

MAYOR'S HISPANIC AMERICAN ADVISORY BOARD (MHAAB)



A NEW DAY.

MHAAB MEETING MINUTES - Discussion

Tuesday, February 17, 2026, 12:00 PM to 2:00 PM

Main Library | Conference Rm G4 | 303 N Laura Street

Our 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, Anamaria Contreras, Jose Cuetos, Jorge Hernandez, Nicole Landa, Jorge Lopez, Adam Madrid, Carmen Martinez, Diana Sandoval & Aida Seeraj

Staff Present and Outreach Coordinator: Kara Tucker, Tereese Goodloe & Yanira “YaYa” Cardona

Guest Present: Julby Boutin, Officer Frank Gonzalez, Gerardo (UNF LASO President)

Virtual Attendants: none

Call to Order/Welcome & Introductions – Pablo Diaz de Sandi, Board Chair called meeting to order and opened with an inspiring message of encouragement

Approval of Agenda & Minutes:

Vote to Approve

- Agenda - moved by: Aida Seeraj, second by: Dr. Carmen Martinez.
- Discussion Notes (01/20/2026) – moved by: Adam Madrid second by: Jorge Hernandez.
 - Quorum: Yes, members in attendance 11.
 - Virtual members in attendance: 0.

Guest Speaker: None

Board Business:

- End of Year Report –
 - sent to the mayor, have not yet received feedback

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- requested a meeting with the mayor
- Community Resource Guide – Yanira (YaYa) Cardona
 - Guide completed pending approval (complicated logistics behind approval)
 - For now, sending out Senior Services Guide
- Subcommittee Reports –
 - Social Media & Business Committee, Adam Madrid appointed Chair:
 - Discussed World of Nation and 48hr Film Festival – will be going to Portugal next month to represent Jacksonville
 - Education, Healthcare & Wellness – Diana Sandoval, Chair:
 - Reviewed list of different awareness months celebrated throughout the year
 - Highlighted the ones that affect the Hispanic Community most
 - Discussed the way we will share information
 - In Spanish & English
 - Public Safety, Veterans & Faith – Lt. Jorge Hernandez, Chair:
 - Community walks once a month – this Saturday & next
 - Smoke Alarms – increased dispatch for installation
- Recap from Mr. Chair, Pablo Diaz de Sandi –
 - Bundle all topics, messages, any post that we want to do, by the next subcommittee meeting so they all can be reviewed by the end of March and sent to the communications office
 - World of Nations – we will not have a table this year, asking as may of you to be there and talk to the businesses and give them information about MHAAB
 - Immigration Event on Sunday to help people naturalize themselves as citizens – they have volunteer needs

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Unidos Jax – Aida Seeraj, chair:

- Tried to meet on Thursday, 02/19, however no one came
- Need list of committee members for Unidos Jax
- Suggestion made to move meeting right after MHAAB meetings
 - Motioned to move meeting starting next month.
 - Start putting all into an agenda so that it can be ready, include:
 - ✓ a theme
 - ✓ sponsorship packets – price level, etc., share with organizations so that they can start committing to support – entertainment, food, beverages
- Discussion about the monthly meetings (Forums) for the Hispanic Small Business Programs
 - As soon as we get space, we will follow the schedule of topics created by Anamaria Contreres
 - Agreed to book meeting space for 3rd Tuesday or Thursday, 6pm, at Florida Blue, Diana Sandoval will confirm
 - Motioned by Adam Madrid to approve 2026 monthly meeting forums schedule with monthly topics
 - Approved with no changes, comments or feedback
- There was a brief discussion about the MHAAB website, staff will email board members who have not submitted a bio or picture
- Reminder: Citizenship Drive at Riverfront Plaza, (not at World of Nations) March 1st, 9am – 6pm, mayor will be attending, must register if you want to volunteer
- Multiple events with immigration rights alliance, new law being proposed, link will be shared

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- Gerardo UNF LASO President –
 - March 5th – LASO Event like World of Nations, at 6pm, in the Student Union, extending a free vendor table invite to MHAAB, looking for help in funding for food
 - March 11th – 5:30pm – Immigration Informational Event, 3 speakers, 1 is a UNF student telling her story as an immigrant from Cuba – working on the 2 other speakers would like a lawyer and someone from an organization
 - The Gala Event – April 9th, 6pm, last big event of the year, end of year party event for members and board members awards
 - Contact info: laso1@unf.edu & laso2@unf.edu

Adjourn Meeting: 1:03pm –

- motioned by Jose Cuetos, seconded by Jose 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

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