

Recap of the Hillsborough County Diversity Advisory Council (DAC) Meeting May 3, 2017

A motion was made by Ms. Bartley to nominate Mr. Joseph to run the meeting until the Chair or Vice Chair arrived. The motion was seconded by Mr. Gasser. ***Motion carried unanimously.***

May 3, 2017 Hillsborough County Diversity Advisory Council meeting was called to order at 6:35 PM by Council Member Joseph. Members present: Chair Ortiz, Vice-Chair Howell, Satish Sharma, Letitia Haynes, James Tokley, Roxanne Bartley, Raed Khawaja, Virgil Perry, Gamal Gasser, Lynnette Stine, Francis Joseph, Anh Nguyen, Jennifer Shiver, Yvette Jones, and Kamal Patel. Members absent: Norma Reno (Notified), Terry Kemple (Notified), Robert Chen (Notified), Patti Sanchez (Notified). There was a quorum present. Staff present: Albert Coleman, EOA/Office of Community Affairs, Tony Morejon from the Office of Community Affairs, Carmen LoBue from the Office of Community Affairs, and Zuleyka Carbajal from the Equal Opportunity Administrator's Office.

All the members introduced themselves. Yvette Jones is the DAC's newest member in the African American category.

Public Comment: Mr. Ward Cox with the Family Town Hall Series spoke regarding the members of the community in need of care givers and he passed out a couple of flyers with information. Mr. David McCallister wanted to note that at the last meeting he did not state that all categories are covered, the group that he represents Indigenous Southern Americans is not represented. Mr. McCallister provided a slide show of pictures of The Augusta Jane Evans Wilson Chapter of the United Daughters of the Confederacy, which every year puts flags on Confederate veterans' graves at the Oak Lawn Cemetery. Last year some of the flags were stolen and they were replaced and they were stolen again. This year there was theft again along with vandalism. Mr. McCallister stated that this is culture being disrespected. He also showed pictures of the event which occurred in April at the Confederate Memorial Park.

Vice Chair Howell took over running the meeting.

Old Business:

Approval of April 5, 2017 Meeting Recap: A motion was made by Ms. Stine to approve the April 5, 2017 meeting recap. The motion was seconded by Mr. Gasser. ***Motion carried unanimously.***

Old Business:

Revised Strategic Plan: Mr. Gasser inquired whether LDP can be discussed and Vice Chair Howell responded that it will be discussed at next month's meeting. Ms. Bartley stated that the Marketing committee met and the concerns that were brought up at the DAC meeting were discussed, especially the heat. Ms. Bartley stated that Joe Chillura park is available on June 17th and 24st. The time of the event would be changed to 4 pm to 7 pm. The same location as last year would be good, that the outdoor would be good for what they wanted to accomplish. A misting company, Mist Works would give good pricing for a misting station. The parking spaces around the whole park would cost \$400. Ms. Bartley reached out to the Lightning, Busch Gardens and the Rowdies and they want an official letter sent out to them regarding the event. She stated that having the group of kids come back this year to be greeters and also hand out the surveys would be good. She noted that one of the highlighted communities could play the national anthem. There was five groups decided upon to be featured, which include: Hispanic/Latina, European American, African American, LGBTQ, and Native American. Other groups would still have representation at the event, but these five groups would have more of a presence. Each group would have 15 minutes each for their performances. The same food trucks would be reached out to and also new ones. Tables and chairs would be arranged with the County. Artwork was provided. Different color shirts, like neon green could be worn, but still having the same design. One hundred shirts would be order instead of the 70 like last year. Banners of the event can be hung around the downtown area. Video commercial needs to be produced to send out to media partners.

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Ms. Haynes questioned about the wood planks and Ms. Bartley responded that they would have to get with staff. Ms. Nguyen asked if there could be coverage for the stage and also if there would be a place for performers to change. Mr. Morejon stated that there is no coverage for stage any longer, there was a mesh covering, but that didn't work. Performers could change at the County Center. Mr. Howell stated that for last year's event everyone posted to their own individual Facebook, and that could be done again for this year's event. Ms. Jones inquired about what Interact Hillsborough was about. Ms. Bartley pointed out that in the binder there was information regarding the event and also on the DAC website. Mr. Joseph stated that one of the keys to success is over marketing the event. He inquired of the cost of the banners. Ms. Bartley stated that it wasn't that expensive, they cost around one \$100.00. Ms. Shiver inquired on what someone needed to do if they wanted to set up a table. Ms. Bartley responded that last year a letter of invitation was sent. Mr. Tokley suggested putting the event information on buses. He stated that he spoke to Lori Gage, the Event Director with Direct Media Incorporated and they would offer the DAC 50% off. Mr. Tokley brought the information for everyone to see. Ms. Bartley spoke regarding the concerns of the heat. Mr. Coleman stated that the event would be six weeks out and that he had not hear anything regarding what the budget and also concerns of whether the Commissioners would be able to attend, and that last year Parks and Recreation provided staff to help with the break down and that because of budget cost that they probably wouldn't be able to do it this year. He stated that this is a lot of work to be done in six weeks. To put the County logo on anything there are a lot of steps to be approved and for it to be provided. Some of the members inquired on what the right amount to plan would be. Mr. Coleman stated that it would take months, plus last year there was several times it was postponed. Mr. Patel stated that the subcommittees should meet a lot more. Mr. Joseph stated that it should be all hands on deck, whoever could meet, not just subcommittee members. Ms. Jones stated that the marketing had to be right, and that the DAC should take the time so everything will be put together well. Other dates were discussed to have the event. Mr. Coleman stated as far as the banners, the only banners that we have are at the park. That there is a process to go through that to put in other areas and also putting the information on buses. Mr. Tokley stated that originally the date was June 17th, but then it was moved to June 24th. Mr. Patel stated that if the advertising can only take a day or two then it would be fine, but if takes a month, then it should be pushed. Mr. Gasser asked if they could hear the notes of the Marketing Subcommittee. Ms. Haynes stated that it was held on Wednesday, April 19th, she read out the minutes of that meeting. Mr. Gasser suggested having the event on June 24th. Thirteen members present agreed to the date of June 24th.

A decision was made to have subcommittees every Wednesday at 6:30 leading up to the event.

There was discussion on working on the flyer and also translating it to different languages. The invitation letter also would be worked on.

New Business:

The Strategic Plan will be discussed at next month's meeting.

Lowering Quorum: A motion was made by Mr. Gasser to change quorum to 50%. The motion was seconded by Mr. Tokley. *Motion carried unanimously.*

Announcements & Council Member Reports:

Mr. Joseph stated that there was a Caribbean American Heritage Festival, it is the 7th event on June 3rd at 4:00 p.m. Ms. Bartley suggested maybe having a table at this event.

Adjournment: Meeting adjourned at 8:43 p.m.

Next Council meeting is scheduled for Wednesday, June 7, 2017, at 6:30 p.m.