is responsible for Celebrate Bonita, 4th of July and Holiday in the Park. The Veterans Advisory Board is responsible for the Veterans Day and Memorial Day events. The Tree Advisory Board handles the Arbor Day event.

Ms. Taylor explained, the Special Events Committee has done the Celebrate Bonita event for many years. Every effort was made to advertise the event. It was in the newsletter, e-blasted to 38,000 people, on social media sites, advertised on three

different radio stations, press releases were sent out, press releases were translated and set out to Spanish stations, approximately 5,000 flyers were sent to local schools and it was posted on the City website. It was posted on the community sign downtown. Every time they send out a press release, it is sent to Telemundo and Univision, translated in Spanish. Ms. Taylor shared that Mr. Pallares was going to be the MC, but unfortunately was not able to attend. The Special Events Committee also asked this Committee if they had any entertainment options and if so, asked them to send over their suggestions. Ms. Taylor stated she could invite the Special Events Committee Chair to the next Outreach meeting.

Ms. Valentine asked who did the translation into Spanish. Ms. Taylor replied Mr. Correia from Bonita Video. The Committee did not have any issues with the translation.

Mr. Paz stated if the Special Events Committee came to Univision, they would help put it out there. The Special Events Committee would have to let Univision know:

- This is what they're doing,
- Come prepared with their artwork,
- Come prepared with their spot
- Have the voice already produced,

Mr. Paz said Univision would be happy to help the Special Events Committee put it on the air and would work with them to help increase attendance.

Mr. Robinson clarified that what Mr. Paz was saying is if a group has to get everything ready and have everything set, or they can hire a PR company.

Ms. Taylor explained the Special Event Committee has traditionally had eight to ten thousand people come to the event. They had a reduction in the budget and could not afford a headliner, so there were about two thousand attendees.

Ms. Valentine suggested they should know more about what the other advisory boards and committees are doing and suggested a calendar. Mr. Purdon asked for a calendar of events to be on the dais when they come in to the next meeting.

Public Comment:

Ms. Simon suggested the Mayor and City Council might direct staff to give an update on what all the advisory Boards are working on and upcoming events. It's nice to know.

VII. Adjourn

Meeting adjourned at 8:00 p.m.

Respectfully submitted,

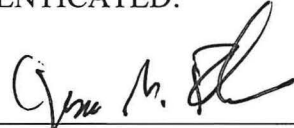


Nadine Chiamonte,
Office Assistant

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.**

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