

MAYOR'S HISPANIC AMERICAN ADVISORY BOARD (MHAAB)



A NEW DAY.

MHAAB MEETING MINUTES

Tuesday, June 17, 2025, 12:00 PM to 2:00 PM

Main Library | First Floor Lounge | 303 N Laura Street

Mission: “The main purpose of the Board is to advocate on behalf of the Hispanic American Community and to provide a means by which the City may obtain information, guidance and advice on the issues facing the Hispanic American Community”

Members Present: Pablo Diaz De Sandi, Nicole Landa, Adam Madrid, Diana Sandoval, Aida Seeraj & Sabrina Marcos Smith

Staff Present and Outreach Coordinator: Tamika Gloston & Tereese Goodloe

Guest Present: Julby Boutin (Prospera)

I. Call to Order & Pledge of Allegiance (skipped Pledge-no flag)

Approximately at 12:13pm by Chair, Pablo Diaz de Sandi who briefly spoke about:

- new members and we now have a full board.
- City Council met and approved Ordinance 138, which prohibits public funds from being used by people here illegally.
 - This will impact a lot of people in the Hispanic Community.
 - Spoke with many non-profit agencies & the Public Service Grants, nobody knows how this gets implemented.
 - Bring questions to Subcommittees & Board.
- Comments: Ordinance 138

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- Aida Seeraj – Receives Grant through the City for 2 Youths, what does that mean for them? Do I kick the out of the program?
 - Per Pablo, responses he's heard from some of the agencies on cases like that were very clear on saying they're not going to turn anyone away!

II. Welcome & Introductions (all who were in attendance at this point) Pablo advised no Guest today, however, will invite Mr. Tomaz Jimenez, who was the 1st chair for this board.

III. Motion to approve Agenda:

Moved by: Aida Seeraj, Second by: Sabrina Smith.

IV. Vote to Approve Minutes

MOVED BY: **Sabrina Smith** TO APPROVE MINUTES FOR: **May 20, 2025.**

SECOND BY: **Nicole Landa.**

Discussion: Diana Sandoval states correction under Toastmaster Presentation, Holy Rosery Church should be Holy Family Catholic Church.

QUORUM: **6 MEMBERS IN ATTENDANCE.**

V. Guest Presentation: None - will invite Mr. Tomaz Jimenez to the next meeting.

VI. Old Business / New Business

Financial Workshop – Social Media & Business Subcommittee item:

- Discussed last Friday, 06/13 however no quorum
- Talked about how to include a Financial Literacy component, the SBCC, Bridges, Prospera, member of First Coast Hispanic Chambers
- We will invite them to the next committee meeting

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- Diana Sandoval – states they offered to have JSEB Meeting at Florida Blue but was told the city decided not to host those meetings any more
 - Pablo invited Diana to join the Social Media & Business Subcommittee

VII. Announcements/Staff updates:

Pablo advised and asked if on this Board will require more than 2 hours once a month, going to be at the least 4-6 hours of work by joining subcommittees, reaching out to the communities, going out and getting engaged through some of the work that goes outside of what we do in here.

New Member Appointments approved:

- a. Jose Cuetos
- b. Jorge Hernandez
- c. Adam Madrid
- d. Diane Sandoval

VIII. Yanira (YaYa) Cardona, Hispanic Outreach Coordinator, COJ

- a. Unidos Jax: September 25, 2025, Main Library
 - 6:00pm – 11:00pm
 - 300 total / only 150 - 200 seats available
 - Tickets \$100 / Tables \$1000 (sponsorship level)
 - Announcing July 1st (Save-the-Date, Tickets, etc.)
 - Website is already up for nominations
 - Theme:
 - Dinner in Multipurpose Room, the Show in Theater & Dance at the Fountain
 - Next meeting date?

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- b. Hispanic JSEB updates – will continue as a Hispanic Forum, not with JSEB
 - JSEB pulled out due to a lot of complaints about other groups not having one and lost a lot of staff
 - c. Community Resource Guide already updated, just need to put the guide together
 - d. Know your Rights Seminars still doing as they ask
 - Next one at JU for staff in July
 - e. Meeting with the Mayor last week
 - she is aware of the concerns with the community
 - she does want to veto ordinance 138
- Pablo states we are all in support of vetoing the ordinance

IX. Subcommittees:

Social Media & Business – Pablo Diaz de Sandi, Chair

- meeting last Friday, 06/13
- did not have quorum
- talked about preparing a whole Campagne about what we want to do for the rest of the year at different points with Hispanic Heritage Month, with any other events we know about and submit that whole thing so that we can post on a frequent basis instead of reposting some of the things we see right now
- spoke about Financial Literacy

Education, Healthcare & Wellness - Aida Seeraj, Chair

- Our committee did not get to meet
- Several events coming up at Inspire to Rise, 5927 Old Timuquana Rd, Jacksonville, FL 32210:
 - **Community Wellness Event**, the Center for Children's Rights

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- Free Event open to the community on Youth Wellness & Health.
- This Saturday, 06/21, 10am -1pm
- **Annual Back to School Celebration**, 600 participants last year (more than 50% Hispanic population) Florida Blue sponsored the first event in 2019
 - This year's sponsor, Miller Electric
 - still accepting vendors (the more the better)
 - Bounce Houses, Rock Wall, Dunk Tank, Slides
 - 08/02, 10am – 1pm
- Question: Pablo posed a question to Officer Gonzalez about ICE (Immigration and Customs Enforcement) possible appearance at the event?*
- Office Gonzalez advised he could not comment on that being that it is on the Federal level and they do not have information on ICE*
- **Overdose Awareness Outreach Event** – actual overdose awareness date is 08/31st
 - Proclamation
 - Purple Resource bags full of Narcan, Deterra, Liquid IV
 - 08/29, 1pm -2pm partner into teams and go out into the community to homes and businesses to education people on overdosing and provide the resources needed
 - We did a memorial last year for the 1st time
 - National Guard & JSO joined
 - Volunteers needed

Public Safety, Veterans & Faith – To be reassigned

X. Subcommittees: New Members Assigned

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- Adan Madrid appointed to *Social Media & Business*
- Diana Sandoval appointed to *Education, Healthcare & Wellness*
 - Florida Blue Back-to-School Event, 08/02, Diana will email flyer
 - Pablo advised to bring any other events you may have to the next meeting
 - Officer Gonzalez requests all event location, date, time, etc. as soon as possible so that his department can get approval and plan accordingly
 - Going forward subcommittee & Board meetings will have the option for virtual (zoom) meetings however we are going to have to vote on in the Bylaws, also must have quorum in room and if there's an extraordinary situation you can attend by zoom as long as the Chair approves the situation. All of this will be added to the bylaws and voted on at the next meeting

XI. Events (Present & Past):

- a. Unidos Jax – September 25, 2025
- b. Inspire to Rise Annual Back to School Block Party – August 02, 2025
- c. Florida Blue Back to School Community Event – August 02, 2025
- d. Achieving the Dream Scholarship Award – May 16, 2025
- e. Event at Deerwood Castle – April 29, 2025
- f. Prospera Workshop Event – April 23, 2025
- g. Inspire to Rise Community Block Party – April 12, 2025
- h. Get Covered Jax – ongoing:
 - www.getcoveredjax.com,
 - www.healthcare.gov

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Events Announced:

Julby Boutin, Small Business Consultant with Prospera:

- Upcoming Workshop, July 3, 2025
- Prospera located at 4651 Salisbury Rd, Suite 400 Jacksonville, FL 32256
- 6pm

Pablo - First Coast Chambers will have Hola Emprende

- tomorrow, 06/18 at the same address on Salisbury Rd.
- 10 – 11:30am
- go to FCHCC website there is a link to register to attend

Adam - Film Event: LOL Jax Film Festival, August 2nd & 3rd, 2025

- LOL means Love Our Locals: local film makers, local Stand-up Comedians, Local Musicians & Bands
- we are looking at a local Hispanic Band
- Participation from Local Hispanic Filmmakers

Adam - Film Event: Jax 48-hour Film Project, October 22, 2025

- Filmmakers have 48 hours to make a movie
- They're given elements, a character
- At WJTC Studios

Diana - Melanin Market Juneteenth Celebration, June 19, 2025

- Highlighting African American owned business
- 1 Hispanic Business

Pablo - Story Slam, at Babs Lab, Courts Studios, Kings Street in Riverside

- On Fridays
- Topic was *Immigration*
- Get on a list and have 5 mins to tell a story

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Pablo shared as a caveat - In terms of events, feel free to participate as an individual, you're not there representing this Board or the Mayor, this is against Ethics and the Sunshine Laws!

XII. Public Comment: None

XIII. Adjourn Meeting; at 1:12pm

MOTIONED BY: Sabrina Smith, SEONED BY: Nicole Land

Chair: Pablo Diaz de Sandi | **Vice-Chair:** Sabrina Marcos Smith

Members: Anamaria Contreras | Jose Cuetos | Jorge Hernandez
Nicole Landa | Jorge Lopez | Adam Madrid | Dr. Carmen Martinez

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Diana Sandoval | Aida Seeraj

City of Jacksonville, DSD (904) 255-5466