

MAYOR'S HISPANIC AMERICAN ADVISORY BOARD (MHAAB)



A NEW DAY.

MHAAB MEETING MINUTES

Tuesday, July 15, 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, Diana Sandoval, Anamaria Contreras, Lt. Jorge Hernandez, Carmen Martinez, Jorge Lopez, Adam Madrid & Sabrina Smith

Staff Present and Outreach Coordinator: Kara Tucker & Tereese Goodloe

Guest Present: Jose Morales, Raul Hernandez, Arlene Orteiz, Carmen Figuero,

- 1. Call to Order & Pledge of Allegiance** (skipped Pledge-no flag)
Approximately at 12:08pm by Chair, Pablo Diaz de Sandi who briefly spoke about
- 2. Welcome & Introductions** (all in attendance at this point) Pablo welcomed Lt. Hernandez and advised he spoke to Jose Cuetos, who is unable to attend today, however he will be present at the next meeting
- 3. Motion to approve Agenda** - Moved by: Sabrina, Second by: Jorge Lopez. All approved
- 4. Vote to Approve Minutes** - MOVED BY: ***Sabrina Smith*** TO APPROVE MINUTES FOR: ***June 17, 2025***. SECOND BY: ***Jorge Hernandez***.

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All in favor, June Minutes moved to approved.

Discussion: Pablo states there are a few typos, Kara advised to get them to us, and we will get them corrected.

QUORUM: 7 MEMBERS IN ATTENDANCE.

5. Guest Presentation: Mr. Tomaz Jimenez will skip since he's not with us yet.

6. Old Business / New Business

By-laws – everyone should have a copy

- Changes: Online meetings
- Added language to allow the public to participate via zoom
- Members under exceptional circumstances
- Still needs to be quorum in the room

Motion to approve the updated Bylaws moved by Sabrina Smith, second by Jorge Lopez

- Discussion: Sabrina states noticed in the proposed language under “Board Members” it used the word, “trustees” which needs to be changed to just Board Member.

Updated Motion to change anywhere the word “trustees” is used to Board Members: moved by Sabrina, second by Jorge Lopez. All in favor of changes.

- 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

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7. Board Member Attendance

- Attendance Tracker – make sure all are committed, 3 absences will result in a letter from the Board Chair
For the record, recognizing that Adam Madrid is joining us.

8. Announcements/Staff updates:

- Unidos Jax – September 25, 2025, at Main Library
 - link will go out later today on social media
 - will sell 200 tickets to the public
 - Sponsorship Tables – get with YaYa if you want a table
- Directory – YaYa will have a draft of the Community Directory Resource Guide in multiple languages available next month so we can review at that time
- Kara's working on finding different places (venues) for the *Know Your Rights Seminars* to do monthly
 - Want to state for the record of this meeting the Board feels really proud of our mayor for vetoing ordinance 138
- Medical and other City Initiatives working on monthly Townhalls
- Unidos Jax for 2026 will be coming back to the Board (MHAAB)

9. Subcommittees:

Social Media & Business – *Pablo Diaz de Sandi, Chair*

- meeting last Friday, 07/11

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- agreed that we will have a plan for Social Media & Business for the rest of the year that will be shared with the City's Communications Office which will include:
 - all MHAAB events
 - Once Directory is completed, get it on a shared document that's online, so we can always have a QR code that we can share
- Next steps are to invite people from UNF, from the Chambers & from others so that we can put together an Agenda for all of the Tuesday afternoon meetings (3rd Tuesday of the month formally conducted by JSEB) for Hispanic Entrepreneurs and Small Businesses to help guide them through different things, JSEB has stepped back from doing the workshops but they will still happen through this board and YaYa, we still have space for them
 - Topics to include, Financial Literacy, information about insurance, and other resources for small businesses and Entrepreneurs, in Spanish!

Education, Healthcare & Wellness - Aida Seeraj, Chair

- Inspire to Rise Back to School Event, August 2
- No other updates
 - **Sabrina will get information to Pablo to order a new MHAAB tablecloth**

Public Safety, Veterans & Faith – No goals or specific objectives

Pablo suggests having a committee that deals with outreach:

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- Through churches
- In coordination with social media – main channel Facebook
- reestablishing this subcommittee with all of these including outreach
- asking for any volunteer who'd like to be the Chair
 - Lt. Jorge Hernandez, volunteered
 - Pablo officially named Lt. Jorge Hernandez as chair for the Public safety, Veterans & Faith Outreach Subcommittee
 - Staff will assist
 - Asking for additional members to join or will be appointed

10. Public Comment:

Jose Morales, Center for Independent Living (CIL)

- Thanked Pablo personally and professionally for representing the Board at the July 11th event for the Cuban Community
- Received a grant to make all marketing materials in Spanish
- All services provided by CIL are free to the community
- Promoting August 8th Event, Emergency Preparedness Conference (EPC)
 - Working with Mayo, Amazon, Azul- Zergihno's Restaurant, Disabled Services, Emergency Management, JFRD, JSO.

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- Would like to create a 35-40min session in Spanish talking about preparedness, so if you would like to present or if you have suggestions, please let Jose know
- Event August 2, Jax Beach Seawalk Pavillion, Unidos Por Lo Nuestro
 - CIL is collaborating with the promoters so proceeds will come back to CIL
 - Family environment, 1pm – 5pm
 - Artist coming from Italy, Puerto Rico, Cuba

Question from guest of Jose Morales –

has Residential property located in a commercial zoning, trying to do a food truck business, went to City Hall and was told they have nothing to do with that, it's a question for the State...

- Sabrina Smith advised she cannot answer that question however it sounds like the property will need to be re-zoned and will need an attorney that can work with him to rezone that area, can't tell you if that is going to happen but can tell you that there are people and resources that can help you do that
- Pablo states the mayor in her address yesterday spoke about permitting and about trying to help any small business trying to go through that process in an easier way, permits specifically they have reduced that process by 50%

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Arlene Ortezt -Networking Event, Tuesday, July 22, 2025, 6pm

- Free for the community
- Anyone who has business or is a Leader is welcome
- Participation from a lot of different organizations
- Pre Event for the Jax Community Fair, Oct. 4
- 3 Networking Events before the big event

Sabrina Smith - Excellence in Business Event, First Coast Hispanic Chamber of Commerce December 4th

- will send information on this event so that everyone will have, sign up for tickets at the next meeting

Few announcements from the Chair:

Pablo Diaz de Sandi – Mexican Dancers (not confirmed yet)

- through the Mexican Consulate they contacted some people here locally
 - want to bring Mexican Dancers from Wah-hah-kah to do this dance called Guelaguetza, 30-50 dancers
 - August 21, 2025, in the evening
 - working with Sports and Entertainment, looking for venue
- Visual at the Friendship Fountain last week to commemorate Cuban Refugees
- New members: Full meeting is really for decisions, real work is for the subcommittees

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- Victor Pora & Tomas Jimenez founding members of the board, and they are here for us
- Arlene Orteiz doing the radio station again 98.5 on Fridays at 5:30pm if want to send information about events that are happening will publish on the program, contact Arlene to be on the program

11. Events (Present & Past):

- a. Jax 48-hour Film Project – **October 22, 2025**
- b. Unidos Jax – **September 25, 2025**
- c. Inspire to Rise - Back to School Block Party – **August 02, 2025**
- d. Florida Blue – Back to School Event – **August 02, 2025**
- e. LOL Jax (Love Our Locals) Film Festival – **August 02 & 03, 2025**
- f. Inspire to Rise – Overdose Awareness Event – **August 29, 2025**
- g. Prospera Financial Workshop – *July 03, 2025*
- h. Melanin Market Juneteenth Celebration – *June 19, 2025*
- i. Inspire to Rise Community Wellness Event – *June 21, 2025*
- j. FCHCC – Hola Emprenda Event – *June 18, 2025*
- k. Achieving the Dream Scholarship Award – *May 16, 2025*
- l. Event at Deerwood Castle – *April 29, 2025*
- m. Prospera Workshop Event – *April 23, 2025*
- n. Inspire to Rise Community Block Party – *April 12, 2025*
- o. Story Slam at Babs Lab – ongoing (*Fridays*)
- p. Get Covered Jax – ongoing:
 - www.getcoveredjax.com,
 - www.healthcare.gov

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12. Adjourn Meeting; at 12:50pm

MOTIONED BY: Sabrina Smith, SEONED BY: Jorge Lopez

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

Diana Sandoval | Aida Seeraj

City of Jacksonville, DSD (904) 255-5466